The Economic Impact of the Vibrant Marketplace in Downtown New Bedford: 4 Projects in the Cultural Economy 2009

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Research done as part of the John and Abigail Adams Creative Economy Program of the MCC.
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Polling and Program Evaluation Research Series No. 83
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EXECUTIVE SUMMARY

AHA! (Art, History & Architecture) is New Bedford's free Downtown Cultural Night and collaborative cultural organization. The AHA! mission is to be a cooperative venture dedicated to invigorating the downtown New Bedford cultural scene. The project accomplishes this through:

- presenting second Thursday FREE cultural nights,
- inviting local and regional artists, cultural groups and educators to present what they do,
- spearheading cooperative marketing,
- being a forum for the AHA! Partners to convene around shared topics, and
- contributing to the City’s Creative Economy initiatives.

AHA! receives a portion of its funding from the Massachusetts Cultural Council (MCC) Adams Arts Program, which requires funded organizations to document their performance in terms of outputs (economic impacts, leveraged funds, visibility, etc.) and process (program implementation). To that end, AHA! has retained the Center for Policy Analysis over the past several years to measure the success of AHA! in terms of the economic impacts and program outputs of AHA! sponsored programs.

This report includes an analysis of four major projects in New Bedford’s cultural economy:

- AHA! Thursday Nights and City Celebrates!
- Greater New Bedford Summerfest
- New Bedford Working Waterfront Festival
- New Bedford Open Studios

AHA! Thursday Nights and City Celebrates!

AHA!’s monthly 2nd Thursday events have taken place continuously since July, 1999. These cultural nights are held on the second Thursday of each month from 5:00 to 9:00 PM and involve downtown New Bedford’s museums, galleries, arts organizations, merchants and restaurants. Each month's event is themed so that distinctive cultural programs are presented that allow a wide range of opportunities for performers, artists and humanitarians of all disciplines and levels to engage the public. It is estimated that there were 23,000 total visitations to AHA! Thursday Nights in 2009.

City Celebrates!, a free event sponsored by the City of New Bedford and AHA!, was added in 2008 and is held on the six summer Thursday nights that are not AHA! nights. The program presents a night of arts, culture and dining that includes live music, walking tours, films, children’s activities, lectures and extended gallery and museum hours. It is estimated that City Celebrates! attracted over 6,000 visitors in the summer of 2009.

Economic Impact Analysis

The total economic impact of AHA! (including City Celebrates!) for the 2009 program year is $734,719. These impacts include $552,707 in direct impacts, $38,260 in indirect impact and $143,752 in induced impacts. AHA! also created an additional 8.0 full-time equivalent positions in 2009. These jobs are annualized FTES (Full-Time Equivalent), that is, they represent year long employment. The employment impacts occur primarily in the areas of miscellaneous store retailers, food and drinking establishments and museums and historical sites.
Total Economic Impacts of AHA!, 2009

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AHA! spent a total of $289,093 on activities in 2009, including in-kind contributions. Thus, for every dollar spent by AHA!, 2.5 dollars in economic impacts were created. In terms of the state’s return on investment, a total of $35,000 of the Massachusetts Cultural Council grant was spent by AHA! in 2009. With a total economic impact of $734,719 (including in-kind), almost 21 dollars have been leveraged for every state dollar spent in grant money. This result is significant because there was almost no economic activity in downtown New Bedford on Thursday nights before AHA!. The majority of cultural institutions and businesses were closed during the evening hours, thus much of the economic activity generated on Thursday nights is a result of AHA!

In addition, AHA! has been successful in integrating New Bedford’s diverse cultural organizations. Before AHA!, there was little coordination among the cultural venues in downtown New Bedford. Most of the cultural events that took place were sponsored by an individual organization with little cooperation that linked the downtown’s cultural resources. As the City’s collaborative cultural organization, AHA! has promoted greater cooperation among the venues, which has enhanced the quality of programs and services provided by all the participants. AHA! has also inspired other cultural activities to occur in downtown New Bedford on other evenings. In fact, AHA! began with 14 partners in 1999 and now has 61 partners in various industry sectors, including museums and attractions, galleries and studios, restaurants, retail shops and cultural organizations.

In conjunction with the growth of AHA!, over 500,000 square feet of commercial space in downtown New Bedford has been renovated for commercial use or converted to residential use since 2000, for a total value of $55 million. Additional renovations and construction is underway or in the planning stages (Economic Development Strategy for Downtown New Bedford, FXM Associates, 2007).

AHA! Visitor Survey

A total of 481 intercept surveys were conducted with AHA! visitors at each of the 12 monthly 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 AHA! and to obtain expenditure data. Results include:

- AHA! visitors reside primarily in the SouthCoast; more than half live in New Bedford (52.7%), with smaller percentages living in the surrounding communities of Dartmouth (10.8%), Fairhaven (6.2%), Acushnet (2.8%) and Fall River (2.7%). Almost eighty percent of respondents (79.2%) live in Bristol County and 5.6 percent live in Plymouth County. In addition, 6.1 percent of respondents live outside of Massachusetts, including visitors from Rhode Island, Connecticut, New Jersey, California, New York, Maine and Puerto Rico.

- More than three in four respondents (76.3%) have previously attended AHA! and 84.6 percent attend AHA! more than once each year. Respondents are most likely to have heard about AHA! by word of mouth (47.0%) and in the newspaper (18.8%).

- Respondents rate AHA! highly, rating the events they attended an average of 8.1 on a ten point scale. Nearly eighty-five percent of respondents (84.8%) rate that night’s AHA! event as a seven or higher.
More than two-thirds of respondents (67.2%) patronized one of New Bedford’s downtown restaurants or cafes, while 57.1 percent shopped at one of downtown’s retail establishments.

More than half of respondents (53.4%) spent money in downtown New Bedford before, during, or after the AHA! events and these respondents spent an average of $16.72.

Eighty-four percent of respondents (84.0%) indicate they have a more positive perception of downtown New Bedford as a result of attending AHA!. Additionally, nearly all respondents (95.9%) feel that AHA! provides a positive benefit to the City of New Bedford.

**AHA! Telephone Survey**

A random sample telephone survey of 403 SouthCoast households was conducted in November, 2009 to measure respondents’ awareness of AHA!, visitation patterns and their perceptions of AHA! The telephone survey was also conducted in 2007 and 2008. Results include:

- Nearly thirty-nine percent of respondents (38.8%) report they are aware of AHA!, which compares to 31.5 percent of respondents in 2007.
- Over fifty-six percent of respondents (56.9%) indicate they have attended an AHA! event, an increase of 10.9 percent from 2007. Among respondents who have attended an AHA! event, 75.6 percent have attended in the last twelve months.
- Nearly seventy percent of respondents (69.4%) indicate they have a more positive perception of downtown New Bedford as a result of AHA! (whether they attended or not), while no respondents (0.0%) have a more negative perception of downtown New Bedford, 13.9 percent have a perception that has not changed and 16.7 percent of respondents do not know how their perception has changed. These results are similar to results from the 2007 and 2008 surveys.
- Nearly ninety-percent of respondents (89.6%) feel that AHA! provides a positive benefit to the City of New Bedford, which is similar to results from the 2007 and 2008 surveys.

**City Celebrates! Visitor Survey**

Intercept surveys were conducted with 232 City Celebrates! visitors throughout the summer. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with various events and to measure their perception of City Celebrates! and downtown New Bedford. Results include:

- City Celebrates! primarily attracts visitors from the local area; fifty-eight percent of respondents (58.0%) live in New Bedford, while smaller percentages live in Dartmouth (17.9%), Fairhaven (7.1%), and Mattapoisett (3.6%). A small percentage of respondents (2.7%) live outside of Massachusetts.
- Respondents are most likely to have heard about City Celebrates! from the newspaper (40.5%) and word of mouth (29.8%).
- A majority of respondents (55.7%) are aware that AHA! sponsors City Celebrates!, while 44.3 percent are unaware.
- Respondents rate City Celebrates! highly, with respondents rating the events they attended an average of 8.3 on a one to ten scale. Eighty-five percent of respondents (85.4%) rate that night’s City Celebrates! as a seven or higher and a third (33.0%) rate the event as a 10. Only 7.7 percent of respondents rate the event as a 5 or below.
• More than sixty percent of respondents (60.9%) patronized one of New Bedford’s downtown restaurants or cafes before, during, or after City Celebrates!, while a similar percentage of respondents (60.2%) patronized one of New Bedford’s downtown retail establishments.

• More than sixty-one percent of respondents (61.2%) spent money in downtown New Bedford during City Celebrates! and spent an average of $16.40.

• More than three-quarters of respondents (78.6%) report they have a more positive perception of downtown New Bedford as a result of attending City Celebrates! and nearly all respondents (99.1%) feel that City Celebrates! provides a positive benefit to the City of New Bedford.

**Greater New Bedford Summerfest**

Greater New Bedford Summerfest, an international folk music and arts festival, was held throughout the New Bedford Whaling National Historical Park on July 3 through July 5, 2009. Hosted by the City of New Bedford and the Standard-Times, the festival included over thirty-five musicians and groups that offered traditional folk music and dance, contemporary acoustic music and international artists.

**Economic Impact Analysis**

The total economic impact of Summerfest is $430,839. These impacts include $302,678 in direct impacts, $44,430 in indirect impacts and $83,731 in induced impacts. Summerfest also created an additional 4.3 full-time equivalent 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 independent artists and performers, miscellaneous store retailers and food and drinking establishments.

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**Visitor Survey**

A total of 251 intercept surveys of Summerfest visitors were administered at various times and locations. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with the event, to measure their perception of downtown New Bedford and to provide expenditure data. Results include:

• Summerfest attracts visitors from a wide geographic area; while nearly forty-one percent of respondents (40.9%) live in New Bedford, 43.3 percent live outside the SouthCoast and 21.2 percent live outside of Massachusetts, including visitors from Rhode Island, Connecticut, New Hampshire, New Jersey, New York, Louisiana, Pennsylvania, Florida and Tennessee.

• More than four-in-five respondents (82.4%) have previously attended Summerfest, with 51.2 percent having attended 4 or more times. Respondents are most likely to have heard about Summerfest by word of mouth (31.3%) and in the newspaper (27.4%).

• Respondents rate Summerfest highly, with an average rating of 8.9 on a 1 to 10 scale. Nine in ten respondents (90.5%) rate Summerfest as an eight or higher and 41.5 percent rate the event as a 10.
• More than eighty-three percent of respondents (83.2%) patronized one of downtown’s restaurants or cafes, while 70.5 percent shopped at one of downtown’s retail establishments.

• Over ninety-four percent of respondents (94.3%) spent money at Summerfest and spent an average of $25.95.

• Seventy-three percent of respondents (73.0%) indicate they have a more positive perception of downtown New Bedford as a result of attending Summerfest and 94.0 percent believe that Summerfest provides a positive benefit to the City of New Bedford.

**Working Waterfront Festival**

The 6th annual Working Waterfront Festival was held in New Bedford on September 26th and 27th, 2009. The Festival featured maritime and ethnic music that relates to the commercial fishing industry. The free, family-friendly event opened the waterfront to the public with a rare look into the industry.

**Economic Impacts**

The total economic impact of the 2009 Working Waterfront Festival is $391,808. These impacts include $227,276 in direct impacts, $78,922 in indirect impacts and $85,610 in induced impacts. The Festival also created an additional 4.9 full-time equivalent 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 business support services, retail, food and beverage and civic/social organizations.

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**Visitor Survey**

A total of 221 intercept surveys were conducted over the two days of the event. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with the event, to measure changes in their perception of New Bedford and to provide expenditure data.

• Working Waterfront Festival draws its audience from a wide geographic range. For example, while twenty-seven percent of respondents (27.3%) live in New Bedford, 39.1 percent live outside the SouthCoast and 17.3 percent live outside of Massachusetts.

• Respondents are most likely to have heard about the Festival from the newspaper (49.8%), from a family member or friend (33.5%), or by word-of-mouth (23.3%). Nearly half of respondents (49.1%) are first-timers to the Festival, while 35.5 percent have attended 2 to 3 times and 15.5 percent have attended 4 or more times.

• Respondents rate the Working Waterfront Festival highly, with an average rating of 8.6 on a 1 to 10 scale. Eight in ten respondents (81.8%) rate the Working Waterfront Festival as an eight or higher and 29.4 percent rate the event as a 10.

• More than seven in ten respondents (72.5%) patronized one of downtown’s restaurants or cafes, while 62.7 percent patronized one of downtown’s retail establishments.
• Over ninety-two percent of respondents (92.2%) spent money at Working Waterfront Festival and spent an average of $14.67.

• Seventy-five percent of respondents (75.1%) indicate they have a more positive perception of downtown New Bedford as a result of attending the Working Waterfront Festival and all but four respondents (98.2%) believe the Festival provides a positive benefit to the City of New Bedford.

New Bedford Open Studios Visitor Survey

New Bedford Open Studios (NBOS), held on Saturday October 3 and Sunday October 4, 2009, featured the work of more than ninety artists working in a variety of medium. These artists opened their studios to the public at historic locations throughout New Bedford, including mills, a church and other vintage buildings. Visitors to Open Studios were able to meet the artists and to purchase their work during the event.

Intercept surveys were conducted with 287 Open Studios visitors at various artist locations on both days of the event. The purpose of the survey is to determine a respondent’s place of residence, to establish visitation patterns, to measure satisfaction levels with New Bedford Open Studios and to determine the primary reasons that visitors attend the event. Results include:

• Nearly 1 in 4 respondents (23.8%) live in New Bedford, while smaller percentages live in Dartmouth (15.2%), Fairhaven (10.1%), Mattapoisett (6.1%) and Wareham (4.0%). More than sixty percent of respondents (60.9%) live in Bristol County and 8.6 percent live outside of Massachusetts.

• Respondents are most likely to have heard about New Bedford Open Studios from a family member or friend (39.7%), from attending Open Studios previously (35.2%), by word of mouth (20.9%), from the newspaper (19.5%) and from a poster or card (17.4%).

• Nearly half of respondents (49.8%) report they have previously attended New Bedford Open Studios, while 50.2 percent are first-timers.

• Respondents rate New Bedford Open Studios highly; more than nine in ten respondents (96.2%) rate New Bedford Open Studios as a seven or higher on a 1 to 10 scale and 34.2 percent rate the event as a 10. Only 3.8 percent of respondents rate the event as a 6 or below.

• Nearly two-thirds of respondents (65.7%) report they collect or buy art. Nearly all of these respondents are individual collectors (97.7%), with only small percentages who represent a gallery (1.7%) or who are corporate buyers (0.6%).

• Nearly two-thirds of respondents (65.0%) report they spent money at an artist’s studio. The average amount spent was $44.55.

• More than half of respondents (56.7%) patronized one of New Bedford’s restaurants or cafes before, during, or after the event.
1.00 INTRODUCTION

1.10 AHA! - Arts, History, Architecture

AHA! (Art, History & Architecture) is New Bedford's free Downtown Cultural Night and collaborative cultural organization. A project of the Community Foundation of Southeastern Massachusetts, a 501(c)(3), the AHA! mission is to be a cooperative venture dedicated to invigorating the downtown New Bedford cultural scene. The project accomplishes this through:

- presenting second Thursday free cultural nights,
- inviting local and regional artists, cultural groups and educators to present their work,
- spearheading cooperative marketing,
- being a forum for the AHA! Partners to convene around shared topics, and
- contributing to New Bedford’s creative economy initiatives.

AHA! began in July 1999 and its monthly 2nd Thursday events have taken place continuously since that time. These flagship cultural nights are held on the second Thursday of each month from 5:00 to 9:00 PM and involve 61 downtown museums, galleries, arts organizations, merchants and restaurants. Each month's event is themed so that distinctive cultural programs are presented. On a typical AHA! Night, several art exhibits open, live music is presented, theater skits or a lecture take place and interactive family and adult cultural experiences abound. AHA! is funded in part by the City of New Bedford, the Massachusetts Cultural Council, the Island Foundation, local business community sponsorship, individual donors and partner venue dues.

