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Polling and Program Evaluation Series No.110
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EXECUTIVE SUMMARY

UMass Dartmouth’s Office of Professional and Continuing Education (PCE) and Charlton College of Business, along with Fall River’s partnering arts organizations, have taken a leadership role in introducing artistic events in the city of Fall River aimed at positively impacting economic development. Great Expectations 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.

Great Expectations is partly funded by the City of Fall River, the Fall River Office of Economic Development, 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, Great Expectations retained the Center for Policy Analysis (CFPA) at UMass Dartmouth to conduct an economic impact analysis and visitor survey of Great Expectations sponsored and supported activities.

Economic Impact Analysis

The total economic impact of Great Expectations in terms of output is $284,445. These impacts include $166,364 in direct impacts, $46,727 in indirect impacts, and $72,084 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 1.7, which means that out of every dollar of direct expenditure, seventy cents is re-spent in the local economy.

In terms of the state’s return on investment, a total of $54,000 of the Massachusetts Cultural Council grant was spent to fund Great Expectations activities. With a total economic impact of $284,445, over five dollars have been leveraged for every state dollar spent in grant money.

<p>| Economic Impacts of Great Expectations |</p>
<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>$166,364</td>
<td>$46,727</td>
<td>$72,084</td>
<td>$284,445</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Great Expectations also created an additional 2.6 positions. 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, museums and historical sites, grant-making organizations, 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.

<p>| Total Employment Impacts |</p>
<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6</td>
<td>0.4</td>
<td>0.6</td>
<td>3.6</td>
<td>1.4</td>
</tr>
</tbody>
</table>
Visitor Survey

A total of 647 intercept surveys were conducted with Great Expectations visitors by volunteers at 12 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 the events, and to obtain expenditure data. Results include:

**Respondent Background**

- Great Expectations events were attended primarily by residents from the local area, with the majority of respondents living in Fall River (43.0%, N=269), Swansea (7.5%, N=47), Westport (7.4%, N=46), Tiverton (6.5%, N=41), and Somerset (6.4%, N=40). About 2% of respondents live outside of Massachusetts and Rhode Island.

- The average age of respondents is 52 years. Nineteen percent of respondents (19%) are age 17 to 34, while 20% are age 35 to 49, 32% are age 50 to 64, and 29% are age 65 and older. Importantly, children were not asked to fill out surveys, yet they comprised a large portion of the visitors at some events. Thus, the actual age cohorts of event attendees likely trend much younger than the ages of reported here.

**Source from Which Respondent Heard About the Event**

- Respondents are most likely to have heard about the event they attended from a friend or family member (42%) or the newspaper (30%). Smaller percentages heard about the event by word of mouth (12%), email (9%), other means (8%), poster (7%), radio (5%), work (5%), school (4%), or southcoasttoday.com (2%).

**Attendance Patterns**

- Great Expectations was successful in attracting both new visitors and frequent attendees to its cultural events; 27% of respondents report that the event they attended was the first art/cultural event they have attended in Fall River, while 6% attend less than once per year, 13% attend about once per year, 32% attend 2 to 3 times per year, and 22% attend 4 or more times per year.

- Importantly, 93% of respondents plan to attend other cultural events in Fall River in the future, which is an indication of the quality of the events that were held. This result is particularly salient among first-timers, with 84% of those who have never attended a cultural event in Fall River agreeing that they are likely to attend future cultural events held in the city. Furthermore, 54% of respondents who live outside of Fall River report they would not have come to Fall River if the event were not being held. Thus, Great Expectations was successful in attracting out-of-towners and those who do not normally come to Fall River attend these types of cultural events, and to provide the type of programming to keep them coming back.

**Rating of Great Expectations 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. Respondents rate all events highly, with respondents overall rating the events they attended an average of 8.7 on the 10 point scale.

**Respondents’ Perceptions of the Event**

- The quality of Great Expectations events is also evidenced in the fact that 78% of respondents indicate they have a more positive perception of Fall River as a result of attending the event and 84% strongly agree that the event they attended provides a positive benefit to the City of Fall River.
1.00 OVERVIEW

UMass Dartmouth’s Office of Professional and Continuing Education (PCE) and Charlton College of Business, along with Fall River’s partnering arts organizations, have taken a leadership role in introducing artistic events in the city of Fall River aimed at positively impacting economic development. Great Expectations 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 Great Expectations 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.

