The University of Massachusetts Dartmouth Center for Policy Analysis is a multidisciplinary research unit that promotes economic, social, and political development by providing research and technical assistance to client organizations. The Center for Policy Analysis offers custom designed research and technical analysis in the areas of economic development, public management, program evaluation and polling research for government agencies, non-profit organizations, private businesses, and educational institutions. The Center for Policy Analysis strives to erode the walls between research and teaching by training students in the techniques of applied social science and by conducting university and community based educational programs. The Center for Policy Analysis does not pursue a predetermined research agenda, but is a flexible research organization responding on a timely basis to the problems and issues identified by client agencies.

Clyde W. Barrow, Ph.D., Political Science
Director

EXECUTIVE BOARD

David Borges, M.P.A., Public Administration
Associate Director/Senior Research Associate

Chris Eisenhart, Ph.D., English
Senior Research Associate

John Fohanjong, Ph.D., Political Science
Senior Research Associate

Susan Krumholz, J.D., Ph.D., Sociology
Senior Research Associate

Weiwei Lin, Ph.D., Public Administration
Senior Research Associate

Devon Lynch, Ph.D., Economics
Senior Research Associate

Spencer Ladd, Ph.D., M.F.A., Design
Senior Research Associate

Chad Maguire, J.D., Law
Senior Research Associate

Robin Robinson, Psy.D, Ph.D., Social Welfare
Senior Research Associate

Gail Russell, M.S., Ed.D., Nursing
Senior Research Associate

Shawna E. Sweeney, Ph.D., Political Science
Senior Research Associate

Paul Vigeant, M.A., Public Administration
Adjunct Research Associate

EXECUTIVE STAFF

David Borges, M.P.A., Public Administration
Senior Research Associate

Colleen Dawicki, M.P.P., Public Policy
Project Manager

Mario Carloni, Political Science
Research Assistant

Chad Maguire, J.D., Law
Senior Research Associate

Nancy Trudel
Assistant to the Director

Correspondence and inquiries should be addressed to: Center for Policy Analysis, University of Massachusetts Dartmouth, 285 Old Westport Road, North Dartmouth, Massachusetts 02747-2300 (telephone: 508-990-9660; fax: 508-999-8374).

Copyright © Center for Policy Analysis. All rights reserved.

Website: http://www.umassd.edu/seppce/centers/cfpa/

The information and analysis in this report does not represent an official statement or view of the University of Massachusetts.

Polling and Program Evaluation Research Series No. 104
CONTENTS

Executive Summary...........................................................................................................................................iii

1.00 Introduction ..............................................................................................................................................1

1.10 Seasons of Change, Expect the Unexpected ..........................................................................................1

1.20 Massachusetts Cultural Council Adams Arts Program .........................................................................1

1.30 Seasons of Change Partners ..................................................................................................................2

1.40 Analysis of Seasons of Change Sponsored and Supported Programs ..................................................3

1.41 Economic Impact Analysis ....................................................................................................................3

1.42 Visitor Survey ........................................................................................................................................3

2.00 Economic Impact Analysis ....................................................................................................................5

2.10 Total Economic Impacts .......................................................................................................................6

3.00 Seasons of Change Visitor Survey ........................................................................................................7

3.10 Respondent Background .......................................................................................................................7

3.11 Place of Residence ................................................................................................................................7

3.12 Age .......................................................................................................................................................8

3.13 Gender ................................................................................................................................................8

3.20 Source From Which Respondent Heard About The Event ................................................................9

3.30 Attendance Patterns .............................................................................................................................10

3.31 Frequency Respondents Attend Art/Cultural Events in Fall River ......................................................10

3.32 Attendance at Future Cultural Events ..................................................................................................11

3.40 Rating of Seasons of Change Event ......................................................................................................11

3.50 Visits to Downtown Restaurants, Cafés, and Shops ...........................................................................12

3.51 Downtown Restaurants or Cafes .........................................................................................................12

3.52 Downtown Retail Establishments .........................................................................................................12

3.60 Respondents’ Perceptions of the Event ...............................................................................................13

3.61 Perception of Fall River .......................................................................................................................13

3.62 Perception of the Benefits to the City of Fall River .............................................................................13

3.70 Open-End Comments ..........................................................................................................................14

3.71 Primary Reason Respondents Enjoyed Attending the Event ..............................................................14

3.72 Suggestions for Improving the Formatting of Seasons of Change ....................................................15

Appendix A – Survey Instruments ................................................................................................................16

Appendix B – Description of IMPLAN ........................................................................................................18

Appendix C – IMPLAN Economic Impact Methodology ............................................................................19
[This page left blank intentionally]
EXECUTIVE SUMMARY

UMass Dartmouth’s Office of Professional and Continuing Education (PCE) and its partnering arts organizations have taken a leadership role in introducing artistic events in the city of Fall River aimed at positively impacting economic development. Seasons of Change, Expect the Unexpected, is part of an ongoing initiative by PCE and its partners to revitalize Fall River’s downtown business district and its waterfront by making these areas attractive and accessible to businesses, residents, and visitors.