Since its inception, AHA! has been a catalyst for downtown development, both cultural and non-cultural. AHA! began with 14 partners in 1999 and now has 61 partners in various industry sectors, including museums and attractions, galleries and studios, restaurants, retail shops and cultural organizations. In conjunction with the growth of AHA!, over 500,000 square feet of commercial space in downtown New Bedford has been renovated for commercial use or converted to residential use since 2000, for a total value of $55 million. An additional $25 million in renovations and construction is underway or in the planning stages (Economic Development Strategy for Downtown New Bedford, FXM Associates, 2007).

The number of visitors to AHA! and the quality of programming continues to grow each year, as does the excitement and energy generated by the event. For example, respondents from the most recent AHA! Visitor Survey write that they “enjoy the creativeness,” “AHA! is a great effort,” it’s a beautiful event,” “AHA! makes New Bedford come alive,” and “it’s a unique event.”
1.20 Massachusetts Cultural Council Adams Arts Program

The Massachusetts Cultural Council (MCC), under its Adams Arts Program, awarded New Bedford's AHA! Project $35,000 in 2009 for new initiatives and ongoing expansion of the city's Second Thursday free arts and culture nights. 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.

This is AHA!’s fourth year of consecutive funding from the MCC. Funding from the Adams Arts Program has allowed AHA! to pursue program rich events, cultural planning initiatives and to pilot new programs. These programs and initiatives include:

- AHA! Nights starting in July 1999
- The Cultural Convening, Spring of 2006
- Summer Saturdays in the City, Summer of 2006
- Summer 7C's Movie Series, Summer of 2006
- Wings Court programming and stakeholder dialogue, started summer of 2006
- Strategic Planning Sessions, Spring 2007
- Governance Planning for AHA! and AHA! partners, 2008
- Remembering Forward! Symposium, October 2007
- Fire and Ice/First Night, December 2007
- Fast Forward, April 2008
- City Celebrates!, All summer Thursdays in Summer of 2008 and 2009
- City Celebrates! New Year’s Eve, 2008 and 2009
- The Creatives Party, Meditech, Fall 2009

Meri Jenkins, the MCC’s Adams Program Manager, offers these thoughts on AHA!’s accomplishments. “The AHA! Project has consistently proved that cultural activities can and do play an important part in a community's economic future. The project has helped to attract businesses, development and people into a downtown that was largely dormant seven years ago in the evening hours and is a model for other communities thinking about adopting cultural economic development as a development strategy.”
1.30  AHA! Partners 

1.31  ACTIVE PARTNERS

There are sixty-one active AHA! partners for the 2009 season (see below). Active partners sign an agreement, pay yearly dues and attend programming meetings. A detailed description of each partner can be found in Appendix C.

1 The AHA! calendar themes for the 2009 season can be found in Appendix B.

**Museums and Attractions**
- New Bedford Whaling Museum
- New Bedford Art Museum
- The New Bedford Whaling National Park Visitor Center
- Rotch-Jones-Duff House & Garden Museum
- Zeiterion Theatre

**Galleries and Studios**
- ArtWorks! Partners for the Arts and Community, Inc.
- GALLERY X
- Mediumstudio
- UMass Dartmouth College of Visual and Performing Arts STAR STORE Campus
- Arthur Moniz Gallery
- Colo Colo Gallery
- Crowell's Fine Art and Custom Framing
- Cummings Building Studios
- Second Story Studio & Gallery
- Navio Artisans Collective
- Michelle Carr Photography
- Judith Klein Art Gallery
- Union City Grille
- Waterfront Grille

**Retail Shops**
- Artificial Marketplace
- Bejeweled
- BLUSH beauty bar
- Calico
- The Crystal Garden, The Dolls Closet & The Green Lantern
- Elaine's T-shirt
- Joe Piper, Celtic & World Musical Goods
- Salon Lola
- Vetu Fine Gifts and Consignment
- Solstice Skateboarding
- The Bedford Merchant
- The White Bouqet
- Venilia Gardens, Inc/Ly Nevaeh
- Celia’s Boutique
- NBAM’s Gift Shop
- TL6 The Gallery
- Travessia Urban Winery
- Whaling Museum Store

**Restaurants**
- Cafe Arpeggio
- Catwalk Bar & Grille
- Cork Wine and Tapas Bar
- The Green Bean
- Freestone's City Grille
- Spicy Lime
- Destination Soups
- Ginger Grill
- Hibernia Irish Pub
- The Juice Box
- No Problemo
- On a Roll
- Rose Alley Ale House
- Union City Grille
- Waterfront Grille

**Cultural Organizations**
- First Unitarian Church in New Bedford
- New Bedford Preservation Society, Inc.
- New Bedford Free Public Library
- Pilgrim United Church of Christ, UCC
- The New Bedford Friend's Meeting House
- Working Waterfront Festival
- Waterfront Historic Area LeaguE
- New Bedford School Paul Roderigues Administration Building
- Ocean Explorium at New Bedford Seaport
- O.R.P.H. Inc.
- Your Theatre, Inc.
1.32 **AHA! Community Programming Groups**

In addition to active partners, there are also twenty-nine community programming groups who work in collaboration with the AHA! mission to present public programming, but do not pay dues or contribute on a monthly basis. These include:

- 3rd EyE
- Artisans of Lagoa
- Astronomy Club/UMD
- Azorean Maritime Heritage Society
- Bartleby Scrivener poetry group
- Boys and Girls Club of New Bedford
- Brick by Brick
- Brooks Elementary School New Bedford
- Building Bridges to the Homeland
- Buttonwood Park Zoo
- Carabineers
- Citizen Schools
- New Bedford Office of Planning
- Clay Club Cup Sale
- Culture Park
- Day of Portugal Association
- Early Literacy Network
- Earth Eve Parade
- Farmer’s Market
- Grace Episcopal Church
- Invest in Kids
- Lloyd Center
- Mass Humanities Foundation
- MassDevelopment
- MassINC
- MOTT
- New Bedford School of Ballet
- New Bedford Open Studios
- New Bedford Glass Museum
- New Bedford Historical Society
- New Bedford Port Society
- New Bedford Symphony Orchestra
- New Bedford Waterfront Visitors Center
- NOAA
- Normandin School
- Our Sisters’ School
- Polish Women’s Business and Professional Club
- Schooner Ernestina
- SouthCoast Children’s Theater
- SouthCoast Youth Jazz Orchestra
- Spinner Publications
- Swift Elementary School New Bedford
- Taylor Elementary School New Bedford
- The Giving Network
- The New Bedford Baby Project
- The Old Bedford Village Community Development Corporation
- UMass Dartmouth Adovcate Celebrate and Educate Club
- UMass Dartmouth Steel drums
- Vinnie Love Grove & Co.
- New Bedford High School and Middle School bands
- Whaling City Sounds
- YMCA
- Youthbuild New Bedford
- Zeiterion Theater
1.40 **Analysis of AHA! 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, AHA! retained the Center for Policy Analysis (CFPA) at UMass Dartmouth to conduct economic impact analyses, a program evaluation, visitor surveys and a telephone survey of 2009 AHA! sponsored and supported activities. Specifically, this report includes the following:

- Economic impact analyses for AHA!, City Celebrates!, Summerfest and the Working Waterfront Festival
- Program evaluation of AHA! Thursday Nights
- Telephone survey of SouthCoast households
- Direct intercept surveys of AHA! Thursday Nights, Summerfest, City Celebrates, Working Waterfront Festival Visitor and New Bedford Open Studios

1.41 **Economic Impact Analysis**

Economic impacts measure the importance of an economic activity primarily in terms of the employment and personal (labor) income 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 AHA!, City Celebrates!, Summerfest and the Working Waterfront Festival based on expenditures that were collected from the following sources:

- **Expenditures by the Sponsoring Organization.** Includes expenditures necessary to organize and hold the event such as spending on staff salaries, payments to artists, office supplies, travel, advertising and printing. This data is provided the sponsoring organization.

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

- **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 PROGRAM EVALUATION

The program evaluation assesses the implementation and outcomes of AHA!’s goals. It includes a process analysis that assesses the implementation of AHA!’s six program goals as well as an outcomes analysis that measures AHA!’s success in meeting these goals. The AHA! goals include:

Goal 1: Expanding AHA! as the Citywide platform for programming in the cultural economy that builds and brokers relationships between originators, producers and the marketing of the creative economy.

Goal 2: Continue to invest in the core of the project, which is the partner network.

Goal 3: Expand the capacity of the creative network by working with local artists and artisans in New Bedford Open Studios to produce an on-line Cultural Resource Inventory as a usable database.

Goal 4: Using the AHA! brand and marketing strategies to build constituencies.

Goal 5: Developing a mechanism to measure and publicize the economic contribution to the creative economy of branded event and weekend festival to use as a tool for planning, fund-raising and marketing.

Goal 6: Developing a sustainability plan for AHA! that will integrate it into the wider cultural economy plan.

1.43 VISITOR SURVEY

Direct intercept surveys of visitors to AHA!, City Celebrates!, Summerfest, the Working Waterfront Festival and New Bedford Open Studios were administered at each event. Student Research Assistants from the Center for Policy Analysis conducted face-to-face interviews at a cross-section of locations that were determined by staff from the sponsoring organization. Staff from the Center for Policy Analysis trained the interviewers intensively before they began interviewing, including practice interviews. A copy of the survey instruments can be found in Appendix A.

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.
- To measure visitors’ perceptions of the event and of New Bedford.
- To provide expenditure data for the purpose of estimating the economic impacts of the event.

1.44 TELEPHONE SURVEY

A random sample telephone survey of 403 SouthCoast households was conducted in November, 2009 to measure the percentage of residents who know about AHA!, the percentage that have attended an AHA! event, the average number of events attended and how AHA! has changed respondents’ perception of downtown New Bedford. Similar telephone surveys were conducted in 2007 and 2008. The survey methodology can be found in Appendix F.
2.00 AHA! THURSDAY NIGHTS AND CITY CELEBRATES!
ECONOMIC IMPACT ANALYSIS AND PROGRAM EVALUATION

As New Bedford’s collaborative cultural organization, AHA! sponsors and supports a myriad of cultural events throughout the city. Two of its signature events include AHA! Thursday Nights and City Celebrates!. AHA!’s Thursday Nights are held on the second Thursday of each month from 5:00 to 9:00 PM and involve sixty-one downtown museums, galleries, arts organizations, merchants and restaurants. Each month’s event is themed so that distinctive cultural programs are presented. It is estimated that there were 23,000 total visitations to AHA! Thursday Nights in 2009.iv

City Celebrates!, a free event sponsored by the City of New Bedford and AHA!, is held on the summer Thursday nights that are not AHA! nights. The program presents a night of arts, culture and dining that includes live music, walking tours, films, children’s activities, lectures and extended gallery and museum hours. It is estimated that City Celebrates! attracted over 6,000 visitors in the summer of 2009.

2.10 ECONOMIC IMPACT ANALYSIS

Cultural economic impact analysis estimates the total effect of cultural tourism by tracking the flows of spending associated with an event.v 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 or larger than the direct impacts.

The strength of a program like AHA! is that it stimulates economic activity in both the creative economy and other sectors of the region’s economy. For example, a couple may drive from Rhode Island to attend AHA! on a Thursday night 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 as well as 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 New Bedford’s economy is greater that the initial $100 spent at AHA!
Estimates of the direct, indirect, induced and total annual economic impacts of AHA! Thursday Nights are based on expenditures that were collected from the following sources:

- **Organizational Expenditures.** Includes AHA! 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 AHA! visitors on items such as food/drinks, art, retail, parking and transportation. This data was obtained from intercept surveys administered each month at various AHA! locations during the year.

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

### 2.11 Organizational Expenditures

AHA! made a total of $289,093 in expenditures in 2009, which includes $131,050 in direct AHA! expenditures and $158,043 in in-kind expenditures that were provided by the AHA! partners. In-kind items include staff, goods, and space and facilities rental and accounted for 54.7 percent of AHA!’s total expenditures in 2009 (see Table 1).

<table>
<thead>
<tr>
<th>Table 1</th>
<th>AHA! Expenditures, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of Expense</strong></td>
<td><strong>Value</strong></td>
</tr>
<tr>
<td>Organizational</td>
<td></td>
</tr>
<tr>
<td>Personnel</td>
<td>$43,500</td>
</tr>
<tr>
<td>Marketing</td>
<td>$31,900</td>
</tr>
<tr>
<td>Overhead</td>
<td>$10,800</td>
</tr>
<tr>
<td>Evaluation Consultant</td>
<td>$8,000</td>
</tr>
<tr>
<td>Programming</td>
<td>$33,850</td>
</tr>
<tr>
<td>City Celebrates!</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$131,050</strong></td>
</tr>
<tr>
<td>In-Kind</td>
<td></td>
</tr>
<tr>
<td>AHA! Thursday Nights</td>
<td>$151,143</td>
</tr>
<tr>
<td>City Celebrates!</td>
<td>$6,900</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$158,043</strong></td>
</tr>
<tr>
<td><strong>Grand Total:</strong></td>
<td><strong>$289,093</strong></td>
</tr>
</tbody>
</table>
2.12 Visitor Expenditures

More than half of AHA! visitors (53.4%) spent money in downtown New Bedford during AHA! Thursday Nights and spent an average of $16.72 on items such as art, food/drinks, miscellaneous retail, transportation, gas and parking. The total estimated amount spent by visitors as a direct result of AHA! Thursday Nights is $205,388 (see Table 2).

<table>
<thead>
<tr>
<th>Table 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AHA! Thursday Nights Visitor Expenditures, 2009</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Avg. Amount Spent on Item</th>
<th>% Who Spent $ on Item</th>
<th>Total Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-Site Expenditures</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Galleries/Art</td>
<td>$13.88</td>
<td>11.0%</td>
<td>$35,110</td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$8.01</td>
<td>49.8%</td>
<td>$96,572</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$6.72</td>
<td>15.8%</td>
<td>$17,301</td>
</tr>
<tr>
<td>Other Items</td>
<td>$10.15</td>
<td>1.8%</td>
<td>$9,800</td>
</tr>
<tr>
<td>Transportation</td>
<td>$3.94</td>
<td>1.5%</td>
<td>$725</td>
</tr>
<tr>
<td>Gas</td>
<td>$10.65</td>
<td>7.3%</td>
<td>$8,573</td>
</tr>
<tr>
<td>Parking</td>
<td>$7.63</td>
<td>2.5%</td>
<td>$2,808</td>
</tr>
<tr>
<td><strong>Total/Average:</strong></td>
<td>$16.94</td>
<td>52.7%</td>
<td><strong>$170,888</strong></td>
</tr>
<tr>
<td><strong>Off-Site Expenditures</strong></td>
<td></td>
<td></td>
<td><strong>$34,500</strong></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td></td>
<td><strong>$205,388</strong></td>
</tr>
</tbody>
</table>

More than sixty-one percent of respondents (61.2%) spent money in downtown New Bedford during City Celebrates! and spent an average of $16.40 on items such as art, food and drinks, miscellaneous retail, transportation, gas, and parking. The total estimated amount spent by visitors to City Celebrates! is $69,924 (see Table 3).

<table>
<thead>
<tr>
<th>Table 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>City Celebrates! Visitor Expenditures</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Avg. Amount Spent on Item</th>
<th>% Who Spent $ on Item</th>
<th>Total Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-Site Expenditures</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Galleries/Art</td>
<td>$10.87</td>
<td>1.0%</td>
<td>$658</td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$14.17</td>
<td>56.9%</td>
<td>$48,778</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$8.46</td>
<td>9.5%</td>
<td>$4,860</td>
</tr>
<tr>
<td>Other Items</td>
<td>$6.63</td>
<td>3.4%</td>
<td>$1,364</td>
</tr>
<tr>
<td>Transportation</td>
<td>$0.00</td>
<td>0.0%</td>
<td>$0</td>
</tr>
<tr>
<td>Gas</td>
<td>$10.56</td>
<td>7.8%</td>
<td>$4,983</td>
</tr>
<tr>
<td>Parking</td>
<td>$2.00</td>
<td>1.7%</td>
<td>$206</td>
</tr>
<tr>
<td><strong>Total/Average:</strong></td>
<td>$16.40</td>
<td>61.2%</td>
<td><strong>$60,849</strong></td>
</tr>
<tr>
<td><strong>Off-Site Expenditures</strong></td>
<td></td>
<td></td>
<td><strong>$9,075</strong></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td></td>
<td><strong>$69,924</strong></td>
</tr>
</tbody>
</table>
2.13 **TOTAL ECONOMIC IMPACTS**

The total economic impact of AHA! for the 2009 program year is $734,719. These impacts include $552,707 in direct impacts, $38,260 in indirect impact and $143,752 in induced impacts (see Table 4). AHA! also created an additional 8.0 full-time equivalent positions in 2009 (see Table 5). These jobs are annualized FTEs (Full-Time Equivalent), that is, they represent year long employment. The employment impacts occur primarily in the areas of miscellaneous store retailers, food and drinking establishments and museums and historical sites.