1.10 MASSACHUSETTS CULTURAL COUNCIL ADAMS ARTS PROGRAM

Great Expectations is a continuation of arts-related events in Fall River that are sponsored in part by the Massachusetts Cultural Council’s (MCC) Adams Arts Program, which first awarded a grant to the city in 2006. 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. Great Expectations was awarded $36,000 to support the initiative from 2011 through 2012.

1.20 EVENTS

Great Expectations engaged individuals from within the city of Fall River and beyond through 12 events held over an 18 month period from January, 2012 through June, 2013. The events included:


Restaurants participating in the Art of Dining Stroll 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 and musicians.

USS Massachusetts Battleship Boogie, August 18, 2012

WWII swing dance music played on the deck of the USS Battleship Massachusetts in Battleship Cove. The 15-piece big band group Meadow-Larks provided the music and free swing lessons were held before the event. The event also included a cash bar and other refreshments.

Jim Kay Retrospective

An exhibit of papier mache by artist Jim Kay held at the Cherry & Webb Gallery.

---

1 The project was initially called Arts Uniting Fall River and Arts on Main Street.
2 See: http://www.massculturalcouncil.org/programs/adamsarts.asp
3 The project was scheduled to end in 2012 but an extension was granted to allow the project to run through the first half of 2013.
Little Theater, Age of Aquarius, June 2012

A Fall River Little Theatre performance of hits from the 1950s through 1970s held over two nights at the Nagle Auditorium at BMC Durfee High School.

Children’s Film Festival, October 20, 2012

The 7th annual film festival hosted at the Cherry & Webb Gallery.

Open Studios, October 13-14, 2012

Over 40 local and regional artists gathered in Fall River to show off their talents and artwork and give the city a glimpse into artists’ studios.

Click, November 12, 2012 - January 13, 2013

A photography exhibit at the UMass Dartmouth’s Cherry & Webb Gallery.

Arts Triangle Tour, May 11, 2013

Three cultural organizations opened their doors to invite participants to experience their programming; the Little Theatre of Fall River, the Fall River Art Association, and the Fall River Historical Society.

Mill Children, June 7&8, 2013

An exhibit of original Lewis Hine photographs, an investigative photographer for the National Child Labor Committee. An opening reception was held at the gallery on June 7.

Art Marks the Spot, June 22, 2013

The Greater Fall River Art Association organized a day of art making at the Cherry & Webb Gallery conducted by GFRAA resident artists and Little Theater of Fall River actors. Participants were able to participate in a number of art workshops, including basket making, mixed media, drawing, color and composition and acting/improv.

1.30  PARTNERS

Great Expectations 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.

Battleship Cove

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

Fall River Art Association

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

Fall River Office of Economic Development

The Fall River Office of Economic Development (FROED) provided funding for this evaluation and supported other activities throughout the year. In addition, FROED’s Director of Cultural Development attended monthly meetings and brought cultural awareness and economic growth to the community.

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.

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.

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.
1.40 **ECONOMIC IMPACT ANALYSIS & VISITOR SURVEY METHODODOLOGY**

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, Great Expectations retained the Center for Policy Analysis (CFPA) at UMass Dartmouth to conduct an economic impact analysis and visitor survey of 2012-2013 Great Expectations sponsored and supported activities. CFPA conducted a similar study in 2011 when the program was called Seasons of Change. The current analysis covers the period of January 2012 through June, 2013.  

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. 

Specifically, the Center for Policy Analysis estimated the direct, indirect, induced, and total annual economic impacts of Great Expectations 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 by 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 admission, food and drinks, art, retail, parking, and transportation. This data was obtained from visitor surveys administered at the events.

1.42 **Visitor Survey**

Direct intercept surveys of visitors to Great Expectations events were administered by volunteers at 12 events. 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.

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1 Great Expectations was formerly called Arts Uniting Fall River, Arts on Main Street, and Seasons of Change.

5 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.