Seasons of Change is partly funded by the City of Fall River and the Massachusetts Cultural Council’s Adams Arts Program. The MCC Adams Arts Program requires that funded organizations document their performance in terms of new revenues, job creation, revitalized communities, and/or increased participation and engagement in cultural activities by residents and visitors. To measure these outcomes, Seasons of Change retained the Center for Policy Analysis (CFPA) at UMass Dartmouth to conduct an economic impact analysis and visitor survey of Seasons of Change sponsored and supported activities.

Economic Impact Analysis

Economic impacts measure the importance of an economic activity primarily in terms of the employment and output generated by that activity. Importantly, economic impact analysis measures the total spending that occurs both on-site (direct impacts) and in the economy as a whole as subsequent spending occurs (indirect and induced impacts).

The total economic impact of Seasons of Change in terms of output is $118,884. These impacts include $65,524 in direct impacts, $17,745 in indirect impacts, and $35,615 in induced impacts. Sources of these impacts include staff salaries, operational expenditures such as marketing, advertising, rentals, postage, and printing, and visitor expenditures on items such as admission, retail, food and beverage, and art purchases. The impact multiplier is 1.8, which means that out of every dollar of direct expenditure, eighty cents is re-spent in the local economy.

In terms of the state’s return on investment, a total of $36,000 of the Massachusetts Cultural Council grant was spent to fund Seasons of Change activities. With a total economic impact of $118,884, over 3 dollars have been leveraged for every state dollar spent in grant money.

### Economic Impact (Output)

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$65,524</td>
<td>$17,745</td>
<td>$35,615</td>
<td>$118,884</td>
<td>1.8</td>
</tr>
</tbody>
</table>

Seasons of Change also created an additional 1.8 full-time equivalent positions (see Table 2). These jobs are annualized FTEs (Full-Time Equivalent), that is, they represent year-long employment. The employment impacts occur primarily in the areas of artists and performers, food and drinking establishments, advertising, and miscellaneous store retailers.

### Employment Impact

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.3</td>
<td>0.2</td>
<td>0.3</td>
<td>1.8</td>
<td>1.4</td>
</tr>
</tbody>
</table>
Visitor Survey

A total of 345 intercept surveys were conducted with Seasons of Change visitors at various events. The purpose of the visitor survey is to determine respondents’ place of residence, to establish visitation patterns, to measure satisfaction levels with Seasons of Change, and to obtain expenditure data. Four events were surveyed: U.S. Victory Canteen (N=235), Art of Dining Stroll (N=50), Open Studios (N=32), and Children’s Film Festival (N=28). Results include:

Respondent Background

- Seasons of Change events primarily attracted residents from the local area, with the majority of respondents living in Fall River (40%, N=139), Somerset (11%, N=39), Westport (8%, N=26), Tiverton (6%, N=22), and Swansea (4%, N=14).
- The average age of respondents is 57 years of age. Eleven percent of respondents (11%) are age 18 to 34, while 17 percent are age 35 to 49, 32 percent are age 50 to 64, and 40 percent are age 65 and older.
- The Children’s Film Festival had the lowest average age among respondents (38 years of age), followed by Open Studios (44 years of age), the Art of Dining Stroll (47 years of age), and the U.S. Victory Canteen (64 years of age).
- Sixty-eight percent of respondents are female and 32 percent are male.

Source from Which Respondent Heard About the Event

- Respondents are most likely to have heard about the Seasons of Change event they attended from a friend or family member (52%), the newspaper (25%), and other means (16%).

Attendance Patterns

- Twenty-four percent of respondents (24%) report that the event they attended was the first art/cultural event they have attended in Fall River, although 67 percent of respondents attend art/cultural events in Fall River at least one time per year, with 25 percent attending four or more times per year.
- Ninety-two percent of respondents (92%) plan to attend other cultural events in Fall River in the future.

Rating of Seasons of Change Event

- Respondents were asked to rate the event they attended on a scale of 1 to 10, with 1 being poor and 10 being excellent. Respondents rate all events highly, with respondents rating the events they attended an average of 9.1 on the 10 point scale.

Visits to Downtown Restaurants, Cafés, and Shops

- Forty-six percent of respondents (46%) report that they spent money (other than admission) as a result of attending the event on items such as food/drinks, galleries/art, miscellaneous retail, parking, transportation, and other items.
- Forty-one percent of respondents (41%) report that they patronized or planned to patronize one of the downtown restaurants or cafes before, during, or after the event.
- Twenty-two percent of respondents (22%) report that they made a purchase (other than food and beverages) at one of the downtown retailers as a result of attending a Seasons of Change Event.
Respondents’ Perceptions of the Event

- Seventy percent of respondents (70%) indicate they have a more positive perception of Fall River as a result of attending the Seasons of Change event, while 29 percent have a perception that has not changed and only 1 percent has a more negative perception of Fall River.
- Eighty-four percent of respondents (84%) strongly agree that the Seasons of Change event provides a positive benefit to the City of Fall River, while 15 percent somewhat agree.

Open-End Comments

Primary Reason Respondents Enjoyed Attending the Event

Respondents were asked to indicate the primary reason they enjoyed coming to the Seasons of Change event they attended. Responses were numerous and varied and are grouped by the major themes and events below.