### Table 4
Total Economic Impacts of AHA!, 2009 Program Year

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHA! Thursday Nights</td>
<td>$477,940</td>
<td>$35,372</td>
<td>$121,258</td>
<td>$634,570</td>
</tr>
<tr>
<td>City Celebrates!</td>
<td>$74,767</td>
<td>$2,888</td>
<td>$22,494</td>
<td>$100,149</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$552,707</td>
<td>$38,260</td>
<td>$143,752</td>
<td>$734,719</td>
</tr>
</tbody>
</table>

### Table 5
Total Employment Impacts, 2009 Program Year

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHA! Thursday Nights</td>
<td>5.0</td>
<td>0.6</td>
<td>1.1</td>
<td>6.7</td>
</tr>
<tr>
<td>City Celebrates!</td>
<td>1.0</td>
<td>0.1</td>
<td>0.2</td>
<td>1.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6.0</td>
<td>0.7</td>
<td>1.3</td>
<td>8.0</td>
</tr>
</tbody>
</table>

AHA! spent a total of $289,093 on activities in 2009, including in-kind contributions. Thus, for every dollar spent by AHA!, 2.5 dollars in economic impacts were created. In terms of the state’s return on investment, a total of $35,000 of the Massachusetts Cultural Council grant was spent by AHA! in 2009. With a total economic impact of $734,719 (including in-kind), almost 21 dollars have been leveraged for every state dollar spent in grant money.

The total impacts of AHA! are conservative estimates for three reasons:

- Some AHA! visitors who would normally not shop in downtown New Bedford return to make purchases when AHA! is not taking place. In other words, the AHA! 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 AHA! to create a vibrant and economically vibrant downtown during all periods of the day, not simply when an AHA! event is taking place. Estimates of these economic activities are not included in the economic impact estimate.

- Visitations on AHA! night may result in future sales as visitors return to purchase items later in the week (delayed effect sales). For example, many business owners have commented that their businesses have experienced significant patron traffic on AHA! nights, though not all customers are buying during AHA! Owners feel that a number of visitors are returning at other times to make purchases and thus the sales data collected from the intercept surveys does not entirely reflect their total sales as a result of AHA!
AHA! provides an opportunity for performers, business owners, artists and other AHA! participants who are not located downtown to increase their exposure and sales in other locations. For example, participants in the farmer’s market may see an increase in sales at their normal location, artists may see more visitors to their studios in other locations and cultural institutions may gain new members from the cross-marketing exposure that AHA! offers. Estimates of these economic activities are not included in the economic impact estimate.

2.14 Historical Economic Impacts

The estimated total economic impact of AHA! has increased by 137.6 percent from FY 2000 to CY 2009 in terms of inflation-adjusted dollars (see Figure 1). The increase in economic activity since 2000 is primarily driven by four factors: higher attendance at AHA! events, an increase in the number of AHA! partners, an increase in in-kind contributions from AHA! partners and improvements in the reporting of in-kind expenditure data from AHA! partners.

**Figure 1**

Historical Total Economic Impacts of AHA!

<table>
<thead>
<tr>
<th>Year</th>
<th>Actual</th>
<th>Inflation Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 2001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 2002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 2003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CY 2007</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CY 2009</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.20  **AHA! PROGRAM EVALUATION**

AHA! adopted six goals that guided its efforts in 2009. The program evaluation includes a process analysis that assesses the implementation of these goals as well as an outcomes analysis that measures the organization’s success in meeting its objectives. The AHA! goals include:

**Goal 1:**  Expanding AHA! as the Citywide platform for programming in the cultural economy that builds and brokers relationships between originators, producers and the marketing of the creative economy.

**Goal 2:**  Continue to invest in the core of the project, which is the partner network.

**Goal 3:**  Expand the capacity of the creative network by working with local artists and artisans in New Bedford Open Studios to produce an on-line Cultural Resource Inventory as a usable database.

**Goal 4:**  Using the AHA! brand and marketing strategies to build constituencies.

**Goal 5:**  Developing a mechanism to measure and publicize the economic contribution to the creative economy of branded event and weekend festival to use as a tool for planning, fund-raising and marketing.

**Goal 6:**  Developing a sustainability plan for AHA! that will integrate it into the wider cultural economy plan.

2.21  **GOAL 1**

Expanding AHA! as the Citywide platform for programming in the cultural economy that builds and brokers relationships between originators, producers and the marketing of the creative economy.

2.21a  **Objective: Increase in Number and Type of Partners**

Outcome:

Since 1999, the AHA! project and partners have spurred a cultural renaissance and economic resurgence in downtown New Bedford. Beginning with 14 partners in 1999, there were 61 dues-paying partners at the end of 2009. An important outcome in the evolution of AHA! from a program-based model to one that reflects broader cultural sector membership is the growth in the number and the categories of AHA! partners. For example, the number of partners increased from 14 in 2000 to 61 in 2009, with significant growth in the number of restaurants and retail shops (see Table 6). While galleries and studios continue to grow overall, this type of partner has exhibited the greatest attrition over this period.
### Table 6
Number and Type of Partner: 2000 to 2009

<table>
<thead>
<tr>
<th>Type of Partner</th>
<th>2000</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museums &amp; Attractions</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Galleries &amp; Studios</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Restaurants</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>Retail Shops</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>Cultural Organizations</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>14</strong></td>
<td><strong>61</strong></td>
</tr>
</tbody>
</table>

#### 2.21b Objective: New Content Development

**Outcome:**

AHA! is a centerpiece of a successful and growing collaboration for place-making. AHA! nights have presented opportunities for partners and city cultural groups to plan their programs, with new businesses scheduling opening receptions and new exhibitions previewing on AHA! nights. In 2009, groups like the Literacy Network, who sought to gain visibility for their mission, gained audience by collaborating with ongoing activities and partners at AHA!. This collaboration allowed the grant-funded organization to focus its resources on service to its constituents rather than on marketing.

In addition, groups like the Day of Portugal, who scheduled their annual parade on AHA! night, used the opportunity to share unique cultural perspectives with a wider, mainstream audience. Also, the New Bedford Preservation Society and the Friends of the Library scheduled their annual meeting on an AHA! night and the Society’s program speaker was part of the public offering for AHA!. In November, a real estate developer who is investing in the downtown area and advocating for artist housing used AHA! night to showcase the project and his ideas, while gaining valuable feedback.

Lastly, two new partners, the Ginger Grill, a new Korean restaurant, and Travessia, an urban winery, collaborated during an AHA! night to provide a discount to customers buying wine at Travessia and eating at the Ginger Grill, which does not have a liquor license to sell. Only open for dinner on AHA! night, the Ginger Grill sold out of food the first night they included this option and Travessia sold out of their limited edition red wine.

#### 2.21c Objective: New Programs

**Outcome:**

In addition to existing efforts (see Section 2.10), AHA! has extended the brand on AHA! nights to include *AHA! After 9*. *AHA! After 9* has been very well received as a way to recognize the growth of restaurant partners and the level of activity that exists after the traditional AHA! program has ended at 9:00 pm. AHA! also worked for the second year with the City of New Bedford to produce City Celebrates! programming throughout the summer. City Celebrates!, a free event sponsored by the City of New Bedford and AHA!, is held on the summer Thursday nights that are not AHA! nights.

Formed around the core of interpretive music programs at the National Park and the Whaling Museum, AHA! also engaged the YMCA as a new programming group to provide a location for “Kid Central,” which included Carabineer’s Outdoor Climbing Gym, Skate Jams from Solstice and the
ArtMobile from New Bedford Art Museum. All are New Bedford organizations that provide services for the community. This year, the July AHA! night was called Kids Rule. This encouraged families to come early and learn about the continuation of programs throughout the summer. There was a core audience and outside funding support for this event, which was included in the 2009 AHA! economic impact analysis.

2.21d Objective: Strategic Planning

Outcome:

AHA! staff have represented its partners and their interests in planning efforts such as the New Bedford Downtown Master Plan process, the Open Space Plan, the National Park Service Evaluation effort for summer of 2010, the City’s Tourism Subcommittee and the Creative Economy Task Force.

2.22 GOAL 2

Continue to invest in the core of the project, which is the partner network.

2.22a Objective: Continue to Expand Communication and Networking

Outcome:

AHA! has continued to build a strong network of business, galleries and non-profits that are equal partners in the projects. Meetings are held on a regular basis; the Program Committee Meeting is held the 3rd Thursday at 9:00 and the Steering Committee is held the 2nd Tuesday at noon. In preparation for the Program Committee meetings, the first round of programming is disseminated in the agenda. The draft is circulated for the first press in an email after the Program Committee meeting. The early press materials go out on the Monday of the 4th week and the poster bullets are chosen. Partners are aware of the schedule and are clear about how to get their activities and events featured and recognized in the substantial free marketing provided by AHA!.

Having a clear schedule also facilitates the inclusion of community organizations that wish to present at one AHA! night but not join as full AHA! Partners. The process is set and transparent; all interested parties are invited to the Program Committee meetings, which are always held in public spaces. There are also new AHA! partners, such as Your Theater, who do not have a downtown presence but offer programming to keep their name and productions in the public eye.

The partner structure and the membership contract are clearly posted on the AHA! website, partners are clearly identified on the website and it is made clear that membership in AHA! holds both rights and responsibilities. Thematic development has been an on-going and early process to ensure that AHA! is able to strategically support long-term initiatives and parallel emerging themes in the area.
2.22b  **Objective: Increase the Capacity of the Partners to Work Collaboratively**

**Outcome:**

The bi-monthly meetings and group emails in-between AHA! nights have created core relationships and the values of a shared network. The belief in the importance of a network has nurtured a collaborative economic mode of business in that partners are willing to share discounts and create business opportunities built on their own experiences. For example, a photographer who specializes in photographs of babies and small children might set up for portraits in their high-end consignment shop on some weekday mornings or galleries might coordinate openings for the first Friday nights, which creates an opportunity for a gallery stroll beyond the Thursday night framework.

2.22c  **Objective: Skills-Based Mentoring and Sharing What Works**

**Outcome:**

Partners receive coaching when they join AHA! and ongoing mentoring is provided as monthly programs are designed and developed. For example, partners “buddy-up” to assist each other with events, some by business type such as the galleries, and some by proximity, for example a new business moving in down the street. The AHA! mission is based on cooperation and collaboration rather than competition and promotes the idea that “a rising tide lifts all boats.” Partners who come together to share ideas benefit from the process and are aware of upcoming opportunities.

2.22d  **Objective: Marketing Collaboration**

**Outcome:**

The AHA! marketing staff works through both the Marketing Committee and opportunities outside of the AHA! framework to encourage collaborative marketing initiatives and group ad buys. This year’s primary efforts were connected to summer “staycation” marketing and the “December Happenings in Downtown” campaigns. Through the Marketing Committee, AHA! also cross-referenced audiences by inserting AHA! materials into the brochures of family shows at the Zeiterion Performing Arts Center and the New Bedford Symphony Orchestra.

2.23  **Goal 3**

Expand the capacity of the creative network by working with local artists and artisans in New Bedford Open Studios to produce an on-line Cultural Resource Inventory as a usable database.

Both AHA! and the New Bedford Economic Development Council (NBEDC) projects were funded by the Massachusetts Cultural Council’s Adams Program during the 2009 state fiscal year, giving New Bedford seventeen percent of the overall funding in the Commonwealth. Both proposals included monies to fund activities and staff in the creative economy sector.
AHA! worked with the network of individual artists with several successful strategies:

2.23a Objective: Program Strategies/Partnerships

Outcome:

- Identified and featured an “Artist of the Month” devoted to specific works in either a lecture or an exhibition presentation. This exposes the talent of local artists to a wide audience, while providing people who are not part of the arts community a means to have access to artists and their work.

- Piloted a “Slide Slam,” an open mic program for artists. The program allowed artists five to ten minutes to present five slides and to talk about themselves and their work. Several of the bars in downtown New Bedford hosted the event throughout the year. The sample show for New Bedford Open Studios artists opened on AHA! night at Gallery X and had more sales recorded on that night than for the entire show in 2008.

2.23b Objective: Marketing Support

Outcome:

AHA! marketing collateral, both print and electronic media, promoted the New Bedford Open Studios event with “Save the Date” notices and push emails for the weekend of the event. In addition, the network of retailers, such as the new gallery owners and boutique businesses, have hosted new shows and guest artists each month, which are featured on AHA! night and interviewed for the cable access TV show that originates each AHA! night. There is an average of eight new shows on each AHA! night.

2.23c Objective: Serve as Fiscal Agent for New Bedford Open Studios

Outcome:

The AHA! project continues to serve as fiscal agent for New Bedford Open Studios through the relationship with the Community Foundation of Southeastern Massachusetts. Financial matters of income and expense run through the AHA! office.

The NBEDC also sponsored several initiatives in 2009 with the goal of expanding the capacity of the creative network in New Bedford. For example:

2.23d Objective: Develop a Cultural Resources Directory

Outcome:

The NBEDC assembled a Cultural Resource Directory of artists and creative entrepreneurs working in the Greater New Bedford area. The directory is being used to promote New Bedford as a city of the arts by publicizing the critical mass of artists, designers and performers in the area. The NBEDC Creative Economy Development Office uses the database to directly inform artists and entrepreneurs about the latest services and opportunities available to them, such as loan programs and workshops.
Objective: Create Business Development Programs for Creative Enterprises

Outcome:

The NBEDC created an Enterprise Micro Loan Program, which offers favorable terms and rates and is marketed directly to artists and creative enterprises. The program also offers assistance with business planning specific to creative enterprises.

Objective: NBEDC Creative Economy Real Estate Development – Artist Live/Work Spaces

Outcome:

A number of new artist live/work spaces are currently underway. These include the redevelopment of mill space to create artist live/work spaces in the north and south end of New Bedford. These redevelopments will form the core of new creative clusters throughout the entire city and will further strengthen momentum of the city’s economic growth. Two specific examples include:

- The Capital Artists Studios (at 1428 Acushnet Avenue) in New Bedford is currently undergoing permitting and zoning for artist studio spaces. The studios are ready for occupancy.
- Brick Mills Studios (at 67 David Street) is a large mill building located in the south end of New Bedford. The permits and zoning for this building are currently underway. The marketing collateral has been printed and is being promulgated to artists locally and regionally. The developer is currently negotiating with a ceramic manufacturer and artists to take tenancy.

Objective: NBEDC Creative Economy Business Assistance

Outcome:

Giving artists and creative enterprises the business tools they need to succeed is a high priority for the NBEDC. The NBEDC is providing direct information on business planning, permits, real estate and marketing. The NBEDC has also partnered with the Massachusetts Small Business Development Center to provide one-to-one assistance to creative entrepreneurs who are developing new ventures or expanding an existing venture. The NBEDC Creative Economy Office has designed and run a series of Creative Business Enterprise Workshops with topics ranging from business planning, pricing artwork and tax strategies for artists.

Goal 4

Using the AHA! brand and marketing strategies to build constituencies.

Objective: Marketing and Media Reach

Outcome:

AHA! focused on marketing and marketing networks in 2009, investing in the core product to the benefit of all the partners. The research continues to show that at least twenty-five to thirty percent of all AHA! night participants are new to the event, which makes the evening a powerful gateway for the partners to reach new audiences. The purchased ad buys depend on the topic and time of year. For example, the fall media push was geared to suburban audiences with the hope that such a strategy would fuel comfort and familiarity with downtown New Bedford for holiday shopping. Along with a
collaborative effort called “It’s all happening downtown…,” the merchants reported that December business was up to double that of December 2008.

Marketing Strategies:

The goal of AHA! marketing is to get information out about the night-of events as well as to promote the downtown cultural scene on a consistent, daily basis. This is part of the ongoing effort to develop New Bedford as a uniquely authentic cultural hub.