6 A copy of the survey instrument used for the Dining Stroll can be found in Appendix A.
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.\(^7\) 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.

In an economic context, 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 a Great Expectations 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 than the initial $100 spent at the restaurant (multiplier effect).

Thus, the initial $100 spent at a restaurant circulates through the economy and create impacts greater than the initial spending, that is, the original expenditure is multiplied. Measuring these ripple effects to the economy provides a complete picture of Great Expectations’ true economic contribution to Fall River. The number of times a dollar is re-spent in the economy of a geographical area is called the **multiplier effect**. A multiplier measures the number of times a dollar is re-spent in the economy of a geographical area, or in terms of employment, measures the degree to which a job supports related jobs in other industries. That is, multipliers calculate the response of the economic impact area to a change in demand or production. For example, an output multiplier of 1.5 implies that a $1 dollar change in sales (direct impacts) in one industry will create an additional $0.05 within the impact area in other industries.

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

- **Organizational Expenditures.** Includes Great Expectations 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 Great Expectations visitors on items such as admission, food/drinks, art, retail, parking and transportation. This data was obtained from intercept surveys administered at various Great Expectations events throughout the year.

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

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\(^7\) See: Government of Alberta, CA Department of Tourism, Parks and Recreation: http://tpr.alberta.ca/tourism/tourismdevelopment/startingatourismbusiness/impactanalysis.aspx  
\(^8\) A detailed economic impact methodology can be found in Appendix C.
2.10 **TOTAL ECONOMIC IMPACTS**

The total economic impact of Great Expectations in terms of output is $284,445. These impacts include $166,364 in direct impacts, $46,727 in indirect impacts, and $72,084 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 1.7, which means that out of every dollar of direct expenditure, seventy cents is re-spent in the local economy.

In terms of the state’s return on investment, a total of $54,000 of the Massachusetts Cultural Council grant was spent to fund Great Expectations activities. With a total economic impact of $284,445, over five dollars have been leveraged for every state dollar spent in grant money.

**Table 1**

Economic Impacts of Great Expectations

<table>
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<tr>
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<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
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<td>$72,084</td>
<td>$284,445</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Great Expectations also created an additional 2.6 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, museums and historical sites, grantmaking organizations, 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 2**

Total Employment Impacts

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6</td>
<td>0.4</td>
<td>0.6</td>
<td>3.6</td>
<td>1.4</td>
</tr>
</tbody>
</table>

**Table 3**

Indirect and Induced Employment Impacts

<table>
<thead>
<tr>
<th>Description</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent artists, writers, and performers</td>
<td>1.07</td>
</tr>
<tr>
<td>Museums, historical sites, zoos, and parks</td>
<td>0.69</td>
</tr>
<tr>
<td>Grantmaking, giving, and social advocacy orgs.</td>
<td>0.38</td>
</tr>
<tr>
<td>Food services and drinking places</td>
<td>0.33</td>
</tr>
<tr>
<td>Advertising and related services</td>
<td>0.19</td>
</tr>
<tr>
<td>Retail Stores - Miscellaneous</td>
<td>0.07</td>
</tr>
<tr>
<td>Real estate establishments</td>
<td>0.06</td>
</tr>
<tr>
<td>Employment services</td>
<td>0.05</td>
</tr>
<tr>
<td>Spectator sports companies</td>
<td>0.04</td>
</tr>
<tr>
<td>Private hospitals</td>
<td>0.04</td>
</tr>
</tbody>
</table>
The total impacts of Great Expectations may be conservative for three reasons:

- In-kind expenditures were not available from all the program partners.

- Some Great Expectations visitors who would normally not shop in downtown Fall River return to make purchases when a Great Expectations event is not taking place. In other words, the Great Expectations 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 Great Expectations; to create a vibrant and economically vibrant downtown at all times, not simply when a Great Expectations event is taking place. Estimates of these economic activities are not included in the economic impact estimate.

- Great Expectations provides an opportunity for performers, business owners, artists and other Great Expectations 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 Great Expectations offers. Estimates of these economic activities are not included in the economic impact estimate.
3.00 **Great Expectations Visitor Survey**

A total of 647 intercept surveys were conducted with Great Expectations visitors by volunteers at 12 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 the events, and to obtain expenditure data. The events surveyed and the number of surveys completed at each event are listed in Table 4.