U.S. Victory Canteen

- Music/Great Music/Lyrics (N=58)
- Nostalgia/Memories (N=37)
- Atmosphere/Location (N=28)

Art of Dining Stroll

- Being with/seeing friends/family (N=12)
- Food (N=8)
- Restaurants (N=6)

Open Studios

- Artwork (N=15)

Children’s Film Festival

- Children had fun/Great time for kids (N=12)
- Artwork (N=5)
1.00 INTRODUCTION

1.10 SEASONS OF CHANGE, EXPECT THE UNEXPECTED

UMass Dartmouth’s Office of Professional and Continuing Education (PCE) and its partnering arts organizations have taken a leadership role in introducing artistic events in the city of Fall River aimed at positively impacting economic development. Seasons of Change, Expect the Unexpected, is part of an ongoing initiative by PCE and its partners to revitalize Fall River’s downtown business district and its waterfront by making these areas attractive and accessible to businesses, residents, and visitors. The primary goal of Seasons of Change is to contribute to the city’s economic growth and positive image. The project seeks to accomplish this goal by:

1. Creating an “art aware” public and business community that participates in year round, site specific programming;
2. Attracting local and regional visitors to businesses and cultural venues;
3. Supporting economic development and cultural awareness by creating a more active audience of consumers; and,
4. Encouraging the development of relationships between business, arts, and government entities in Fall River.

Seasons of Change engaged individuals from within the city of Fall River and beyond through five primary components:

- Conscience Figures – A seek and find challenge that strategically placed pieces of art throughout the community in unexpected places. Clues regarding locations appeared in the regional paper and social media.
- Spring Celebration - Art of Dining Stroll (downtown),
- Summer Celebration – U.S. Victory Canteen (waterfront),
- Fall Celebration - Open Studios (historic mills), and
- Winter Celebration – Historic Home Tour (historic Highlands).

1.20 MASSACHUSETTS CULTURAL COUNCIL ADAMS ARTS PROGRAM

The Massachusetts Cultural Council (MCC), under its Adams Arts Program, awarded Seasons of Change $36,000 to support the initiative. The program also received funding in 2006, 2008, and 2009. 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, nurture new arts and cultural enterprise development, raise awareness of the Commonwealth’s cultural products, and increase arts and cultural visitors to the state.

1. The Winter Celebration is not included in the analysis because the event was held after the report’s deadline.
2. Seasons of Change was formerly called Arts Uniting Fall River and Arts on Main St.
1.30 **SEASONS OF CHANGE PARTNERS**

Seasons of Change is a partnership between UMass Dartmouth’s Office of Professional and Continuing Education and many community program partners. These partners met monthly throughout the project. The partners and their roles include:

**Arts United**

Arts United/Fall River is a non-profit organization with the mission to support and encourage the artists and arts organizations of Fall River. Arts United was utilized as a resource throughout the arts community, disseminating information, keeping artists up to date, and providing resources to the partnership.

**Cherry & Webb Gallery**

The Cherry & Webb Gallery works to make arts accessible and available to the community and its children. The Cherry & Webb Gallery supported the program’s activities within the gallery, including hosting some of the Conscience Figures. The Gallery was also the designated site for the Children’s Film Festival.

**City of Fall River**

The City of Fall River provided assistance through grant writing and matching funds for the project.

**Little Theater**

Little Theater of Fall River was a central partner for Summer Celebration in collaboration with the Battleship, providing actors for the Summer Celebration as well as other events throughout the project.

**Spindle City Ballet**

Spindle City Ballet was a performing partner for the Spring Celebration, hosted by the Art of Dining Stroll. Spindle City Ballet also provided dancers for other events throughout the year.

**Fall River Office of Economic Development**

The Director of Cultural Development of the Fall River of Economic Development attended monthly meetings and brought cultural awareness and economic growth to the community.

**Battleship Cove**

Battleship Cove hosted the Summer Theater production and hosted multiple events throughout the year including showing Conscience Figures.

**Fall River Art Association**

The Fall River Art Association was a host of the Winter Celebration with onsite arts demonstrations.

**Preservation Society of Fall River**

The Preservation Society of Fall River, in collaboration with New Bedford Preservation Society, was the highlight of the Winter Celebration, including trolley rides, historic highland homes, and costume guides.
1.40 Analysis of Seasons of Change Sponsored and Supported Programs

The MCC Adams Arts Program requires that funded organizations document their performance in terms of new revenues, job creation, revitalized communities, and increased participation and engagement in cultural activities by residents and visitors. To measure these outcomes, Seasons of Change retained the Center for Policy Analysis (CFPA) at UMass Dartmouth to conduct an economic impact analysis and visitor survey of 2011 Seasons of Change sponsored and supported activities.