- AHA! worked with traditional media outlets. For example, AHA! has a free page in the Thursday Coastin’ Section of the New Bedford Standard-Times. AHA! also hosts a monthly cable access show for the Mayor of New Bedford that includes all of the events of the AHA! night.
- In addition, AHA! marketed through social media for all audiences
- AHA! worked with the city’s leading online events calendar newbedford360.com as well as the leading print source, the Standard-Times, and their on-line calendar, SouthCoast 24/7, to have consistent messaging about both target goals. AHA! is heavily invested in social and electronic media of Facebook, Twitter and Flickr and has encouraged partners to work with AHA! to contribute to those sources.
- The investment in the partnership of AHA! pays dividends in the marketing realm, as all of the partners with print or electronic calendars promote AHA! night and do push emails if there are special programs. There is anecdotal evidence that seeing the event in more than one “personal” source motivates people to come out and discover what is happening on at AHA! night.
- Program partners are encouraged to do their own marketing to cross-brand the AHA! event. For the student art show in April, there were 10,000 flyers distributed to local school children and local pediatrician’s offices.

AHA! also uses alternative marketing strategies. For example:

- Public service announcements on the UMass Dartmouth radio station and WBSM were made.
- AHA! is the host on the New Bedford Arts and Culture radio show on a monthly basis.
- Notices appear on the LCD highway sign on Interstate I-195 as well as the LCD notice boards on the UMass Dartmouth campus.
- Posters and handbills are distributed to the downtown merchants, local climbing gym, tennis clubs, bookstores, UMass Dartmouth, upscale shops and local libraries.
- AHA! handbills were place onto the pizza boxes of a local pizza delivery business.
- The City Celebrates! summer program was promoted at all of the local YMCA summer camps and all of the camp/summer day programs that received United Way monies.

2.24b Objective: Building Constituencies

Outcome:

In the program area, AHA! started AHA! After 9 in recognition of the new restaurants and eateries which have opened since AHA! started 10 years ago. It is the most quickly growing segment of downtown businesses and means that a visit to downtown does not have to end at nine. It encourages an adult audience to come for the end of the 5 pm to 9 pm program, take in a lecture or new exhibition and meet friends or have a broader social experience. It also means that while the programming of AHA! is family-
friendly, it is not just for children and families. Extending the AHA! brand has populated the restaurants on AHA! night and helped people think about Thursday night in general as a great night to meet and eat downtown.

The other program that AHA! piloted in November is a Gallery Night within AHA! There is finally a critical mass of commercial galleries in the downtown area that make this possible. AHA! created a map, special buttons (“I ART NB”) and a gallery guide. This effort is another way to extend the AHA! brand and help participants connect the dots to fill in the narrative of the new downtown.

The third major push in 2009 was to build the marketplace and attract audiences with discretionary income to the downtown throughout the month. AHA! published a partner booklet called the People and Spaces of New Bedford, which talked about the partnership and feeling of the downtown businesses with pictures and descriptions. The booklet promotes the idea that AHA! has brought an understanding to how the merchants connect with each other and that those relationships are still in place outside of AHA! nights. This booklet was distributed to the partners as well as to residential communities, condo associations, clubs and community centers from the upper Cape to western Rhode Island.

2.24c Objective: Development of a Marketing Sub-committee

Outcome:

AHA! initiated a Marketing Committee composed of AHA! partners, local business marketing personnel and other interested parties. The Committee meets every other month and serves as a forum for new ideas, a brainstorming session for shared concerns and as a means to move the marketing agenda forward for the City. This action is particularly important because the City has no municipal Director of Marketing and Tourism.

2.24d Objective: Collecting Baseline Data

Outcome:

AHA! and NBEDC worked together to create baseline data by commissioning an economic impact study for AHA!, Summerfest, the Working Waterfront Festival and New Bedford Open Studios. This information helps those involved in the creative economy to understand who is attending these events and why they attend (see Goal 5).
2.25  **GOAL 5**

Developing a mechanism to measure and publicize the economic contribution to the creative economy of branded event and weekend festival to use as a tool for planning, fund-raising and marketing.

2.25a  **Objective: Economic Impact Analysis and Program Evaluation**

AHA! partnered with the New Bedford Economic Development Council to hire the Center for Policy Analysis at UMass Dartmouth to conduct this study. Documenting these disparate, but connected programs and measuring each program’s success in reaching goals and objectives with measurable outputs is critical in a difficult economy with so many shared resources. Utilizing a broad view of the projects has brought up discussions of shared markets and marketing as well as assessing what each can bring to the marketplace of New Bedford.

The public release of the report and subsequent dissemination of the results was conducted in conjunction with the AHA! Annual Meeting and Regional Roundtable Meeting of the MassINC Gateway Cities Initiative on February 26th, 2010 at the Star Store Campus of the UMass Dartmouth College of Visual and Performing Arts. The New Bedford Economic Development Council is currently organizing a monthly Tourism Roundtable whose members will use this information in planning for 2010.

2.26  **GOAL 6**

Developing a sustainability plan for AHA! that will integrate it into the wider cultural economy plan.

2.26a.  **Objective: Diversification of Income**

Outcome:

Income diversification was set as a goal as part of the strategic planning exercise of 2007. Although the total AHA! project size has constantly remained within $10,000 for the last four years, the amount of support from the Massachusetts Cultural Council was cut nearly in half for 2009. In spite of an adverse climate for raising funds, AHA! was able to maintain a levelly funded budget by opening up more diverse sources of funding. For example, strategic choices of program and program development brought new sources of income so that City Celebrates! community programs received support from the United Way and a No Child Left Behind re-grant, as well as additional marketing support from the Mayor’s Office.

![Figure 2: AHA! Funding, FY 1999 to FY 2009](image-url)
2.26b Objective: Work on the Sustainability Plan

Outcome:

A central goal of the Massachusetts Cultural Council Adams Grant program is to assist funded programs to become economically and organizationally sustainable. The missions, visions and direction of non-profit organizations can be significantly affected by staff turnover, funding shortfalls or a change in the surrounding financial landscape. Although AHA! has not been immune to these factors, the program has sustained a very high level of continuity. This is due to strong collaboration with its partners, advocacy of corporate and foundation supporters and the continued support of the City of New Bedford. AHA! has an organizational structure and collaborative model that invites and sustains active and embedded partnership, enabling the organization to endure funding and personnel changes.

AHA! addressed the issue of sustainability in 2007, (year 7 of the project) by holding a series of moderated sessions in conjunction with the Southern New England School of Law Community Development Clinic, which focuses on capacity building with non-profit clients. For the first six months of 2007, the Steering committed set aside monthly meeting time for developing a strategic vision of the AHA! project. The meetings examined:

- the evolution of the partnership design,
- the optimal staffing for AHA!, and
- a sustainability plan for diversifying income sources.

The benefits and drawbacks of becoming a 501 c 3 were also examined and while the collective energy moved the project structure along successfully, the development of a business plan was not accomplished in that timeframe. Staff turnover at that point also slowed further strategic development. The outcomes of that process included:

- the development of a new mission statement,
- the decision to not pursue 501 c 3 status at that time,
- the creation of operating principles,
- the definition of board roles, and
- a structure, which acts as a functional network under the umbrella of the Community Foundation of Southeastern Massachusetts.

The first Annual Meeting was held on February 4th, 2008, and it was followed by the 2nd meeting on February 12, 2009.

In its 2009-2010 MCC proposal, AHA! included the tasks of creating a business plan, working with a business advisory committee and developing a case statement, with the intent of increasing awareness among local businesses regarding the need to support art and culture activities in New Bedford. These tasks have yet to be completed. As a first step, economic impact analysis and program evaluations of AHA!, Summerfest, Working Waterfront and New Bedford Open Studios were conducted in 2009 to develop the case study. Regular communication exists between AHA! and the NBEDC and the projects' managers have collaborated on the economic impact studies as well the Arts and Culture recommendations of the City’s Master Planning Process.

When the MCC proposal was authored in fall of 2008, the effect of the recession on corporate support in the arts was not yet evident. While corporate support for AHA! has remained constant, AHA! has engaged that sector in planning efforts as partners, and the tenor of programming for 2009 was much
more entrepreneurial. For example, the AHA! Program Director sits on the Creative Economy Steering Committee, which has more business sector interest and awareness of the range of creative economy prospects drawing from the strength of NBEDC.

2.26c  Objective: Strategic Work within the Creative Economy

Outcome

New Bedford Economic Development Council was funded in the 2009 cycle of the Adams Grants to hire a Creative Economy Development Officer to continue the process of creating a structure for the creative economy throughout New Bedford. A Steering Committee for the Creative Economy was instituted, with AHA! having a chair at that table. This partnership has taken pressure off the AHA! program, which has been the leading cooperative creative economy group in the city. AHA! has not been seeking funding for pilot projects (e.g. lighting pathways, structural improvements to the landscape), but has instead been active in the Master Planning process for the City and the Land Use Plan for downtown, which is run by the City’s Planning Department.

New Bedford seeks to build capacity for all sectors of the creative economy and to leverage that support for the arts, cultural and heritage tourism markets. Both of the original 2-year MCC proposals for 2009-2010 from AHA! and NBEDC addressed the need to find a common pathway to understand how to embed public-private partnerships similar to AHA! Both projects shared the funding and framing of this economic impact analysis and program evaluation to look at a range of economic impacts from standing cultural tourism/creative economy projects to learn more about the program platform and audience development.

In addition, AHA! looked more clearly in 2009 at the issue of diversification of income and pushed the strategic question of structure into 2010. The NBEDC position of Creative Economy Development Officer was not filled until June and the advisory panel met for the first time in November, thus the strategic planning activity was not fully addressed in 2009. Sustainability and the structure to support that will remain a priority for AHA! in 2010.
2.30 AHA! VISITOR SURVEY

A total of 481 intercept surveys were conducted monthly with AHA! visitors at various locations, including galleries, restaurants, on the street and at live performances. A similar survey was conducted in the previous two years and results are presented side-by-side where data is available. The purpose of the visitor survey is to determine a respondent’s place of residence, to establish visitation patterns, to measure satisfaction levels with AHA! and to obtain expenditure data.

2.31 PLACE OF RESIDENCE

More than half of AHA! respondents (52.7%) live in New Bedford, while smaller percentages live in Dartmouth (10.8%), Fairhaven (6.2%), Acushnet (2.8%) and Fall River (2.7%). Almost eighty percent of respondents (79.2%) live in Bristol County and 5.6 percent live in Plymouth County. In addition, 6.1 percent of respondents live outside of Massachusetts, including visitors from Rhode Island, Connecticut, New Jersey, California, New York, Maine and Puerto Rico (see Table 7).

<table>
<thead>
<tr>
<th>Top Ten Places of Residence, 2009</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford</td>
<td>326</td>
<td>52.7%</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>66</td>
<td>10.8%</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>38</td>
<td>6.2%</td>
</tr>
<tr>
<td>Acushnet</td>
<td>19</td>
<td>2.8%</td>
</tr>
<tr>
<td>Fall River</td>
<td>16</td>
<td>2.7%</td>
</tr>
<tr>
<td>Westport</td>
<td>13</td>
<td>1.9%</td>
</tr>
<tr>
<td>Freetown</td>
<td>10</td>
<td>1.4%</td>
</tr>
<tr>
<td>Marion</td>
<td>8</td>
<td>1.6%</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>8</td>
<td>1.6%</td>
</tr>
<tr>
<td>Pawcatuck, CT</td>
<td>7</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
2.32 Source that Respondent Heard about AHA!

Respondents are most likely to have heard about AHA! by word of mouth (47.0%), by other means (24.5%), and in the newspaper (18.8%). Smaller percentages report they heard about AHA! from a poster/card (2.7%), the radio (2.4%), an email (2.4%) and the Internet (2.2%) (see Table 8). In comparison to previous years, respondents are increasingly less likely to have heard about AHA! from the newspaper and more likely to have heard about the program by word-of-mouth.

Table 8
How Did You Hear about AHA?

<table>
<thead>
<tr>
<th></th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>CY 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth</td>
<td>39.2%</td>
<td>48.9%</td>
<td>47.0%</td>
</tr>
<tr>
<td>Other (see list below)</td>
<td>14.9%</td>
<td>20.0%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>26.7%</td>
<td>20.3%</td>
<td>18.8%</td>
</tr>
<tr>
<td>Saw a poster/card</td>
<td>8.2%</td>
<td>4.5%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Radio</td>
<td>6.4%</td>
<td>3.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Received an email</td>
<td>4.0%</td>
<td>1.1%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Internet</td>
<td>0.6%</td>
<td>1.3%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

Note: Table sorted by 2009 percentages.

“Other” ways in which respondents heard about AHA! are listed below.

- School (N=27)
- Friends (N=26)
- UMass Dartmouth (N=20)
- Family (N=18)
- Work (N=15)
- Knew about AHA! from coming in previous years (N=8)
- Everywhere/All over (N=3)
- Live in downtown area (N=3)
- Saw the event while walking by (N=3)
- 3rd Eye Unlimited
- Bristol Community College
- Coasin’
- Facebook
- MySpace
- New Bedford Art Museum Staff
- SouthCoast Insider magazine
- Whaling National Park
- Work for downtown organization
2.33 ATTENDANCE PATTERNS

2.33a Have Previously Attended AHA!

An increasingly higher percentage of visitors to AHA! are repeat visitors. For example, more than three in four respondents (76.3%) in CY 2009 report they have previously attended AHA!, which compares to 68.8 percent of respondents in 2008 and 64.7 percent in FY 2007 (see Table 9).

<table>
<thead>
<tr>
<th></th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>CY 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64.7%</td>
<td>68.8%</td>
<td>76.3%</td>
</tr>
<tr>
<td>No</td>
<td>35.3%</td>
<td>31.3%</td>
<td>23.7%</td>
</tr>
</tbody>
</table>

The percentage of respondents who indicate they have previously attended AHA! varies from month to month, with the highest percentage of respondents reporting they attended AHA! in October (87.0%) (see Figure 3).xii

Figure 3

Percent Respondents Who Attended AHA! Previously by Month, CY 2009

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

Jan Feb March April May June July August September October November December

75.5% 76.0% 76.2% 77.6% 76.2% 75.4% 76.7% 75.0% 79.0% 87.0% 71.0% 70.0%
Respondents who report they previously attended AHA! were asked the frequency in which they attend. More than eighty-four percent of respondents (84.6%) attend AHA! more than once a year, with 57.5 percent attending AHA! four or more times a year, 27.1 percent of respondents attending two or three times a year and 15.4 percent of respondents attending once a year. The percentage of respondents who have attended AHA! four or more times per year has climbed steadily since FY 2007 (see Table 10 and Figure 4).

### Table 10
How Often Do You Come to AHA!?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>CY 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>once a year</td>
<td>17.1%</td>
<td>14.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2-3 times a year</td>
<td>34.6%</td>
<td>34.5%</td>
<td>27.1%</td>
</tr>
<tr>
<td>4 or more times a year</td>
<td>48.2%</td>
<td>51.1%</td>
<td>57.5%</td>
</tr>
</tbody>
</table>

### Figure 4
How Often Do You Come to AHA!
2.34 **Rating of AHA! Event**

Respondents were asked to rate that night’s AHA! event on a scale of 1 to 10, with 1 meaning poor and 10 meaning excellent. Respondents rate AHA! highly, with respondents rating the events they attended an average of 8.1 on the ten point scale (see Table 11). Nearly eighty-five percent of respondents (84.8%) rate that night’s AHA! as a seven or higher and 27.2 percent rate the event as a 10. Only 6.8 percent of respondents rate the event as a 5 or below (see Figure 5).

<table>
<thead>
<tr>
<th>Table 11</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2007</td>
</tr>
<tr>
<td>Average on 1 to 10 Scale</td>
<td>8.5</td>
</tr>
</tbody>
</table>

**Figure 5**

How Would You Rate Tonight’s AHA! on a Scale of 1 to 10?

CY 2009
2.35 **Visits to Downtown Restaurants, Cafés, and Shops**

2.35a Downtown Restaurants or Cafes

More than two-thirds of respondents (67.2%) patronized one of New Bedford’s downtown restaurants or cafes before, during, or after the event. This percentage has remained fairly consistent since FY 2007 (see Table 12).