<table>
<thead>
<tr>
<th>Events Surveyed and Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Art of Dining Stroll (3 events)</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>178</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>27.5%</td>
</tr>
<tr>
<td><strong>Battleship Boogie</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>39</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>6.0%</td>
</tr>
<tr>
<td><strong>Jim Kay Retrospective</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>1.5%</td>
</tr>
<tr>
<td><strong>Age of Aquarius</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>147</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>22.7%</td>
</tr>
<tr>
<td><strong>Children’s Film Festival</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>29</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>4.5%</td>
</tr>
<tr>
<td><strong>Open Studios</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>95</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>14.7%</td>
</tr>
<tr>
<td><strong>Mill Children</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>32</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
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<td>4.9%</td>
</tr>
<tr>
<td><strong>Arts Triangle</strong></td>
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<tr>
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<tr>
<td>47</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
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<td>7.3%</td>
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<tr>
<td><strong>Battleship Cove</strong></td>
</tr>
<tr>
<td>Number</td>
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<tr>
<td>35</td>
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<tr>
<td><strong>Percent</strong></td>
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<td><strong>Art Marks the Spot</strong></td>
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<td>21</td>
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<tr>
<td><strong>Percent</strong></td>
</tr>
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<tr>
<td><strong>Click</strong></td>
</tr>
<tr>
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</tr>
<tr>
<td>14</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>2.2%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>647</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
</tr>
<tr>
<td>100.0%</td>
</tr>
</tbody>
</table>

Data throughout this report may not add to 100% due to rounding.
3.10 **RESPONDENT BACKGROUND**

3.11 **Place of Residence**

Great Expectations events were attended primarily by residents from the local area, with the majority of respondents living in Fall River (43.0%, N=269), Swansea (7.5%, N=47), Westport (7.4%, N=46), Tiverton (6.5%, N=41), and Somerset (6.4%, N=40). About 2% of respondents live outside of Massachusetts and Rhode Island (see Figure 1).

![Figure 1](number_of_visitors_by_place_of_residence.png)

**Figure 1**

Number of Visitors By Place of Residence

3.12 **Age Cohort**

The average age of respondents is 52 years. Nineteen percent of respondents (19%) are age 17 to 34, while 20% are age 35 to 49, 32% are age 50 to 64, and 29% are age 65 and older (see Figure 2). Importantly, children were not asked to fill out surveys, yet they comprised a large portion of the visitors at some events. Thus, the actual age cohorts of event attendees likely trend much younger than the ages of survey respondents presented below.

![Figure 2](age_cohort_of RESPONDENT BACKGROUND.png)

**Figure 2**

Age Cohort of Respondents
3.20 **SOURCE FROM WHICH RESPONDENTS HEARD ABOUT THE EVENT**

Respondents are most likely to have heard about the event they attended from a friend or family member (42%) or the newspaper (30%). Smaller percentages heard about the event by word of mouth (12%), email (9%), other means (8%), poster or card (7%), radio (5%), work (5%), school (4%), or southcoasttoday.com (2%) (see Figure 3).

![Figure 3: Where Did You Hear About This Event?](image)

“Other” ways in which respondents heard about the events include:

- A restaurant.
- Another dance.
- Rhodes on the Pawtuxet (N=2).
- Chamber of Commerce Website.
- CSJ.
- Dining Stroll (N=3).
- Driving by.
- Facebook (N=12).
- Fair.
- Google/Internet (N=3).
- Greater Fall River Art Association (N=2).
- Have attended in the past (N=6).
- Library.
- Little Theatre (N=2).
- Live here/nearby (N=3).
- Lonely Planet.
- Meadow Larks.
- New England Art Magazine.
- Prior participant.
- Riverside Art.
- Serve on board of GFRAA.
- Soco Magazine (N=2).
- St. James Pub.
- Walked in.
3.30 ATTENDANCE PATTERNS

Great Expectations was successful in attracting both new visitors and frequent attendees to its cultural events; 27% of respondents report that the event they attended was the first art/cultural event they have attended in Fall River, while 6% attend less than once per year, 13% attend about once per year, 32% attend 2 to 3 times per year, and 22% attend 4 or more times per year (Figure 4).