1.41 Economic Impact Analysis

Economic impacts measure the importance of an economic activity primarily in terms of the employment and output generated by that activity. Economic impacts consist of direct impacts, indirect impacts, and induced impacts. The direct, indirect and induced economic impacts in this report are calculated using IMPLAN (IMpact Analysis for PLANing), which is an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. 4

Specifically, the Center for Policy Analysis estimated the direct, indirect, induced, and total annual economic impacts of Seasons of Change based on expenditures that were collected from the following sources:

- **Expenditures by the Sponsoring/Partner Organizations.** Includes expenditures necessary to organize and hold the events such as spending on staff salaries, payments to artists, office supplies, advertising, and printing. This data was provided the sponsoring organization and the partners.

- **In-kind Expenditures.** Includes donated items such as printing, signage, advertising, City work crews, volunteers, and space rental.

- **Visitor Expenditures.** Includes the amount spent by visitors on items such as food and drinks, art, retail, parking, and transportation. This data was obtained from intercept surveys administered at the events.

1.42 Visitor Survey

Direct intercept surveys of visitors to Seasons of Change events were administered by volunteers. 5 The visitor surveys were conducted to achieve four 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 the event and of Fall River.
- To provide expenditure data for the purpose of estimating the economic impacts of the event.

Visitor surveys were administered at four events:

**Spring Celebration: Art of Dining Stroll – Hosted by Art of Dining Stroll**

Participating restaurants served a variety of foods illustrative of Fall River’s rich cultural heritage. Patrons of the event either walked or rode the City Trolley to each venue and were entertained by local artists. Dancers from

---

4 A detailed explanation of direct, indirect, and induced impacts, as well as an explanation of the IMPLAN economic modeling system can be found in Appendix B.

5 A copy of the survey instrument used for the U.S. Victory Canteen event can be found in Appendix A.
Spindle City Ballet, dressed as Conscience Figures, performed and interacted with diners. At the Lafayette Durfee House (a historic Revolutionary War era home), staff dressed in period costumes served Indian pudding and other desserts from that era, while sharing historical facts with diners.

**Summer Celebration: U.S. Victory Canteen - Hosted by Little Theater/Battleship Cove**

Battleship Cove hosted a Summer Theater production that was set in the WWII era, highlighting the 70th anniversary of Pearl Harbor. The event was held on the Battleship Massachusetts, part of Battleship Cove, a WWII ship that spent much of its war duty in the South Pacific. The environment aboard the Battleship simulated the period with a USO show, newsreels, and cartoons. Artists from the Little Theatre delivered three performances and ticket holders were treated to an interactive experience, including military re-enactors who talked with visitors about life aboard the ship. At intermission, foods from the time period were served. Following the performance, the Marine Museum (located in proximity to the Battleship) hosted a cocktail party and guests were able to meet the actors.

**Fall Celebration: Open Studios - Hosted by Arts United/Open Studios**

The Fall Celebration combined the culinary arts with the fine arts. More than 40 artists opened their studios, located within historic mill buildings, to the public, while area restaurants provided a variety of refreshments. The City donated the use of the Trolley to transport visitors to and from the mill studios.

**Cherry and Webb Gallery: Children’s Film Festival – Hosted by Cherry & Webb Gallery**

The Cherry & Webb Gallery hosted its 6th annual Children’s Film Festival. Most of the films, donated by Weston Woods, were new and donated to the Fall River Public library after the event. Fall River Children’s Librarian David Mello read to the children. Children also made arts and crafts with art teachers and artist Tim Jewell. The backdrop of the festival was a colorful exhibition of Fall River elementary school children’s artwork. All children left with a free book at the end of the event.
2.00 **ECONOMIC IMPACT ANALYSIS**

Cultural economic impact analysis estimates the total effect of cultural tourism by tracking the flows of spending associated with an event.\(^6\) Importantly, economic impact analysis measures the total spending that occurs both on-site (direct impacts) and in the economy as a whole as subsequent spending occurs (indirect and induced impacts). In some instances, the indirect and induced impacts can be as large as or larger than the direct impacts.

An effective cultural program stimulates economic activity in both the creative economy and other sectors of the region’s economy (indirect and induced impacts). For example, a couple may drive from Rhode Island to attend Seasons of Change event and spend $100 at a local restaurant after the event. The restaurant owner then takes a portion of the $100 to buy food from a purveyor and to pay staff. This first round of effects is referred to as the direct impact. In the second round, the purveyor purchases additional items and pays salaries and wages with part of the original $100. This round of effects is referred to as the indirect impact. The restaurant employees and employees of the purveyor spend part of their wages on food, rent, gasoline and so on. This spending is referred to as the induced impact. These spending activities play out until the money is exhausted. Thus, the total economic impact on Fall River’s economy is greater that the initial $100 spent at the restaurant (multiplier effect).

In terms of visitor expenditures, positive economic impacts occur only when money from visitors who live outside of Fall River is introduced into the economy. Thus, spending by Fall River residents is not considered a net economic impact because this type of spending is assumed to be a substitute for spending that would have occurred even if the event were not held (e.g. at a restaurant, convenience store, gas station, etc.). In other words, it is assumed that a Fall River resident who spends $50 at a Seasons of Change event is simply substituting the $50 they would have spent on something even if the event did not occur, that is, the resident is simply substituting one expense for another.\(^7\) In terms of economic impacts, an effective cultural economy program draws much of its audience from outside of the region.