<table>
<thead>
<tr>
<th>Table 12</th>
<th>Do You Plan to or Have You Patronized One of the Downtown Restaurants or Cafes Tonight?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2007</td>
</tr>
<tr>
<td>Yes</td>
<td>69.2%</td>
</tr>
<tr>
<td>No</td>
<td>30.8%</td>
</tr>
</tbody>
</table>

2.35b Downtown Retail Establishments

Fifty-seven percent of respondents (57.1%) shopped at one of downtown’s retail establishments. This compares to 50.8 percent of respondents in FY 2007 and 55.2 percent of respondents in FY 2008 (see Table 13).

<table>
<thead>
<tr>
<th>Table 13</th>
<th>Do You Plan to or Have You Shopped At One of the Downtown Retail Establishments?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2007</td>
</tr>
<tr>
<td>Yes</td>
<td>50.8%</td>
</tr>
<tr>
<td>No</td>
<td>49.2%</td>
</tr>
</tbody>
</table>

2.36 **Number of Programs/Events Attended**

Respondents were asked to indicate the number of programs or events they attended that evening. The average number of programs and events attended by respondents is 2.8 (see Table 14). More than twenty-six percent of respondents (26.5%) attended one event, while 24.3 percent attended two events, 21.7 percent attended three events and 27.5 percent attended four or more events.

<table>
<thead>
<tr>
<th>Table 14</th>
<th>Number of Programs/Venues Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td># Programs/Events Attended</td>
<td>FY 2007</td>
</tr>
<tr>
<td>Average</td>
<td>2.8</td>
</tr>
<tr>
<td>1 Event</td>
<td>27.8%</td>
</tr>
<tr>
<td>2 Events</td>
<td>25.0%</td>
</tr>
<tr>
<td>3 Events</td>
<td>20.8%</td>
</tr>
<tr>
<td>4 or More Events</td>
<td>26.4%</td>
</tr>
</tbody>
</table>
2.37 Visitor Expenditures

More than half of respondents (53.4%) spent money in downtown New Bedford during AHA! events and spent an average of $16.72 on items such as art, food/drinks, miscellaneous retail, transportation, gas and parking (see Table 14). xiii

The highest average dollar amount was spent on galleries/art ($13.88), followed by gas ($10.65), other items ($10.15), food and drinks ($8.01), miscellaneous retail ($6.72), parking ($7.63) and transportation ($3.94). xiv In terms of the percentage, the highest percentage of respondents spent money on food and drinks (52.4%), followed by miscellaneous retail (11.2%), galleries/art (11.0%), other items (4.2%), gas (3.5%), parking (1.6%) and transportation (0.8%) (see Table 15 and Figure 6).

Table 15
Visitor Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Average Amount Spent</th>
<th>% Respondents Who Spent $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2008</td>
<td>CY2009</td>
</tr>
<tr>
<td>All Spending</td>
<td>$18.38</td>
<td>$16.72</td>
</tr>
<tr>
<td>By Type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Galleries/Art</td>
<td>$17.52</td>
<td>$13.88</td>
</tr>
<tr>
<td>Gas</td>
<td>$12.97</td>
<td>$10.65</td>
</tr>
<tr>
<td>Other Items</td>
<td>$7.24</td>
<td>$10.15</td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$8.20</td>
<td>$8.01</td>
</tr>
<tr>
<td>Parking</td>
<td>$6.60</td>
<td>$7.63</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$7.25</td>
<td>$6.72</td>
</tr>
<tr>
<td>Transportation</td>
<td>$15.33</td>
<td>$3.94</td>
</tr>
</tbody>
</table>

Figure 6
Visitor Expenditures, 2009
2.38 **Respondents’ Perceptions of Downtown New Bedford and AHA!**

2.38a **Perception of Downtown New Bedford**

Eighty-four percent of respondents (84.0%) indicate they have a more positive perception of downtown New Bedford as a result of attending AHA!, while only 0.4 percent of respondents have a more negative perception of downtown New Bedford, 10.2 percent have a perception that has not changed and 5.4 percent of respondents do not know how their perception has changed (see Table 16 and Figure 7).\(^v\) These results are similar to results from FY 2008 survey.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a more positive perception</td>
<td>81.4%</td>
<td>84.0%</td>
</tr>
<tr>
<td>Have a more negative perception</td>
<td>0.3%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Perception has not changed</td>
<td>11.2%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7.1%</td>
<td>5.4%</td>
</tr>
</tbody>
</table>

Figure 7

How has Perception of Downtown New Bedford Changed Because of AHA?
2.38b Perception of Benefits to the City of New Bedford

Nearly all respondents (95.9%) feel that AHA! provides a positive benefit to the City of New Bedford, while 0.3 percent do not agree and 3.8 percent do not know (see Table 17).xvi

<table>
<thead>
<tr>
<th></th>
<th>FY 2008</th>
<th>CY 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>98.0%</td>
<td>95.9%</td>
</tr>
<tr>
<td>No</td>
<td>0.5%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>1.5%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

2.39 OPEN-END COMMENTS

2.39a Primary Reason Respondents Enjoys Attending AHA!

Respondents were asked to indicate the primary reason they enjoy coming to AHA! Responses were numerous and varied and are grouped into the themes listed below. A detailed list of responses can be found in Appendix G.

- Art (N=165)
- The people/Seeing people I know/People watching/Hanging with friends (N=156)
- Fun/Great event (N=83)
- Events/Activities/Entertainment (N=81)
- Music (N=79)
- Culture (N=40)
- Atmosphere (N=39)
- Learning about the arts/history and getting to know New Bedford (N=29)
- Because it is a free event (N=27)

2.39b Suggestions for Improving the Formatting of AHA! Night

Respondents were asked to provide suggestions for improving the format of AHA! night. Many of the suggestions reference a desire for additional musical acts, an increase in advertisement/publicity, improved signage, maps, and program schedule and more street acts. In addition, a significant number of respondents feel that AHA! is fine the way it is and that nothing should be changed. A detailed list of responses can be found in Appendix G.
2.40 **City Celebrates! Visitor Survey**

Intercept surveys were conducted with 232 City Celebrates! visitors throughout the summer. The survey was administered at a broad spectrum of locations, including galleries, restaurants, on the street and at live performances. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with various events and to measure their perception of City Celebrates! and downtown New Bedford.

2.41 **Place of Residence**

City Celebrates! primarily attracts visitors from the local area; fifty-eight percent of respondents (58.0%) live in New Bedford, while smaller percentages live in Dartmouth (17.9%), Fairhaven (7.1%) and Mattapoisett (3.6%). A small percentage of respondents (2.7%) live outside of Massachusetts (see Table 18).

<table>
<thead>
<tr>
<th>City/Town of Residence</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford</td>
<td>130</td>
<td>58.0%</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>40</td>
<td>17.9%</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>16</td>
<td>7.1%</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>8</td>
<td>3.6%</td>
</tr>
<tr>
<td>Fall River</td>
<td>4</td>
<td>1.8%</td>
</tr>
<tr>
<td>Acushnet</td>
<td>4</td>
<td>1.8%</td>
</tr>
<tr>
<td>Somerville</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Middleboro</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Lakeville</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Wareham</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Dighton</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Somerset</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Westport</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Smithfield, RI</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Ballston, NY</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Bethlehem, PA</td>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Boston</td>
<td>2</td>
<td>0.9%</td>
</tr>
</tbody>
</table>
2.42 **Source From Which Respondent Heard About City Celebrates! and Knowledge of AHA! Sponsorship**

2.42a **Sources from which Respondent Heard About City Celebrates!**

Respondents are most likely to have heard about City Celebrates! from the newspaper (40.5%), word of mouth (29.8%) and by “other” means (17.4%). Smaller percentages report they heard about City Celebrates! from the radio (6.6%), a poster/card (3.3%), the Internet (1.7%) and by email (0.8%) (see Table 19). “Other” ways in which respondents heard about City Celebrates! include from a family member or friend (N=6), they saw it while walking by (N=6), Coastin’ Car Club (N=3), they live downtown (N=2), Solstice Skate Shop (N=2) and AHA! (N=1).

<table>
<thead>
<tr>
<th>Source of Hearing</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>98</td>
<td>40.5%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>72</td>
<td>29.8%</td>
</tr>
<tr>
<td>Other</td>
<td>42</td>
<td>17.4%</td>
</tr>
<tr>
<td>Radio</td>
<td>16</td>
<td>6.6%</td>
</tr>
<tr>
<td>Saw a poster/card</td>
<td>8</td>
<td>3.3%</td>
</tr>
<tr>
<td>Internet</td>
<td>4</td>
<td>1.7%</td>
</tr>
<tr>
<td>Received an email</td>
<td>2</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

2.42b **Knowledge of AHA! Sponsorship**

A majority of respondents (55.7%) are aware that AHA! sponsors City Celebrates!, while 44.3 percent are unaware (see Table 20).

<table>
<thead>
<tr>
<th>Do You Know that AHA! Sponsors City Celebrates?</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>129</td>
<td>55.7%</td>
</tr>
<tr>
<td>No</td>
<td>103</td>
<td>44.3%</td>
</tr>
</tbody>
</table>
2.43 **RATING OF CITY CELEBRATES! EVENT**

Respondents rate City Celebrates! highly, with respondents rating the events they attended an average of 8.3 on a ten point scale. Eighty-five percent of respondents (85.4%) rate that night’s City Celebrates! event as a seven or higher and a third (33.0%) rate the event as a 10. Only 7.7 percent of respondents rate the event as a 5 or below (see Figure 8).

![Figure 8](image_url)

2.44 **VISITS TO DOWNTOWN RESTAURANTS, CAFÉS, AND SHOPS**

More than sixty percent of respondents (60.9%) patronized one of New Bedford’s downtown restaurants or cafes before, during, or after the event, while a similar percentage of respondents (60.2%) patronized one of New Bedford’s downtown retail establishments (see Table 21).

<table>
<thead>
<tr>
<th>Restaurant/Café</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>60.9%</td>
</tr>
<tr>
<td>No</td>
<td>39.1%</td>
</tr>
</tbody>
</table>

2.45 **NUMBER OF PROGRAMS/EVENTS ATTENDED**

On average, respondents attended 3.2 programs and events (see Table 22). More than forty-three percent of respondents (43.6%) attended one event, while 15.4 percent attended two events, 9.0 percent attended three events and 5.1 percent attended four or more events.

<table>
<thead>
<tr>
<th># Attended</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>3.2</td>
</tr>
<tr>
<td>1 Event</td>
<td>43.6%</td>
</tr>
<tr>
<td>2 Events</td>
<td>15.4%</td>
</tr>
<tr>
<td>3 Events</td>
<td>9.0%</td>
</tr>
<tr>
<td>&gt;3 Events</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
2.46 Visitor Expenditures

More than sixty-one percent of respondents (61.2%) spent money in downtown New Bedford during City Celebrates! events and spent an average of $16.40 on items such as art, food/drinks, miscellaneous retail, transportation, gas and parking (see Table 22). xviii

The highest average amount spent was on food and drinks ($14.17), followed by galleries/art ($10.87), gas ($10.56), miscellaneous retail ($8.46), other items ($6.63) and parking ($2.00). In terms of percentage, the highest percentage of respondents spent money on food and drinks (56.9%), followed by miscellaneous retail (9.5%), gas (7.8%), other items (3.4%), parking (1.7%) and galleries/art (1.0%) (see Table 23 and Figure 9).

<table>
<thead>
<tr>
<th>Visitor Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Amount Spent</td>
</tr>
<tr>
<td>All Spending</td>
</tr>
<tr>
<td>By Type:</td>
</tr>
<tr>
<td>Food/Drinks</td>
</tr>
<tr>
<td>Galleries/Art</td>
</tr>
<tr>
<td>Gas</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
</tr>
<tr>
<td>Other Items</td>
</tr>
<tr>
<td>Parking</td>
</tr>
<tr>
<td>Transportation</td>
</tr>
</tbody>
</table>

Figure 9

Visitor Expenditures

Average Amount Spent

% Respondents Who Spent Money on Item
2.47 Respondents’ Perceptions of Downtown New Bedford and City Celebrates!

2.47a Perception of Downtown New Bedford

Respondents were asked how City Celebrates! has changed their perception of downtown New Bedford: if they have a more positive perception, or more negative perception, or a perception that has not changed. More than three-quarters of respondents (78.6%) indicate they have a more positive perception of downtown New Bedford as a result of attending City Celebrates!, while no respondents have a more negative perception of downtown New Bedford, 16.1 percent have a perception that has not changed and 5.4 percent of respondents do not know how their perception has changed (see Table 24 and Figure 10).

Table 24
How has City Celebrates! Changed Your Perception of Downtown New Bedford?

<table>
<thead>
<tr>
<th>Perception</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a more positive perception</td>
<td>176</td>
<td>78.6%</td>
</tr>
<tr>
<td>Have a more negative perception</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Perception has not changed</td>
<td>36</td>
<td>16.1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>12</td>
<td>5.4%</td>
</tr>
</tbody>
</table>

Figure 10

How has City Celebrates! Changed Your Perception of Downtown New Bedford?
2.47b Perception of Benefits to the City of New Bedford

Nearly all respondents (99.1%) believe City Celebrates! provides a positive benefit to the City of New Bedford (see Table 25).

Table 25
Do You Think that City Celebrates! Provides a Positive Benefit to the City of New Bedford?

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>226</td>
<td>99.1%</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>2</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

2.48 OPEN-END COMMENTS

2.48a Main Reason Respondent Enjoys Attending City Celebrates!

Respondents were asked to indicate the main reason they enjoy attending City Celebrates! Responses were numerous and varied and are grouped into the themes listed below. A detailed list of responses can be found in Appendix G.

- Music (N=13)
- Community (N=11)
- Events (N=9)
- Entertainment (N=7)
- Fun (N=7)
- People (N=7)
- To celebrate the historic buildings and artwork (N=7)
- Family (N=6)
- Friends (N=5)
- Free (N=4)
- Skateboarding (N=3)
- A night out (N=3)
- Whaling Museum (N=3)
- Meeting people (N=2)
- Culture (N=2)
- Restaurants
- Flora
- Filming of schooners
- Being able to visit studios at night (work during day)
- Promotes more city events
- Relaxing
- It is a social and learning experience
- Kids programs
2.48b Suggestions for Improving the Formatting of City Celebrates!

Respondents were asked to provide suggestions for improving the format of City Celebrates! night. Suggestions include:

- More/Better advertising. (N=11)
- More street activities (N=2).
- Need more events and music (N=2).
- Need detailed schedules (N=2).
- A mystery hunt.
- Advertise in newspapers and on radio.
- Awareness campaign about litter. Trash and recycle bins are not managed properly.
- Evening cruise.
- Half pipe.
- Have a more detailed map and time schedule.
- Keep stores open later.
- Make sure there is a listing of nightly events.
- More 50s nights.
- More car nights.
- More of same.
- More organization.
- More parking information.
- More public bathrooms.
- More vendors.
- No amplification of music in Wings Court needed.
- Open farmers market later.
- Signage at predetermined location indicating where to find certain events.
- Try to get more shops to participate - show more unity.
2.50 AHA! TELEPHONE SURVEY

A random sample telephone survey of SouthCoast households was conducted in November, 2007 (N=409), November, 2008 (N=530) and November, 2009 (N=403). The survey measures the percentage of residents who are aware of AHA!, the percentage who have attended an AHA! event, the average number of events attended and how AHA! has changed respondents’ perception of downtown New Bedford.

The purpose of the survey is to provide information that allows AHA! to measure changes over time in terms of the awareness of AHA!, visitation patterns and the perceptions of AHA! This information will assist the organization to refine its marketing efforts as the organization continues its efforts to strengthen the AHA! brand. A map of the study area is shown in Figure 10 below and the survey methodology can be found in Appendix F.

2.51 AHA! TELEPHONE SURVEY RESULTS

2.51a Awareness of AHA!

Nearly thirty-nine percent of respondents (38.8%) report they are aware of AHA!, which compares to 31.5 percent of respondents in 2007 (see Table 26).

Table 26
Do You Know About AHA!?