Importantly, 93% of respondents plan to attend other cultural events in Fall River in the future (see Figure 5), which is an indication of the quality of the events that were held. This result is particularly salient among first-timers, with 84% of those who have never attended a cultural event in Fall River agreeing that they are likely to attend future cultural events held in the city. Furthermore, 54% of respondents who live outside of Fall River report they would not have come to Fall River if the event were not being held (see Figure 6). Thus, Great Expectations was successful in attracting out-of-towners and those who do not normally come to Fall River attend these types of cultural events, and to provide the type of programming to keep them coming back.

Figure 4
How Often Do You Attend Art/Cultural Events in the City of Fall River?

Figure 5
Do You Think You Will Attend Other Cultural Events in Fall River in the Future?

Figure 6
Would You Have Come to Fall River Tonight If This Event Were Not Being Held?
3.40 **Events Ratings and Perceptions**

As the previous section demonstrates, Great Expectations has been effective in meeting its goal of attracting out-of-towners to Fall River’s cultural attractions and producing the quality of events that will bring people back to the city. This fact is reflected in respondents’ ratings of the event(s) they attended; when 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 overall rating the events they attended an average of 8.7 on the 10 point scale (see Figure 7).  

![Figure 7](image)

The quality of Great Expectations events is also evidenced in the fact that 78% of respondents indicate they have a more positive perception of Fall River as a result of attending the event (see Figure 8) and 84% strongly agree that the event they attended provides a positive benefit to the City of Fall River (see Figure 9).

![Figure 8](image)

![Figure 9](image)

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10 Conclusions regarding the average rating for individual events should be made with caution due to the low number of surveys completed at some events.
3.50  OPEN-END COMMENTS

3.51  PRIMARY REASON RESPONDENTS ENJOYED ATTENDING THE EVENT

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

**Art of Dining Stroll**
- Artwork (N=4).
- Cheap tickets.
- Enjoy an evening doing something different.
- Enjoying the city/Enjoying being out in Fall River (N=5).
- Enjoying the people of the city (N=3).
- Everything (N=2).
- Food/Drinks/Variety of foods/Trying new foods (N=47).
- For great price you can try different restaurants.
- Friendly atmosphere (N=5).
- Fun/Fun night out (N=20)
- Great night out (N=4)
- Great way to enjoy Fall River.
- It’s a nice excuse to get together with friends and enjoy what Fall River offers.
- Like going out and experiencing new places.
- Location.
- Looking at the metal artwork.
- Music (N=12).
- Nice way to try different areas of Fall River.
- Seeing downtown making a comeback.
- Spending time/socializing with friends/family (N=20)
- The activity downtown.
- Trying/Finding/Discovering different restaurants (N=21).
- Walking around Fall River.
- Weather.
- Welcoming, friendly businesses.
- Well organized.

**Battleship Boogie**
- Atmosphere.
- Being on the Battleship/Enjoying the Battleship (N=4).
- Being with friends/Fun night with friends (N=3).
- Dancing (N=14).
- Enjoy the music (N=3).
- Event was classy and unusual.
- Good time.
- Great location.
- I am a WWII historian.
- Support Battleship Cove.
- Support Fall River.
- The band.
- The environment is excellent.
- The opportunity to dance outdoors.

**Jim Kay Retrospective**
- Art (N=2).
- Enjoyed the artwork.
- Friendly crowd.
- I like the artwork.
- Presentation was excellent.
- Quality of exhibit.
- Meeting people (N=2).
- Seeing friends (N=2).

**Age of Aquarius**
- 50’s-70’s music.
- A night out.
- Dancing.
- Energetic and accomplished.
- Entertainment (N=3).
- Everything/Everything was great (N=2).
- Fantastic performance.
- Friends/Family (N=6).
- Fun (N=2).
- Great entertainment.
- Great talent (N=2).
- Live entertainment/performance (N=2).
- Love music/musicals (N=4).
- Music (N=49).
- Nostalgia (N=17).
- People.
- Quality event.
- Rock and Roll (N=2).
- Seeing family member in show (N=6).
- Supporting cast members.
- The memories.
- Theatre (N=2).