Estimates of the direct, indirect, induced and total annual economic impacts of Seasons of Change are based on expenditures that were collected from the following sources:\(^8\)

- **Organizational Expenditures.** Includes Seasons of Change expenditures necessary to organize and hold the event such as spending on staff salaries, payments to artists, office supplies, travel, advertising and printing.

- **Visitors Expenditures.** Includes the amount spent by Seasons of Change visitors on items such as food/drinks, art, retail, parking and transportation. This data was obtained from intercept surveys administered at various Seasons of Change events throughout the year.

- **In-kind Expenditures.** Donated items such as printing, signage, advertising, City work crews, volunteers, and space rental.

---


\(^7\) The substitution effect is not perfect; it is quite possible that spending at Seasons of Change events is not a substitution but rather represents additional to spending in Fall River’s economy. It is estimated that 20 percent of spending by Fall River residents at Seasons of Change events is additional spending rather substitution and these expenditures are included in the impact model.

\(^8\) A detailed methodology can be found in Appendix C.
2.10 TOTAL ECONOMIC IMPACTS

The total economic impact of Seasons of Change in terms of output is $118,884. These impacts include $65,524 in direct impacts, $17,745 in indirect impacts, and $35,615 in induced impacts (see Table 1). Sources of these impacts include staff salaries, operational expenditures such as marketing, advertising, rentals, postage, and printing, and visitor expenditures on items such as admission, retail, food and beverage, and art purchases. The impact multiplier is 1.8, which means that out of every dollar of direct expenditure, eighty cents is re-spent in the local economy.

In terms of the state’s return on investment, a total of $36,000 of the Massachusetts Cultural Council grant was spent to fund Seasons of Change activities. With a total economic impact of $118,884, over 3 dollars have been leveraged for every state dollar spent in grant money.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Economic Impacts of Seasons of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>Indirect</td>
</tr>
<tr>
<td>$65,524</td>
<td>$17,745</td>
</tr>
</tbody>
</table>

Seasons of Change also created an additional 1.8 full-time equivalent positions (see Table 2). These jobs are annualized FTEs (Full-Time Equivalent), that is, they represent year-long employment. The employment impacts occur primarily in the areas of artists and performers, food and drinking establishments, advertising, and miscellaneous store retailers. The employment multiplier is 1.4, which means for every job created, 0.4 jobs are created in other industries.

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Total Employment Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>Indirect</td>
</tr>
<tr>
<td>1.3</td>
<td>0</td>
</tr>
</tbody>
</table>

The total impacts of Seasons of Change may be conservative for three reasons:

- Expenditure data from the Winter Celebration (Historic Homes) is not included in the analysis because this event occurred after the report deadline.

- Some Seasons of Change visitors who would normally not shop in downtown Fall River return to make purchases when a Seasons of Change event is not taking place. In other words, the Seasons of Change event attracts new people to downtown by raising awareness about the quality and types of businesses offered in the downtown area. This is one of the central missions of Seasons of Change; to create a vibrant and economically vibrant downtown at all times, not simply when a Seasons of Change event is taking place. Estimates of these economic activities are not included in the economic impact estimate.

- Seasons of Change provides an opportunity for performers, business owners, artists and other Seasons of Change participants who are not located downtown to increase their exposure and sales in other locations. For example, artists may see more visitors to their studios in other locations and cultural institutions may gain new members from the cross-marketing exposure that Seasons of Change offers. Estimates of these economic activities are not included in the economic impact estimate.
3.00 SEASONS OF CHANGE VISITOR SURVEY

A total of 345 intercept surveys were conducted with Seasons of Change visitors at various events. The purpose of the visitor survey is to determine a respondent’s place of residence, to establish visitation patterns, to measure satisfaction levels with Seasons of Change, and to obtain expenditure data. The events surveyed and the number of surveys completed at each are listed in Table 3. Each survey included a common set of questions as well as questions specific to that event.9

<table>
<thead>
<tr>
<th>Events Surveyed and Number of Respondents10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
</tr>
<tr>
<td>U.S. Victory Canteen</td>
</tr>
<tr>
<td>Art of Dining Stroll</td>
</tr>
<tr>
<td>Open Studios</td>
</tr>
<tr>
<td>Children’s Film Festival</td>
</tr>
</tbody>
</table>

3.10 RESPONDENT BACKGROUND

Respondents were asked to provide basic demographic data such as their place of residence, age, and gender.

3.11 Place of Residence

Seasons of Change events primarily attracted residents from the local area, with the majority of respondents living in Fall River (40%, N=139), Somerset (11%, N=39), Westport (8%, N=26), Tiverton (6%, N=22), and Swansea (4%, N=14). In addition, about 2 percent of respondents live outside of Massachusetts and Rhode Island, including six visitors from overseas (see Figure 1).

---

9 Conclusions should be made with caution when analyzing data reported for the Art of Dining Stroll, Open Studios, and Children’s Film Festival due to the low number of responses.