<table>
<thead>
<tr>
<th></th>
<th>November 2007</th>
<th>November 2008</th>
<th>November 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31.5%</td>
<td>39.9%</td>
<td>38.8%</td>
</tr>
<tr>
<td>No</td>
<td>68.5%</td>
<td>60.1%</td>
<td>61.2%</td>
</tr>
</tbody>
</table>
2.51b  Attended an AHA! Event

Over fifty-six percent of respondents (56.9%) indicate they have previously attended an AHA! event, an increase of 10.9 percent from 2007 (see Table 27).

<table>
<thead>
<tr>
<th></th>
<th>November 2007</th>
<th>November 2008</th>
<th>November 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>46.0%</td>
<td>44.5%</td>
<td>56.9%</td>
</tr>
<tr>
<td>No</td>
<td>54.0%</td>
<td>55.5%</td>
<td>43.1%</td>
</tr>
</tbody>
</table>

2.51c  Attended an AHA! Event in the Last 12 Months

Among respondents who have attended an AHA! event, 75.6 percent have attended an AHA! event in the last twelve months. This compares to 86.9 percent of respondents who attended an AHA! event in the last 12 months in 2007 (see Table 28).

<table>
<thead>
<tr>
<th></th>
<th>November 2007</th>
<th>November 2008</th>
<th>November 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>86.9%</td>
<td>57.3%</td>
<td>75.6%</td>
</tr>
<tr>
<td>No</td>
<td>13.1%</td>
<td>42.7%</td>
<td>24.4%</td>
</tr>
</tbody>
</table>

Note: Due to the small number of responses, conclusions should be made with caution.

2.51d  Number of Events Attended in Last 12 Months

Respondents attended an average of 3.2 AHA! events in the last twelve months, which compares to an average of 2.9 events attended in 2007 (see Table 29).

<table>
<thead>
<tr>
<th># Venues Attended</th>
<th>November 2007</th>
<th>November 2008</th>
<th>November 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>2.9</td>
<td>3.1</td>
<td>3.2</td>
</tr>
<tr>
<td>1</td>
<td>30.8%</td>
<td>36.7%</td>
<td>22.6</td>
</tr>
<tr>
<td>2</td>
<td>36.5%</td>
<td>12.2%</td>
<td>30.6</td>
</tr>
<tr>
<td>3</td>
<td>15.4%</td>
<td>26.5%</td>
<td>21.0</td>
</tr>
<tr>
<td>4 or more</td>
<td>17.3%</td>
<td>24.6%</td>
<td>25.8%</td>
</tr>
</tbody>
</table>
2.51c Change in Perception of Downtown New Bedford

Respondents who are aware of AHA! were asked how AHA! has changed their perception of downtown New Bedford. Nearly seventy percent of respondents (69.4%) indicate they have a more positive perception of downtown New Bedford as a result of AHA!, while no respondents (0.0%) have a more negative perception of downtown New Bedford, 13.9 percent have a perception that has not changed and 16.7 percent of respondents don’t know how their perception has changed (see Table 30 and Figure 12). These results are similar to results from the 2007 and 2008 surveys.

Table 30
How has AHA! Changed Your Perception of Downtown New Bedford?

<table>
<thead>
<tr>
<th></th>
<th>November 2007</th>
<th>November 2008</th>
<th>November 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a more positive perception</td>
<td>69.0%</td>
<td>70.3%</td>
<td>69.4%</td>
</tr>
<tr>
<td>Have a more negative perception</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Perception has not changed</td>
<td>13.5%</td>
<td>11.8%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>17.5%</td>
<td>17.9%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

Figure 12
How Has AHA! Changed Your Perception of Downtown New Bedford?
2.51f. Benefit to the City of New Bedford

Respondents who indicate they are aware of AHA! were asked if they believe that AHA! provides a positive benefit to the City of New Bedford. Nearly ninety-percent of respondents (89.6%) feel that AHA! provides a positive benefit to the City of New Bedford, while 1.4 percent of respondents do not agree that AHA! provides a positive benefit and 9.0 percent of respondents do not know (see Table 31 and Figure 13). These results are similar to results from the 2007 and 2008 surveys.

Table 31
Do You Think that AHA! Provides a Positive Benefit to the City of New Bedford?

<table>
<thead>
<tr>
<th></th>
<th>November 2007</th>
<th>November 2008</th>
<th>November 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>91.3%</td>
<td>87.9%</td>
<td>89.6%</td>
</tr>
<tr>
<td>No</td>
<td>0.0%</td>
<td>3.0%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>8.7%</td>
<td>9.0%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

Figure 13
Do You Think that AHA! Provides a Positive Benefit to the City of New Bedford?
3.00 GREATER NEW BEDFORD SUMMERFEST

Greater New Bedford Summerfest, an international folk music and arts festival, was held throughout the New Bedford Whaling National Historical Park on July 3, 4 and 5, 2009. Hosted by the City of New Bedford and The Standard-Times, the festival included over thirty-five musicians and groups that offered traditional folk music and dance, contemporary acoustic music and international artists.

Greater New Bedford Summerfest also included an Artisans’ Marketplace that showcased the handcrafted work of 80 juried local and national artists. Hand made items in various mediums were available, including photography, painting, ceramics, textiles, wood, metal, glass and stone. In addition, a Fine Arts Area was sponsored in the Jacobs Family Gallery of the New Bedford Whaling Museum. This area featured an eclectic mix of artwork including paintings, photography, jewelry, furniture and musical instruments.

The festival also presented an International Bazaar, where visitors were able to shop for imported handcrafts from around the globe, including jewelry, clothing, wood and stone sculptures, woven, embroidered and beaded bags and musical instruments. As with the Artisans Marketplace and the Fine Arts Area, applicants to the International Bazaar were evaluated by the Greater New Bedford Summerfest jury to insure that their wares were of the highest quality. It is estimated that there were 8,500 visitors to the event.

3.10 ECONOMIC IMPACT ANALYSIS

Summerfest brings together a diverse array of artisans, musicians, and visitors that promote New Bedford as a vibrant city. The event also stimulates economic activity by attracting a significant number of visitors to New Bedford who spend money at the festival and local restaurants, museums and retail establishments.

Estimates of the direct, indirect, induced and total annual economic impacts of Greater New Bedford Summerfest are based on expenditures that were collected from the following sources:

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

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

- **In-kind Expenditures.** Includes donated items such as printing, signage, advertising, city work crews, volunteers, space rental and web site design.
3.11 Visitor Expenditures

Summerfest attendees spent an estimated total of $244,726 at the event. This amount includes on-site expenditures for items such as art, crafts, food and drinks, retail and parking as well as for off-site purchases that occurred in the surrounding area at museums, restaurants, retail and other businesses (see Table 32).

<table>
<thead>
<tr>
<th>Table 32</th>
<th>On &amp; Off-Site Visitor Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
<td>Avg. Amount Spent on Item</td>
</tr>
<tr>
<td>All Spending</td>
<td>$25.95</td>
</tr>
<tr>
<td>By Type:</td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Crafts</td>
<td>$16.20</td>
</tr>
<tr>
<td>Admission</td>
<td>$12.83</td>
</tr>
<tr>
<td>Other Items</td>
<td>$11.74</td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$10.56</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$10.10</td>
</tr>
</tbody>
</table>

3.12 Total Economic Impacts

The total economic impact of Summerfest is $430,839. These impacts include $302,678 in direct impacts, $44,430 in indirect impacts and $83,731 in induced impacts (see Table 33). Summerfest also created an additional 4.3 full-time equivalent 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 independent artists and performers, miscellaneous store retailers and food and drinking establishments.

<table>
<thead>
<tr>
<th>Table 33</th>
<th>Total Economic and Employment Impacts of Summerfest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>$302,678</td>
</tr>
<tr>
<td>Employment Impact</td>
<td>3.0</td>
</tr>
</tbody>
</table>

It is likely that further economic activity occurred after the Summerfest event ended. For example,

- Summerfest visitors who would normally not visit New Bedford return to make purchases at a future date. In other words, Summerfest attracts new people to New Bedford by raising awareness about the quality and types of businesses offered in the area. Estimates of these economic activities are not included in the economic impact estimate.

- Summerfest provides an opportunity for the region’s performers, business owners, artists, and other participants who are not located in New Bedford to increase their exposure and sales in other locations. While perhaps not a direct economic benefit to New Bedford, these types of sales are a benefit to the SouthCoast region.
3.20 VISITOR SURVEY

A direct intercept survey of Summerfest visitors was administered at various times and locations. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with various events, to measure their perception of downtown New Bedford and to provide expenditure data for the purpose of estimating the economic impacts of Summerfest. A total of 251 surveys were completed over the weekend.

3.21 PLACE OF RESIDENCE

Summerfest attracts visitors from a wide geographic area; while nearly forty-one percent of respondents (40.9%) live in New Bedford, 43.3 percent live outside the SouthCoast and 21.2 percent live outside of Massachusetts, including visitors from Rhode Island, Connecticut, New Hampshire, New Jersey, New York, Louisiana, Pennsylvania, Florida and Tennessee (see Table 34).

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford</td>
<td>101 40.9%</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>12 4.9%</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>10 4.0%</td>
</tr>
<tr>
<td>Falmouth</td>
<td>4 1.6%</td>
</tr>
<tr>
<td>Fort Myers, FL</td>
<td>4 1.6%</td>
</tr>
<tr>
<td>Malden</td>
<td>4 1.6%</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>4 1.6%</td>
</tr>
<tr>
<td>Westport</td>
<td>4 1.6%</td>
</tr>
<tr>
<td>Worcester</td>
<td>4 1.6%</td>
</tr>
<tr>
<td>Acushnet</td>
<td>4 1.6%</td>
</tr>
</tbody>
</table>
3.22 **Source that Respondent Heard about Summerfest**

Respondents are most likely to have heard about Summerfest by word of mouth (31.3%) and in the newspaper (27.4%). Smaller percentages report they heard about Summerfest from “other” means (11.5%), the Internet (8.2%), radio (6.3%), email (4.3%) and a poster/card (0.5%) (see Table 35).

<table>
<thead>
<tr>
<th>How Did You Hear about Summerfest?</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth</td>
<td>65</td>
<td>31.3%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>57</td>
<td>27.4%</td>
</tr>
<tr>
<td>Other (see list below)</td>
<td>24</td>
<td>11.5%</td>
</tr>
<tr>
<td>Internet</td>
<td>17</td>
<td>8.2%</td>
</tr>
<tr>
<td>Radio</td>
<td>13</td>
<td>6.3%</td>
</tr>
<tr>
<td>Received an email</td>
<td>9</td>
<td>4.3%</td>
</tr>
<tr>
<td>Saw a poster/card</td>
<td>1</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

“Other” ways in which respondents heard about Summerfest include:

- Have attended Summerfest in previous years (N=19)
- From a friend/family member (N=8)
- Performer/artist’s website (N=4)
- American Cruise Lines

3.23 **Number of Years Respondent Has Attended Summerfest**

Respondents were asked to indicate the number of years they have attended Summerfest. More than half of respondents (51.2%) have attended Summerfest 4 or more times, while 31.2 percent have attended 2 to 3 times and 17.6 percent are first-timers (see Table 36).

<table>
<thead>
<tr>
<th>How Many Years Have You Come to Summerfest?</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time</td>
<td>44</td>
<td>17.6%</td>
</tr>
<tr>
<td>2-3 times</td>
<td>78</td>
<td>31.2%</td>
</tr>
<tr>
<td>4 or more times</td>
<td>128</td>
<td>51.2%</td>
</tr>
</tbody>
</table>
3.24 **Rating of Summerfest**

Respondents were asked to rate Summerfest on a scale of 1 to 10, with 1 meaning poor and 10 meaning excellent. Respondents rate Summerfest highly, with an average rating of 8.9 on the 1 to 10 scale. Nine in ten respondents (90.5%) rate Summerfest as an eight or higher and 41.5 percent rate the event as a 10. Only 2.9 percent of respondents rate Summerfest as a 5 or below (see Figure 14).

![Figure 14](chart.png)

3.25 **Visits to Downtown Restaurants, Cafés, and Shops**

More than four in five respondents (83.2%) patronized one of downtown’s restaurants or cafes before, during, or after the event, while 70.5 percent shopped at one of downtown’s retail establishments (see Table 37).

<table>
<thead>
<tr>
<th>Do You Plan to or Have You Patronized One of the Downtown Restaurants or Cafes Tonight?</th>
<th>Restaurant/Café</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>83.2%</td>
<td>70.5%</td>
</tr>
<tr>
<td>No</td>
<td>16.8%</td>
<td>29.5%</td>
</tr>
</tbody>
</table>
One of the goals of Summerfest is to introduce visitors to attractions outside of the downtown area, such as the Buttonwood Park Zoo and Fort Tabor. One method used to accomplish this goal is to provide informational materials such as posters and brochures. Respondents were asked three questions to determine the effectiveness of these materials in raising awareness of attractions and encouraging people to visit these attractions:

“Did you receive or see any information at Summerfest about other New Bedford attractions, for example, Fort Tabor, Buttonwood Park and Zoo, restaurants, beaches, the North End, etc.?”

“If yes, did you know about these attractions previously?”

“Do you think that you might visit any of these attractions/areas because you saw this information?”

Sixty-two percent of respondents indicate they received information at Summerfest about other New Bedford attractions (see Table 38). Of these respondents, more than half (56.3%) report they previously knew about these attractions, while 18.3 percent did not know about the attractions and 25.4 percent knew about some of these attractions. Exactly half of these respondents report they might visit these attractions because they saw these informational materials, while 14.9 percent report they would not visit these attractions and 35.1 percent report they would have visited these attractions regardless of the materials.

<table>
<thead>
<tr>
<th>Receive Information?</th>
<th>Know About Attractions Previously?</th>
<th>Might You Visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62.0%</td>
<td>56.3%</td>
</tr>
<tr>
<td>No</td>
<td>38.0%</td>
<td>18.3%</td>
</tr>
<tr>
<td>Knew About Some</td>
<td>NA</td>
<td>25.4%</td>
</tr>
<tr>
<td>Would Have Visited Attraction Anyway</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
3.27 Visitor Expenditures

Over ninety-four percent of respondents (94.3%) spent money at Summerfest and spent an average of $25.95 on items such as arts and crafts, food and drinks, miscellaneous retail and other items (see Table 38).xxii

The highest average amount spent per visitor was on arts and crafts ($16.20), followed by other items ($11.74), food and drinks ($10.56) and miscellaneous retail ($10.10). The highest percentage of respondents spent money on food and drinks (85.7%), followed by arts and crafts (41.4%), miscellaneous retail (41.0%) and other items (7.6%) (see Table 39 and Figure 15).

Table 39
Visitor Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Average Amount Spent</th>
<th>% Respondents Who Spent $</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Spending</td>
<td>$25.95</td>
<td>94.3%</td>
</tr>
<tr>
<td>By Type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Crafts</td>
<td>$16.20</td>
<td>41.4%</td>
</tr>
<tr>
<td>Other Items</td>
<td>$11.74</td>
<td>7.6%</td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$10.56</td>
<td>85.7%</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$10.10</td>
<td>41.0%</td>
</tr>
</tbody>
</table>

Figure 15
Visitor Expenditures

Average Amount Spent: $25.95, $16.20, $11.74, $10.56, $10.10
% Respondents Who Spent Money on Item: 94.3%, 41.4%, 7.6%, 85.7%, 41.0%
3.27a Visitor Expenditures by Place of Residence

Respondents who live outside the SouthCoast spent higher amounts at Summerfest than did local visitors; SouthCoast visitors spent an average of $16.46 at the event compared to $25.43 for visitors who live outside the region (see Table 40 and Figure 16).

Table 40
Visitor Expenditures by Local/Non-Local

<table>
<thead>
<tr>
<th></th>
<th>Average Amount Spent</th>
<th>% Respondents Who Spent $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SouthCoast</td>
<td>Other</td>
</tr>
<tr>
<td>All Spending</td>
<td>$19.02</td>
<td>$30.48</td>
</tr>
<tr>
<td>By Type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$8.12</td>
<td>$12.06</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$6.20</td>
<td>$12.19</td>
</tr>
<tr>
<td>Other Items</td>
<td>$9.48</td>
<td>$12.73</td>
</tr>
<tr>
<td>Arts &amp; Crafts</td>
<td>$13.69</td>
<td>$16.63</td>
</tr>
</tbody>
</table>

Figure 16
Visitor Expenditures By Place of Residence
3.28 Respondents’ Perceptions of Downtown New Bedford and Summerfest

3.28a Perception of Downtown New Bedford

Respondents were asked how Summerfest has changed their perception of downtown New Bedford: if they have a more positive perception, or more negative perception, or a perception that has not changed. Seventy-three percent of respondents (73.0%) indicate they have a more positive perception of downtown New Bedford as a result of attending Summerfest, while 0.4 percent of respondents have a more negative perception, 22.6 percent have a perception that has not changed and 4.0 percent of respondents do not know (see Table 41 and Figure 17).