**Children’s Film Festival**

- Children had fun/fun activity/fun (N=15).
- Children oriented event.
- Engagement of children reading.
- Enriching my children’s minds.
- Free child admission good for single mother.
- Free fun for children.
- Getting kids involved and into new things.
- It was a positive activity for families and the youth.
- Something different for my son to experience.
- Something to do with my daughter and her friend right in the city.
- Take my kids to different activities to expand their outlook.
- Daughter and mother day.

**Open Studios**

- Art (general) (N=6).
- Showing off my artwork/promoting artwork (N=4).
- Selling art (N=2).
- Seeing/Meeting/Talking to all the local artists (N=8).
- Enjoyed seeing local work of artists and art students (N=2).
- I want to help BCC and the art community thrive.
- Local talent (N=2).
- Looking at local art.
- Meet new people (N=2).
- Networking with other artists (N=12).
- Seeing who is doing what in my community.
- To encourage my daughter to continue participating in the arts.
- To promote the local art.
- Like/Love art (N=7).
- Good quality art.
- I am starting to be an artist myself.
- I enroll in art classes and love painting.
- Participation with the arts.

**Mill Children**

- Art/Artwork (N=3).
- Enjoyed seeing the show and being in the Cherry & Webb building.
- Family member worked in a mill (N=4).
- Friends.
- Grandfather in one of exhibits.
- History of Fall River and its economy.
- History/Heritage (N=5).
- I am from Fall River and descended from mill workers.
- I enjoyed the stories of the children’s lives.
- Interested in mills.
- Learning new things about Fall River.
- Loved the content of the exhibit.
Arts Triangle

- A lot of information.
- Acquire knowledge of woman’s role in society.
- Allowing myself and granddaughter to go back in time.
- An event to share with my mother (N=2).
- Cultural exposure to some of the amazing artistic venues our city has to offer.
- Entertaining (N=3).
- Fire barn.
- Friends.
- Great acting.
- History/Passion for history (N=4).
- I am an artist (N=4).
- Interest in the arts.
- Lizzie Borden
- Made me more aware of theatre in Fall River.
- My wife is an artist and we attend many cultural events in and around Fall River.
- New attractions and different enjoyments.
- Provides an outlet for creative sharing between residents and artists alike.
- School outing.
- Seeing/Enjoying the art (N=6).
- Something new.
- The history.
- To see what our community has to offer.
- Uplifting and great experience (N=2).
- Very educational.
- Victorian buildings.

Art Marks the Spot

- Chance to be creative/Creative outlet (N=2)
- Event was wheelchair accessible.
- Excellent instructor.
- Fun, entertaining (N=2).
- Stress reliever.
- Learning a new skill (N=2).
- Learning valuable lessons.
- Meet interesting people.
- Meeting other like-minded people and experimenting with art.
- Meeting the instructor (N=2).
- People and events.
- Socialization/networking.
- Something I have always wanted to try. I enjoy taking classes and learning new things.
- Try basket weaving.

Click Photography

- Meeting new people
3.52 **SUGGESTIONS FOR IMPROVING THE FORMATTING OF GREAT EXPECTATIONS**

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

**Art of Dining Stroll**
- Add more restaurants (N=15).
- Addresses of participating restaurants.
- Advertise what food each restaurant/venue will be serving in advance of the stroll.
- Advertisement/More advertisement/Better advertisement of event (N=11).
- All restaurants provide dishes from their menu.
- Announce when trolley is coming for pick up at out of way places.
- Better food choices/more variety/different menu items (N=18).
- Better hospitality.
- Better trolley service.
- Bring back the actors from previous strolls (N=3).
- Coordinate what each restaurant is having for food (N=2).
- Describe restaurants and type of food on the map.
- Extend event later (N=3).
- Find a way to let people know where to go in restaurants.
- Free drink at each event (N=3).
- Go back to Thursday nights (N=2).
- Great just the way it is.
- Have establishments be on time, no waiting (N=2).
- Having a menu beforehand.
- Keep the ticket at the same price.
- Map availability.
- More give-aways.
- More retail stores with sales.
- More seating (N=6).
- More trolleys (N=5).
- Quieter venues that allow for conversation.
- Restaurants could supply take home menus to share with others who did not attend.
- Shut down South Main St. and have music, bands.
- Tipsy Seagull should be included (N=2).
- Vegetarian options (N=2).
- Vendors selling things on the street.