10 Data throughout this report may not add to 100% due to rounding.

11 Includes survey data from two separate Dining Stroll events.
3.12 **Respondent Age**

The average age of respondents is 57 years of age. Eleven percent of respondents (11%) are age 18 to 34, while 17 percent are age 35 to 49, 32 percent are age 50 to 64, and 40 percent are age 65 and older (see Figure 2). The Children’s Film Festival had the lowest average age among respondents (38 years of age), followed by Open Studios (44 years of age), the Art of Dining Stroll (47 years of age), and the U.S. Victory Canteen (64 years of age).

![Figure 2](image)

3.13 **Respondent Gender**

Sixty-eight percent (68%) of respondents are female and 32 percent are male (see Table 4).

<table>
<thead>
<tr>
<th>Source</th>
<th>All Events</th>
<th>U.S. Victory Canteen</th>
<th>Art of Dining Stroll</th>
<th>Open Studios</th>
<th>Children’s Film Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>32%</td>
<td>28%</td>
<td>36%</td>
<td>52%</td>
<td>31%</td>
</tr>
<tr>
<td>Female</td>
<td>68%</td>
<td>72%</td>
<td>64%</td>
<td>48%</td>
<td>69%</td>
</tr>
</tbody>
</table>
3.20 **Source From Which Respondent Heard About the Event**

Respondents are most likely to have heard about the Seasons of Change event they attended from a friend or family member (52%), the newspaper (25%), and other means (16%) (see Table 5).

**Table 5**
*Where Did You Hear About the Event?*

<table>
<thead>
<tr>
<th>Source</th>
<th>All Events</th>
<th>U.S. Victory Canteen</th>
<th>Art of Dining Stroll</th>
<th>Open Studios</th>
<th>Children’s Film Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend/Family member</td>
<td>52%</td>
<td>55%</td>
<td>72%</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>25%</td>
<td>26%</td>
<td>14%</td>
<td>25%</td>
<td>33%</td>
</tr>
<tr>
<td>Other (see list below)</td>
<td>16%</td>
<td>12%</td>
<td>16%</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>Saw a poster/card</td>
<td>12%</td>
<td>16%</td>
<td>NA</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>8%</td>
<td>7%</td>
<td>2%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Received an email</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Radio</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Southcoasttoday.com</td>
<td>1%</td>
<td>1%</td>
<td>NA</td>
<td>0%</td>
<td>NA</td>
</tr>
</tbody>
</table>

Note: Percentages do not add to 100% because respondents were allowed to choose more than one response.

“Other” ways in which respondents heard about the Seasons of Change events are listed below.

- Little Theatre cast member (N=13)
- Child’s school (N=4)
- Facebook (N=4)
- Internet (N=4)
- Job (N=4)
- School (N=3)
- USS Massachusetts committee meeting (N=2)
- City
- Co-worker
- Event guide
- Fall River Art Association
- Invitation
- Knew the Director
- Member of I.R. Historical
- Member of Little Theatre
- Participate every year
- Retirement facility activity
- Sky Lounge
- Southcoast Insider
- Work on CFR
3.30 Attendance Patterns

3.31 Frequency Respondents Attend Art/Cultural Events in Fall River

Twenty-four percent of respondents (24%) report that the event they attended was the first art/cultural event they have attended in Fall River, although 67 percent of respondents attend art/cultural events in Fall River at least one time per year, with 25 percent attending four or more times per year (see Figure 3).

Figure 3

![How Often Do You Attend Art/Cultural Events in the City of Fall River?](image)

Figure 4 shows the frequency in which respondents attend each specific event.12

Figure 4

![How Often Do You Attend the Following Event?](image)

12 This question was not asked on the Open Studios survey because that event occurs only once per year.
3.32 Attendance at Future Cultural Events

Ninety-two percent of respondents (92%) plan to attend other cultural events in Fall River in the future (see Figure 5).

![Figure 5](image)

3.40 Rating of Seasons of Change Event

Respondents were asked to rate the event they attended on a scale of 1 to 10, with 1 being poor and 10 being excellent. Respondents rate all events highly, with respondents rating the events they attended an average of 9.1 on the 10 point scale (see Figure 6).

![Figure 6](image)
3.50 Visits to Downtown Restaurants, Cafés, and Shops

Forty-six percent of respondents (46%) report that they spent money (other than admission) as a result of attending the event on items such as food/drinks, galleries/art, miscellaneous retail, parking, transportation, and other items.

3.51 Downtown Restaurants or Cafes

Forty-one percent of respondents (41%) report that they patronized or planned to patronize one of the downtown restaurants or cafes before, during, or after the event (see Figure 7).

Figure 7

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Note: This question was not asked on the Art of Dining Stroll Survey.

3.52 Downtown Retail Establishments

Twenty-two percent of respondents (22%) report that they made a purchase (other than food and beverages) at one of the downtown retailers as a result of attending a Seasons of Change Event (see Figure 8).

Figure 8

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Note: This question was not asked on the Art of Dining Stroll Survey.
3.60 Respondents’ Perceptions of the Event

3.61 How Has this Event Changed Your Perception of Fall River?

Seventy percent of respondents (70%) indicate they have a more positive perception of Fall River as a result of attending the Seasons of Change event, while 29 percent have a perception that has not changed and only 1 percent of respondents have a more negative perception of Fall River. Results are similarly positive for each Seasons of Change event (see Figure 9).