Table 41
How has Summerfest Changed Your Perception of Downtown New Bedford?

<table>
<thead>
<tr>
<th>Perception</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More positive perception</td>
<td>181</td>
<td>73.0%</td>
</tr>
<tr>
<td>More negative perception</td>
<td>1</td>
<td>0.4%</td>
</tr>
<tr>
<td>Perception has not changed</td>
<td>56</td>
<td>22.6%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Figure 17

How has Summerfest Changed Your Perception of Downtown New Bedford?
3.28b Perception of Benefits to the City of New Bedford

Ninety-four percent of respondents (94.0%) believe that Summerfest provides a positive benefit to the City of New Bedford, while 0.4 percent do not agree and 5.6 percent of respondents do not know (see Table 42 and Figure 18).

Table 42
Do You Think that Summerfest Provides a Positive Benefit to the City of New Bedford?

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>233</td>
<td>94.0%</td>
</tr>
<tr>
<td>No</td>
<td>1</td>
<td>0.4%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>14</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

Figure 18
Do You Think that Summerfest Provides a Positive Benefit to the City of New Bedford?
3.29 OPEN-ENd COMMENTS

3.29a Primary Reason Respondent Enjoys Attending Summerfest

Respondents were asked to indicate the primary reason they enjoy coming to Summerfest. Responses were numerous and varied and are grouped into the themes listed below. A detailed list of responses can be found in Appendix G.

- Music/Great music/Excellent music/Folk music (N=88)
- Food (N=24)
- Shops/Shopping/Vendors (N=16)
- Crafts (N=10)
- Reasonable/Inexpensive price (N=8)
- Meeting friends/family (N=8)
- Just to have fun (N=7)
- Support the city/local events (N=7)
- Atmosphere and the total experience (N=7)

3.29b Suggestions for Improving Summerfest

Respondents were asked to provide suggestions for improving Summerfest. Comments are varied and include:

- Access to Whaling Museum Theatre should be better planned.
- Advertise the event more.
- Available bios of performers to help decide where to go.
- Better crafts.
- Better food. (N=3)
- Better handicapped accessibility.
- Bigger stages.
- Bigger tents. (N=2)
- Bring back Eddie from Ohio.
- Bring back the buttons.
- Cheaper button.
- Consider a limited number gold band sponsors.
- People shouldn't be able to save seats at events.
- Draw in more local artisans from Wamsutta Place, etc.
- DVDs of performers.
- Easier access to schedule on website.
- Empty out Whaling Museum Theatre between shows so that people can get in more easily.
- Extend the event.
- Fence off streets.
- Food crew not well organized.
- Have music playing on the streets.
- Hosts in the museums and auditoriums should announce that they will clean halls afterwards.
- Improve website/more details about where to buy tickets/wristbands. Let first timers know bands are under tents.
- Invite The Beans to perform.
• Jon Pousette of Dartmouth would be a great act (N=2).
• Keep Custom House from spilling into Garden Stage.
• Keep sound levels down
• Larger font size needed on program. (N=3)
• Lower ticket prices.
• Map of festival area.
• Mix food vending in with craft vendors.
• More banners/signs along busy streets.
• More bluegrass.
• More boutiques should be open.
• More food vendors/variety. (N=7)
• More healthy food.
• More kids activities. (N=2)
• More live music but at a lower cost.
• More local vendors and information.
• More organization, especially cash handling at admission tent.
• More street dancing.
• More support from the city.
• Music for older people.
• Open up more restaurants.
• Outside ice cream.
• Please do not limit seating for big name events.
• Professional photographers distract both performers and visitors. Please keep them away from the stages.
• Signs pointing towards food.
• Sinks at port-a-johns.
• Something on gardens.
• Special meet and greet center out of the sun in a cool place.
• Stop giving people parking tickets.
• Tall ship Ernestina.
• Toilet paper in port-a-jons.
• Workshop configurations were a bit odd.
• You should charge more for tickets.

ii CFPA has conducted six economic impact analyses, program evaluations, and/or visitor surveys for AHA! since 2000.
iii 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 H.
iv Visitations are not the same as visitors since patrons may attend AHA! more than one time annually. In fact, results of the AHA! survey show that 84.6 percent of respondents attend AHA! Thursday Nights more than once per year. The number of unique AHA! visitors is estimated to be 8,200.
vi A detailed methodology can be found in Appendix I.
vii AHA!’s fiscal calendar runs from January 1 through December 31, although AHA! receives funding from organizations that operate on various fiscal schedules.
viii The economic impact of City Celebrates was first conducted in 2009. To make consistent historical comparisons, the economic impact of City Celebrates! is not included in this chart.
ix A copy of the survey instrument can be found in Appendix A.

x The 2007 and 2008 surveys are based on fiscal year data (July through June), while 2009 data is based on the calendar year (January through December).

xi The full list of respondents’ place of residence can be found in Appendix G

xii These results are based on a small sample size, thus conclusions should be made with caution.

xiii Expenditure data for FY 2007 is not available.

xiv Average does not include respondents who did not spend money.

xv This question was not asked in FY 2007.

xvi This question was not asked in FY 2007.

xvii A copy of the survey instrument can be found in Appendix A.

xviii Average does not include respondents who did not spend money.

xix A detailed methodology can be found in Appendix I.

xx A copy of the survey instrument can be found in Appendix A.

xxi The full list of respondents’ place of residence can be found in Appendix G

xxii Average does not include respondents who did not spend money.
4.00 Working Waterfront Festival Economic Impact Analysis and Visitor Survey

The 6th annual Working Waterfront Festival was held in New Bedford on September 26th and 27th, 2009. The Festival features maritime and ethnic music that relates to the commercial fishing industry. The free, family-friendly event opens the waterfront to the public with a rare look into the commercial fishing industry. It is estimated that 10,000 visitors attended the event.

4.10 Economic Impact Analysis

The economic impacts of the Working Waterfront Festival are measured from the following expenditures:

- Visitor Expenditures. Visitor expenditure data was obtained from 227 intercept surveys administered at various intervals and locations during the event.
- Organizational Expenditures. Includes expenditures necessary to organize and hold the event such as staff salaries, payments to artists and performers, production expenses, office supplies, and marketing.
- In-Kind Expenditures. Includes donated or volunteered items such as printing, signage, advertising, city work crews, volunteers, web site design, lodging and hospitality.

4.11 Visitor Expenditures

Working Waterfront Festival attendees spent an estimated total of $133,754 as a result of attending the event. Over ninety-two percent of respondents (92.2%) spent money at the Festival and spent an average of $14.67 on items such as arts and crafts, food and drinks, miscellaneous retail and other items as well as for off-site purchases that occurred as a direct result of the festival (see Table 43).

<table>
<thead>
<tr>
<th>Item</th>
<th>Avg. Amount Spent on Item</th>
<th>% Who Spent $ On Item</th>
<th>Total Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Site Expenditures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>$47.31</td>
<td>1.3%</td>
<td>$6,151</td>
</tr>
<tr>
<td>Other Items</td>
<td>$15.27</td>
<td>6.6%</td>
<td>$10,123</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$8.66</td>
<td>30.8%</td>
<td>$26,687</td>
</tr>
<tr>
<td>Food/Drinks</td>
<td>$8.40</td>
<td>76.7%</td>
<td>$64,403</td>
</tr>
<tr>
<td>Arts &amp; Crafts</td>
<td>$8.06</td>
<td>14.1%</td>
<td>$11,371</td>
</tr>
<tr>
<td>Parking</td>
<td>$0.50</td>
<td>0.4%</td>
<td>$20</td>
</tr>
<tr>
<td>Total/Average:</td>
<td>$14.67</td>
<td>92.2%</td>
<td>$118,754</td>
</tr>
<tr>
<td>Off-Site Expenditures</td>
<td></td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td></td>
<td>$133,754</td>
</tr>
</tbody>
</table>
4.12 TOTAL ECONOMIC IMPACTS

The total economic impact of the 2009 Working Waterfront Festival is $391,808. These impacts include $227,276 in direct impacts, $78,922 in indirect impacts and $85,610 in induced impacts (see Table 44). The Festival also created an additional 4.9 full-time equivalent 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 business support services, retail, food and beverage and civic/social organizations.

Table 44
Total Economic and Employment Impacts of Working Waterfront Festival, 2009

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Impact</td>
<td>$227,276</td>
<td>$78,922</td>
<td>$85,610</td>
<td>$391,808</td>
</tr>
<tr>
<td>Employment Impact</td>
<td>3.6</td>
<td>0.5</td>
<td>0.8</td>
<td>4.9</td>
</tr>
</tbody>
</table>

4.20 VISITOR SURVEY

An intercept survey of Working Waterfront Festival visitors was administered on each day of the event. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with the event, to measure changes in their perception of New Bedford and to provide expenditure data. A total of 221 surveys were completed over the weekend.

Working Waterfront Festival draws its audience from a wide geographic range. For example, while twenty-seven percent of respondents (27.3%) live in New Bedford, 39.1 percent live outside the SouthCoast and 17.3 percent live outside of Massachusetts. These include visitors from Rhode Island, Connecticut, Vermont, Maine, New Jersey, New York, Virginia, Florida, Wisconsin and the U.S. Virgin Islands (see Table 45).

Table 45
Top Ten Places of Residence, FY 2009

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford</td>
<td>60</td>
<td>27.3%</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>33</td>
<td>15.0%</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>17</td>
<td>7.7%</td>
</tr>
<tr>
<td>Freetown</td>
<td>8</td>
<td>3.6%</td>
</tr>
<tr>
<td>Marion</td>
<td>6</td>
<td>2.7%</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>5</td>
<td>2.3%</td>
</tr>
<tr>
<td>Narragansett, RI</td>
<td>4</td>
<td>1.8%</td>
</tr>
<tr>
<td>Providence, RI</td>
<td>4</td>
<td>1.8%</td>
</tr>
<tr>
<td>Falmouth</td>
<td>4</td>
<td>1.8%</td>
</tr>
<tr>
<td>Lakeville</td>
<td>3</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
4.21 **SOURCE THAT RESPONDENT HEARD ABOUT WORKING WATERFRONT FESTIVAL**

Respondents are most likely to have heard about the Festival from the newspaper (49.8%), from a family member or friend (33.5%), or by word-of-mouth (23.3%). Smaller percentages report they heard about the Working Waterfront Festival from “other” means (12.3%), radio (10.6%), email (7.0%), a poster/card (7.0%), the Internet (6.6%), or while passing by (1.8%) (see Table 46).xxvi

<table>
<thead>
<tr>
<th>How Did You Hear about the Working Waterfront Festival?</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>113</td>
<td>49.8%</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>76</td>
<td>33.5%</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>53</td>
<td>23.3%</td>
</tr>
<tr>
<td>Other (see list below)</td>
<td>28</td>
<td>12.3%</td>
</tr>
<tr>
<td>Radio</td>
<td>24</td>
<td>10.6%</td>
</tr>
<tr>
<td>Received an email</td>
<td>16</td>
<td>7.0%</td>
</tr>
<tr>
<td>Saw a poster/card</td>
<td>16</td>
<td>7.0%</td>
</tr>
<tr>
<td>Internet</td>
<td>15</td>
<td>6.6%</td>
</tr>
<tr>
<td>Saw it while passing by</td>
<td>4</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

“Other” ways in which respondents heard about the Working Waterfront Festival include:

- Attended in previous years (N=4)
- Banner on Route 18
- Buzzards Bay Rowing Club
- Church
- Community Economic Development Center (N=2)
- Fishing family
- Member of the Sea Charter Chorus
- Sharks Come Cruisin’
- SouthCoast Insider Magazine (N=2)
- UMass Dartmouth (N=2)
- Visitor Center
- Work (N=2)
- Work at the Festival (N=2)
4.22  **NUMBER OF YEARS RESPONDENT HAS ATTENDED WORKING WATERFRONT FESTIVAL**

Nearly half of respondents (49.1%) are first-timers to the Working Waterfront Festival, while 35.5 percent have attended 2 to 3 times and 15.5 percent have attended 4 or more times (see Table 47).

<table>
<thead>
<tr>
<th>Number of Years</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time</td>
<td>108</td>
<td>49.1%</td>
</tr>
<tr>
<td>2-3 times</td>
<td>78</td>
<td>35.5%</td>
</tr>
<tr>
<td>4 or more times</td>
<td>34</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

**Table 47**
How Many Years Have You Come to the Working Waterfront Festival?

4.23  **RATING OF WORKING WATERFRONT FESTIVAL**

Respondents were asked to rate Working Waterfront Festival on a scale of 1 to 10, with 1 meaning poor and 10 meaning excellent. Respondents rate Working Waterfront Festival highly, with an average rating of 8.6 on the 1 to 10 scale. Eight in ten respondents (81.8%) rate Working Waterfront Festival as an eight or higher and 29.4 percent rate the event as a 10. Only 0.9 percent of respondents rate Working Waterfront Festival as a 5 or below (see Figure 19).

**Figure 19**
How Would You Rate the Working Waterfront Festival on a Scale of 1 to 10?
4.24 Visits to Downtown Restaurants, Cafés, and Shops

More than seven in ten respondents (72.5%) patronized one of downtown’s restaurants or cafes before, during, or after the event, while 62.7 percent patronized one of downtown’s retail establishments (see Table 48).

<table>
<thead>
<tr>
<th></th>
<th>Restaurant/Café</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72.5%</td>
<td>62.7%</td>
</tr>
<tr>
<td>No</td>
<td>27.5%</td>
<td>37.3%</td>
</tr>
</tbody>
</table>

4.25 Informational Materials

One of the goals of Working Waterfront Festival is to introduce visitors to attractions outside of the downtown area, such as the Buttonwood Park Zoo, Fort Tabor and area restaurants. One method used to accomplish this goal is to provide informational materials such as posters and brochures that explain these attractions. Respondents were asked three questions to determine the effectiveness of these materials in raising awareness of attractions and encouraging people to visit these attractions:

“Did you receive or see any information at the Working Waterfront Festival about other New Bedford attractions, for example, Fort Tabor, Buttonwood Park and Zoo, restaurants, beaches, the North End, etc.?”

“If yes, did you know about these attractions previously?”

“Do you think that you might visit any of these attractions/areas because you saw this information?”

Over sixty-one percent (61.6%) of respondents indicate they received information about other New Bedford attractions (see Table 49). Of these respondents, more than two-thirds (66.9%) report they previously knew about these attractions, while 11.0 percent did not know about the attractions and 22.1 percent knew about some of these attractions. Nearly sixty-four percent (63.9%) of respondents report they might visit these attractions because they saw these informational materials, while 9.1 percent report they would not visit these attractions and 26.9 percent report they would have visited these attractions regardless of the materials.

<table>
<thead>
<tr>
<th>Informational Materials</th>
<th>Receive Information?</th>
<th>Know About Attractions Previously?</th>
<th>Might You Visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>61.6%</td>
<td>66.9%</td>
<td>63.9%</td>
</tr>
<tr>
<td>No</td>
<td>38.4%</td>
<td>11.0%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Knew About Some</td>
<td>NA</td>
<td>22.1%</td>
<td>NA</td>
</tr>
<tr>
<td>Would Have Visited</td>
<td>NA</td>
<td>NA</td>
<td>26.9%</td>
</tr>
</tbody>
</table>
4.26 Respondents' Perceptions of Downtown New Bedford and the Working Waterfront Festival

4.26a Perception of Downtown New Bedford

Seventy-five percent of respondents (75.1%) indicate they have a more positive perception of downtown New Bedford as a result of attending the Working Waterfront Festival, while 0.5 percent of respondents have a more negative perception, 17.1 percent have a perception that has not changed and 7.4 percent of respondents do not know (see Table 50 and Figure 20).