**Battleship Boogie**
- Better advertising.
- Bigger variety of music.
- If affordable, use portable wooden dance floor.
- It was great (N=2).
- More seating/tables/chairs (N=5).
- Music too loud.
- More variety of music (N=2).
- Perhaps schedule on Friday, so rain date will be on Saturday and not Sunday.
- Publicize event with Southcoast dance studios.

**Jim Kay Retrospective**
- Improve advertising.
- Make the opening on a Friday night.

**Age of Aquarius**
- Assigned seating
- Auditorium too cool.
- Improved/Better sound (N=8).
- Head microphones for louder voices.
- More advertising in New Bedford.
- More music.
- More of the same.
• More performance dates.
• More special effects.
• Need better costumes.
• Provide outside seating for elderly.
• Shorter intermission.
• Starts and ends too late.
• Tickets at door.
• Too long (N=4).

Children’s Film Festival

• More/Better Advertising (N=5).
• Include food and drink (N=2).
• Live music for children would be fun.
• More hands-on for children.
• Snacks for children and movie to include older children.
• More events.
• More stations.
• More stuff.

Open Studios

• Autograph pictures.
• Better directions to building.
• Explain how pictures are created.
• Food/Snacks (N=2).
• I like the art mall idea.
• Live Music (N=2).
• Map or directions.
• More artists (N=3).
• More central location.
• More crafts.
• More lighting.
• More pictures.
• More regular events.
• More social network advertising to bring in younger kids.
• More/Better advertising and promotion (N=11).

• Put signage on porch railing.
• Treasure hunt (N=2).

Mill Children

• Open on Saturdays.
• Better advertising.
• Have chairs in area where presenters are speaking.
• Include more mills around Fall River.
• More chairs.
• More publicity outside Fall River area.
• Publications.

Arts Triangle

• Events should be put on yourFallRiver.com.
• More advertising/publicity (N=3).
• More hands on.
• More information and more time.
• More online promotion.
• More people.

Art Marks the Spot

• Always hold event in an accessible location.
• Better advertising with precise details.
• Having these events on a regular basis would be great.
• I just would like to see more of these events throughout the year.
• I would have liked to attend all of the workshops.
• More advertising/promotion (N=3).

Click Photography

• More advertising
APPENDIX A - SAMPLE SURVEY INSTRUMENT

Art of Dining Stroll

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
   - 2-3 times a year
   - 4 or more times a year
   - 4 or more times a year
6. How often do you go to Fall River to eat?
   - First time
   - < once a year
   - About once a year
   - 2-3 times a year
   - 4 or more times a year
7. 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
8. Do you think you will attend other cultural events in Fall River in the future?
   - Yes
   - No
   - Don’t know
9. 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
10. 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
11. [If not a Fall River resident] Would you have come to Fall River tonight if this event were not being held?
    - Yes
    - No
    - Don’t Know
12. 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)

13. How has the Dining Stroll changed your perception of Fall River?

- You have a more positive perception of Fall River
- You have a more negative perception of Fall River
- The event has not changed your perception either positively or negatively

14. How has your experience at the restaurants changed your perception of Fall River?

- You have a more positive perception of Fall River
- You have a more negative perception of Fall River
- The event has not changed your perception either positively or negatively

15. How strongly do you agree or disagree that this event provides a positive benefit to the City of Fall River?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don’t know

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

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

18. If you would like to receive periodic updates about events in Fall River please provide your email address below (please write clearly).

email: ____________________________________________

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

The direct, indirect and induced economic impacts of Great Expectations 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 Great Expectations includes three types of expenditures: organizational expenditures, in-kind expenditures, and visitor expenditures.

A. Organizational Expenditures

1. **Great Expectations 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 Great Expectations 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 Great Expectations 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 Great Expectations 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 Great Expectations event.