**Figure 9**

3.62 Perception of Benefits to the City of Fall River

Eighty-four percent of respondents strongly agree that the Seasons of Change event provides a positive benefit to the City of Fall River, while 15 percent somewhat agree. Results are similar for each event (see Figure 10).

**Figure 10**
3.70 **OPEN-END COMMENTS**

3.71 **Primary Reason Respondents Enjoyed Attending the Event**

Respondents were asked to indicate the primary reason they enjoyed coming to the Seasons of Change event they attended. Responses were numerous and varied and are grouped by the major themes and events below.

**U.S. Victory Canteen**
- Music/Great Music/Lyrics (N=58)
- Nostalgia/Memories (N=37)
- Atmosphere/Location (N=28)
- Performance (N=14)
- Being with/seeing friends/family (N=6)

**Art of Dining Stroll**
- Being with/seeing friends/family (N=12)
- Food (N=8)
- Restaurants (N=6)
- Touring restaurants
- Supporting local restaurants
- Socializing
- Relaxing
- Fun
- Awakening peoples’ appreciation of art
- Atmosphere

**Open Studios**
- Artwork (N=15)
- Helpful people
- Friends
- Friendly atmosphere
- Family support
- Culture
- Children had fun
- Artists
- Activities for children

**Children’s Film Festival**
- Children had fun/Great time for kids (N=12)
- Artwork (N=5)
- Students
- Safe environment
- Quality family time
- Learned about art
- Helping a friend
- Being with friends
- Free activity
- Children’s exposure to art
Seasons of Change, Expect the Unexpected: Economic Impact Analysis and Visitor Survey

3.72 Suggestions for Improving the Formatting of Seasons of Change

Respondents were asked to provide suggestions for improving the format of Seasons of Change. Responses were numerous and varied and are grouped by the major themes and events below.

**U.S. Victory Canteen**
- Louder sound (N=11)
- Better/More handicap accessibility (N=5)
- Higher stage (N=4)
- More comfortable seats (N=2)
- Take down flag to show large guns
- Information about the vessel
- Easier website navigation
- Earlier entrance time
- Close bridge/waterway to traffic
- Better lighting

**Art of Dining Stroll**
- Better advertising/public relations (N=4)
- More restaurants (N=4)
- More refreshments (N=2)
- Add Clipper Restaurant
- Caterer
- Extend tour hours
- Free drinks
- Greeting at beginning of tour
- Keep waterfront/downtown separate
- [Make trip] shorter
- More downtown events
- More food
- More frequent events
- More to-go menus
- Sell water on board
- Sing-a-long
- Snacks
- Trolley arrival notification
- Trolley stop signs

**Open Studios**
- More advertising (N=9)
- Better signage (N=2)
- More artists (N=2)
- Better location
- Better maps
- Better organization
- Build a venue for performance
- Longer running displays
- Studio needs cleaning

**Children’s Film Festival**
- Craft tables for children to work on (N=2)
- More advertising
- More local business involvement
- Shorter face painting wait
- Volunteers only
**APPENDIX A – SURVEY INSTRUMENT**

Please take a few moments to tell us about your experience tonight. Your responses are very important in assuring the continued success of the program. All information is confidential and we greatly appreciate your time and perspective.

1. Zip Code ______________

2. Your Age __________

3. How many people in your party? ________

4. Where did you hear about this event? (please check all that apply)
   - Newspaper
   - Radio
   - Friend/family member
   - School
   - Work
   - Saw a poster/card
   - Word-of-mouth
   - Received an email
   - Southcoasttoday.com
   - Other (describe)___________________________

5. How often do you attend art/cultural events in the City of Fall River?
   - First time
   - < once a year
   - About once a year

6. How often do you attend Little Theater productions?
   - First time
   - < once a year
   - About once a year

7. How often do you visit Battleship Cove?
   - First time
   - 2-3 times a year
   - < once a year
   - 4 or more times a year
   - About once a year

8. Overall, how would you rate tonight’s event on a scale of 1 to 10, with 1 being poor and 10 being excellent? (please circle)
   - 1     2     3     4     5     6     7     8     9     10

9. Do you think you will attend other cultural events in Fall River in the future?
   - Yes
   - No
   - Don’t know

10. Do you plan to/or have you patronized one of the downtown restaurants or cafes today/tonight as a result of attending this event?
    - Yes
    - No

11. Do you plan to/or have you shopped at one of the downtown retail establishments today/tonight as a result of attending this event?
    - Yes
    - No
12. [If not a Fall River resident] Would you have come to Fall River tonight if this event were not being held?
   o Yes
   o No
   o Don’t Know

13. Other than admission to this event, approximately how much did/will you spend on the following items as a result of attending this event, including any spending off-site (e.g. downtown restaurants, retail, etc.)?
   a) Food/Drinks $__________
   b) Galleries/Art $__________
   c) Miscellaneous retail (e.g. souvenirs, books, T-shirts, etc.) $__________
   d) Parking $__________
   e) Transportation $__________
   f) Other items $__________
   (please describe other items below)

14. How has the Little Theater production changed your perception of Fall River?
   o You have a more positive perception of Fall River
   o You have a more negative perception of Fall River
   o The event has not changed your perception either positively or negatively

15. How has your experience at Battleship Cove changed your perception of Fall River?
   o You have a more positive perception of Fall River
   o You have a more negative perception of Fall River
   o The event has not changed your perception either positively or negatively

16. How strongly do you agree or disagree that this event provides a positive benefit to the City of Fall River?
   o Strongly agree
   o Somewhat agree
   o Somewhat disagree
   o Strongly disagree
   o Don’t know

17. What is the PRIMARY reason that you enjoyed attending tonight?

18. Any suggestions for improving the formatting of this event in the future?

19. If you would like to receive periodic updates about events at Battleship Cove or at Little Theater, please provide your email address below (please write clearly).

   Battleship Cove events:
   email: __________________________________________

   Little Theater events:
   email: __________________________________________

Thank you for your time!
APPENDIX B– DESCRIPTION OF IMPLAN

The direct, indirect and induced economic impacts of Seasons of Change are specified using IMPLAN (IMpact Analysis for PLANing), which is an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been in use since 1979 and is currently used by over 500 private consulting firms, university research centers, and government agencies. The Center for Policy Analysis has been a licensed IMPLAN user since 1999 and regularly employs its econometric modeling system in conducting economic and fiscal impact analyses.

The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis’ Input-Output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in a given time period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. Bureau of Economic Analysis and follow a balanced account format recommended by the United Nations.

IMPLAN also includes social accounting data (e.g., personal income and gross state product) that makes it possible to measure non-industrial transactions such as the payment of indirect taxes by businesses and households. The IMPLAN data base provides data coverage for the entire United States by county and has the ability to incorporate user-supplied data at each stage of the model building process to insure that estimates of economic impacts are both up-to-date and specific to an economic target area. IMPLAN can construct local input-output models in units as small as five-zip code clusters.

IMPLAN’s Regional Economic Accounts and the Social Accounting Matrices are used to construct local, county, or state-level multipliers specific to a target economic area. Multipliers describe the response of an economy to a change in demand or production. The multipliers allow economic impact analysis to move from a descriptive input-outputs model to a predictive model. Each industry that produces goods or services generates demand for other goods and services and this demand is multiplied through a particular economy until it dissipates through “leakage” to economies outside the specified area. Thus, multipliers calculate the response of the targeted economic area to a change in demand or production.

IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states as a consequence of a change in demand are not counted as impacts within the economic area. The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects from increased demand. The reliability of these estimates has been proven through empirical testing.

A predictive model is constructed by specifying a series of new expenditures in a specific economic area (e.g., new employment or construction) which is then applied to the industry multipliers for that particular region. Based on these calculations, the model estimates final demand, which includes employment, employee compensation (excluding benefits), and point-of-work personal income (including benefits). The initial IMPLAN data details all purchases in a given area, including imported goods and services. Importantly, IMPLAN’s Regional Economic Accounts exclude imports to an economic area so the calculation of economic impacts identifies only those impacts specific to the targeted economic area. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area’s particular characteristics. The Regional Purchase Coefficient represents the proportion of goods and services that will be purchased regionally under normal circumstances, based on the area’s economic characteristics described in terms of actual trade flows within the area.
APPENDIX C – IMPLAN ECONOMIC IMPACT METHODOLOGY

The economic impact analysis of Seasons of Change includes three types of expenditures: organizational expenditures, in-kind expenditures, and visitor expenditures.

A. Organizational Expenditures

1. **Seasons of Change Payroll**: included as direct impacts using appropriate IMPLAN sector code with no Regional Purchasing Coefficient (RPC) values.

2. **Programming Expenditures** (e.g. artists, musicians and performers): included as direct impacts using appropriate IMPLAN sector code with no RPC values (nearly all performers are local).

3. **Other Seasons of Change Expenditures**: expenditures such as marketing, advertising, consulting services, printing and general overhead are included as indirect impacts using RPC values and the appropriate IMPLAN code.

B. In-Kind Expenditures

1. In-kind expenditures are included as direct impacts and 100 percent of these expenditures are assumed to be spent locally.

C. Visitor Expenditures

1. Visitor expenditures are included as direct impacts with no RPC. Importantly, in terms of visitor spending, economic impacts occur only when visitors who live outside of Fall River spend money in the city. Thus, spending by Fall River residents is not considered a net economic impact because this type of spending is considered a substitute for spending that would have occurred even if the event were not held (e.g. at a restaurant, convenience store, gas station, etc.). In other words, it is assumed that a Fall River resident who spends $50 at a Seasons of Change event is simply substituting the $50 they would have spent on something even if the event did not occur, that is, the resident is simply substituting one expense for another.

However, it is estimated that 20 percent of Seasons of Change expenditures by local visitors would have been made in Fall River regardless of the events, i.e. these are “substitute expenditures.” In other words, visitors are simply changing the times they visit downtown and the spending would have occurred regardless of the Seasons of Change event.