Table 50
How has the Working Waterfront Festival Changed Your Perception of New Bedford?

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a more positive perception</td>
<td>163</td>
</tr>
<tr>
<td>Have a more negative perception</td>
<td>1</td>
</tr>
<tr>
<td>Perception has not changed</td>
<td>37</td>
</tr>
<tr>
<td>Don't know</td>
<td>16</td>
</tr>
</tbody>
</table>

Figure 20
How has the Working Waterfront Festival Changed Your Perception of Downtown?

Don't know, 7.4%
Perception has not changed, 17.1%
Have a more negative perception, 0.5%
Have a more positive perception 75.1%

4.26b Perceived Benefit to City of New Bedford

Respondents were asked if they believe that the Working Waterfront Festival provides a positive benefit to the City of New Bedford. All but four respondents (98.2%) believe that Working Waterfront Festival provides a positive benefit to the City of New Bedford, while 0.5 percent do not agree and 1.4 percent of respondents do not know (see Table 51).

Table 51
Do You Think that Working Waterfront Festival Provides a Positive Benefit to the City of New Bedford?

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>216</td>
</tr>
<tr>
<td>No</td>
<td>1</td>
</tr>
<tr>
<td>Don't Know</td>
<td>3</td>
</tr>
</tbody>
</table>
4.27 **VISITOR EXPENDITURES**

Over ninety-two percent of respondents (92.2%) spent money at Working Waterfront Festival and spent an average of $14.67 on items such as arts and crafts, food and drinks, miscellaneous retail and other items (see Table 51 and Figure 20).²⁷

The highest average amount spent was on hotel accommodations ($47.31), followed by other items ($15.27), miscellaneous retail ($8.66), food and drinks ($8.40), arts and crafts ($8.06) and parking ($0.50).²⁸ The highest percentage of respondents spent money on food and drinks (85.7%), followed by arts and crafts (41.4%), miscellaneous retail (41.0%), and other items (7.6%) (see Table 52 and Figure 21).²⁹

<table>
<thead>
<tr>
<th>Visitor Expenditures</th>
<th>Average Amount Spent</th>
<th>% Respondents Who Spent $</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Spending</td>
<td>$14.67</td>
<td>92.2%</td>
</tr>
<tr>
<td>By Type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Accommodations</td>
<td>$47.31</td>
<td>1.3%</td>
</tr>
<tr>
<td>Other Items</td>
<td>$15.27</td>
<td>6.6%</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$8.66</td>
<td>30.8%</td>
</tr>
<tr>
<td>Food and Drinks</td>
<td>$8.40</td>
<td>76.7%</td>
</tr>
<tr>
<td>Arts and Crafts</td>
<td>$8.06</td>
<td>14.1%</td>
</tr>
<tr>
<td>Parking</td>
<td>$0.50</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Figure 21

![Working Waterfront Festival Visitor Expenditures](chart.png)
4.28 OPEN-END COMMENTS

4.28a Primary Reason Respondent Enjoys Attending the Working Waterfront Festival

Respondents were asked to indicate the primary reason they enjoy coming to Working Waterfront Festival. Responses include:

- Food (N=51)
- Music/Entertainment (N=35)
- Fun/Enjoyment (N=26)
- Education (N=21)
- Boats (N=20)
- Booths/Vendors/Events (N=14)
- History/Culture (N=14)
- People/Family/Community (N=13)
- Waterfront (N=11)
- Appreciation of the city (N=10)
- Interested in fishing (N=9)
- Support fishermen (N=6)
- Unique festival (N=6)
- Nice weather (N=6)
- Something to do (N=5)
- Interesting (N=4)
- Arts and Crafts (N=3)
- Lots to see (N=2)
- Atmosphere (N=2)

4.28b Suggestions for Improving the Working Waterfront Festival

Respondents were asked to provide suggestions for improving Working Waterfront Festival. Comments are varied and include:

- Shorter food lines/add additional food vendors. (N=12)
- More demonstrations. (N=11)
- More music. (N=4)
- Increased signage. (N=3)
- More advertising. (N=3)
- Beer booth. (N=2)
- Bigger farmers market.
- Don't bring in vendors that aren't true to the spirit of the festival.
- Fishing ships.
- Have entertainment begin on time.
- Have fishermen give tours of their boats and talk about their experiences.
- Keep the stage volume lower.
- More fishing history.
- Make the Festival larger.
- Make the scallop shucking prize $1,000. It will be more fun and attract competition.
- More cover for rainy days.
- More for the kids to do.
- Please donate some proceeds to help fishing families (Fisherman Emergency Relief Fund).
- Police should be used at the intersection of Route 18 and Union Street.
- Repeat demos more than once.
- Seating to rest.
- Suggest August or early September to hold the event.
- Work on getting waterfront celebrities to attend such as Linda Greenlaw and Deadliest Catch crew.
5.00 New Bedford Open Studios

New Bedford Open Studios (NBOS), held on Saturday October 3 and Sunday October 4, 2009, features the work of more than ninety artists working in a variety of medium. These artists open their studios to the public at historic locations throughout New Bedford, including mills, a church and other vintage buildings. Visitors to Open Studios are able to meet the artists and to purchase their work during the event. Surveys of both Open Studios artists and visitors were conducted.

5.10 Visitor Survey

Intercept surveys were conducted with 287 Open Studios visitors at various artist locations on both days of the event. The purpose of the survey is to determine where New Bedford Open Studios visitors live, to establish visitation patterns, to measure satisfaction levels with New Bedford Open Studios and to determine the primary reasons that visitors attend the event. The results of the survey follow.xxx

5.11 Place of Residence

Nearly a quarter of respondents (23.8%) live in New Bedford, while smaller percentages live in Dartmouth (15.2%), Fairhaven (10.1%), Mattapoisett (6.1%) and Wareham (4.0%) (see Table 53). More than sixty percent of respondents (60.9%) live in Bristol County and 16.9 percent live in Plymouth County. In addition, 8.6 percent of respondents live outside of Massachusetts, including visitors from Rhode Island, Connecticut, New York, Florida, Indiana and New Mexico.xxxi

Table 53

<table>
<thead>
<tr>
<th>Top Ten Places of Residence</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford</td>
<td>66</td>
<td>23.8%</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>42</td>
<td>15.2%</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>28</td>
<td>10.1%</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>17</td>
<td>6.1%</td>
</tr>
<tr>
<td>Wareham</td>
<td>11</td>
<td>4.0%</td>
</tr>
<tr>
<td>Marion</td>
<td>8</td>
<td>2.9%</td>
</tr>
<tr>
<td>Falmouth</td>
<td>6</td>
<td>2.2%</td>
</tr>
<tr>
<td>Boston</td>
<td>5</td>
<td>1.8%</td>
</tr>
<tr>
<td>Fall River</td>
<td>5</td>
<td>1.8%</td>
</tr>
<tr>
<td>Westport</td>
<td>5</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
5.12 Source from Which Respondent Heard about New Bedford Open Studios

Respondents are most likely to have heard about New Bedford Open Studios from a family member or friend (39.7%), from attending Open Studios previously (35.2%), by word of mouth (20.9%), the newspaper (19.5%) and from a poster or card (17.4%). Smaller percentages of respondents report they heard about New Bedford Open Studios from other sources (9.8%), the Internet (7.3%), at work (5.6%), by email (5.6%), at school (5.2%) and the radio (2.4%) (see Table 54).

Table 54
How Did You Hear About New Bedford Open Studios

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family member or friend</td>
<td>114</td>
</tr>
<tr>
<td>Previous attendance</td>
<td>101</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>60</td>
</tr>
<tr>
<td>Newspaper</td>
<td>56</td>
</tr>
<tr>
<td>Saw a poster/card</td>
<td>50</td>
</tr>
<tr>
<td>Other (see list below)</td>
<td>28</td>
</tr>
<tr>
<td>Internet</td>
<td>21</td>
</tr>
<tr>
<td>Work</td>
<td>16</td>
</tr>
<tr>
<td>Received an email</td>
<td>16</td>
</tr>
<tr>
<td>School</td>
<td>15</td>
</tr>
<tr>
<td>Radio</td>
<td>7</td>
</tr>
</tbody>
</table>

5.13 Attendance Patterns

5.13a Have Previously Attended New Bedford Open Studios

Nearly half of respondents (49.8%) report they have previously attended New Bedford Open Studios, while 50.2 percent are first-timers (see Table 55).

Table 55
Have You Previously Attended New Bedford Open Studios?

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>142</td>
</tr>
<tr>
<td>No</td>
<td>143</td>
</tr>
</tbody>
</table>
5.13b **Number of Studios Attended**

Respondents attended an average of 5.8 studios. More than half of respondents (52.9%) attended 1 to 5 studios, while 30.0 percent attended 6 to 10 studios and 17.0 percent attended more than 10 studios (see Table 56).

<table>
<thead>
<tr>
<th># Studios Attended</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>276</td>
<td>5.8 studios</td>
</tr>
<tr>
<td>1 to 5 studios</td>
<td>146</td>
<td>52.9%</td>
</tr>
<tr>
<td>6 to 10 studios</td>
<td>83</td>
<td>30.0%</td>
</tr>
<tr>
<td>11 to 15 studios</td>
<td>13</td>
<td>4.7%</td>
</tr>
<tr>
<td>&gt; 15 studios</td>
<td>34</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

5.14 **Rating of New Bedford Open Studios Event**

Respondents were asked to rate New Bedford Open Studios on a scale of 1 to 10, with 1 being poor and 10 being excellent. Respondents rate New Bedford Open Studios highly; more than nine in ten respondents (96.2%) rate New Bedford Open Studios as a seven or higher and 34.2 percent rate the event as a 10. Only 3.8 percent of respondents rate the event as a 6 or below (see Figure 22).
5.15 **Collection and Purchase of Art**

Nearly two-thirds of respondents (65.7%) collect or buy art (see Table 57). Among these respondents, most are individual collectors (97.7%) (see Table 58).

<table>
<thead>
<tr>
<th>Table 57</th>
<th>Do You Collect/Buy Art?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Yes</td>
<td>178</td>
</tr>
<tr>
<td>No</td>
<td>93</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 58</th>
<th>Do You Represent a Gallery, Are You A Corporate Buyer, or Are You an Individual Collector?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Represent a Gallery</td>
<td>3</td>
</tr>
<tr>
<td>Corporate Art Buyer</td>
<td>1</td>
</tr>
<tr>
<td>Individual Collector</td>
<td>168</td>
</tr>
</tbody>
</table>
5.16 VISITOR EXPENDITURES

Respondents were asked if they had spent money as a result of attending New Bedford Open Studios, and if so, the amount they spent. Nearly two-thirds of respondents (65.0%) spent money as a result of attending Open Studios. The highest average amount spent was on arts and handmade crafts ($44.55), followed by food and drinks ($12.74), transportation ($6.47), gas ($6.06), parking ($5.00) and other items ($4.67) (see Table 59 and Figure 23).

<table>
<thead>
<tr>
<th>Item</th>
<th>Average Amount Spent</th>
<th>% Respondents Who Spent $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts/Handmade Items</td>
<td>$44.55</td>
<td>48.4%</td>
</tr>
<tr>
<td>Food and Drinks</td>
<td>$12.74</td>
<td>24.0%</td>
</tr>
<tr>
<td>Transportation</td>
<td>$6.47</td>
<td>5.9%</td>
</tr>
<tr>
<td>Gas</td>
<td>$6.06</td>
<td>15.0%</td>
</tr>
<tr>
<td>Parking</td>
<td>$5.00</td>
<td>0.3%</td>
</tr>
<tr>
<td>Other Items</td>
<td>$4.67</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Figure 23

New Bedford Open Studios Visitor Expenditures

- Average Amount Spent
- % Respondents Who Spent Money on Item
5.17 **Visits to New Bedford Restaurants and Cafes?**

More than half of respondents (56.7%) patronized one of New Bedford’s restaurants or cafes (see Table 60).

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>157</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
</tr>
</tbody>
</table>

5.18 **Attendance at Other Cultural Events**

Respondents were asked whether they attend other cultural events throughout the year such as AHA!, Summerfest, or the Working Waterfront Festival. More than sixty-one percent of respondents (61.3%) report attending AHA!, 44.3 percent report attending Summerfest, 35.9 percent report visiting the Working Waterfront Festival and 10.5 percent of respondents report attending other events (see Table 61).

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHA!</td>
<td>176</td>
</tr>
<tr>
<td>Summerfest</td>
<td>127</td>
</tr>
<tr>
<td>Working Waterfront Festival</td>
<td>103</td>
</tr>
<tr>
<td>Other</td>
<td>30</td>
</tr>
</tbody>
</table>

“Other” events that respondents report attending throughout the year include:

- Zeiterion Theater (N=6)
- Chowderfest (N=2)
- Gallery openings (N=2)
- Oktoberfest (N=2)
- New Bedford Symphony Orchestra (N=2)
- New Bedford Art Museum (N=2)
5.19 OPEN-END COMMENTS: WHAT IS THE PRIMARY REASON THAT YOU ENJOY ATTENDING NEW BEDFORD OPEN STUDIOS?

Respondents were asked the primary reason they enjoy coming to New Bedford Open Studios. Responses were numerous and varied and are grouped into the themes listed below.

- Art (N=139)
- Communicating with other artists (N=55)
- The people/Meeting friends and new people (N=27)
- Support the arts/Artists (N=22)
- Family/Friends (N=18)
- Shopping/Buying art (N=13)
- Get ideas/Inspiration (N=13)
- Fun/Entertainment (N=8)
- Atmosphere/Authentic experience (N=6)
- Studio space usage (N=5)
- Getting out/Something to do (N=5)
- Interesting (N=4)
- Curiosity (N=3)
- Originality and new concepts (N=3)

5.20 ARTIST SURVEY

A survey was completed by participating artists to obtain their opinions and comments about Open Studios. The artist survey was also conducted in 2006 and results are presented for both years. Due to the low number of responses (N=21), conclusions from the data should be made with caution.

5.21 HOW WOULD YOU RATE THE EVENT?

Over fourteen percent of respondents (14.3%) rate Open Studios as very good and 50.0 percent rate Open Studios as good (see Table 62).

<table>
<thead>
<tr>
<th>How Would You Rate the Event?</th>
<th>2006</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>64.3%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Good</td>
<td>28.6%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Average</td>
<td>7.1%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Poor</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
5.22 **What did you like best about Open Studios?**

Artists were asked what they liked best about Open Studios. Responses include:

- Meeting people/Talking to people/Meeting people who are interested in art (N=7).
- Interacting with artists (N=2).
- Introducing new people to the art community (N=2).
- Being a guest in a shared space.
- $25 fundraiser party.
- Contact with buyers.
- Diversity of visitors.
- Feedback from peers and public.
- Gauging buyer response.
- People discovering the New Bedford art scene.
- Reviewing work from past year.
- Showed that New Bedford has large and active artist base.
- Social networking.
- The community.
- The website has generated a lot of interest
- When sales occur.
- Work available for public viewing.

5.23 **What could be improved?**

Artists were asked how the Open Studios event could be improved. Responses are varied and include:

- Adding trolley service/Shuttle buses (N=2).
- More audience (N=2).
- A lot of publicity but not a lot of traffic.
- Adding handicap access where there is none.
- Better map like the South Coast Art Studio Tour.
- Find ways that artists can visit other studios.
- Mailing list [is a] waste of money.
- Make survey available online for completion and submission.
- Money better used for radio stations.
- More artist participation.
- More connection with restaurants.
- More gallery representatives.
- More sales or leads.
- More volunteering.
- Purchasing a billboard.
- See more artists.
• Wider advertising such as in Art in New England or Boston.

5.24 **DID YOU MAKE ANY SALES?**

More than two-thirds (66.7%) of artists made sales over the Open Studios weekend, which compares to 73.7 percent of artists in 2006 (see Table 63). The average sales amount was $538.75 on Saturday and $207.14 on Sunday (see Table 64).

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>73.7%</td>
<td>66.7%</td>
</tr>
<tr>
<td>No</td>
<td>26.3%</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

**Table 64**

<table>
<thead>
<tr>
<th></th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $100</td>
<td>12.5%</td>
<td>28.6%</td>
</tr>
<tr>
<td>$100 - $199</td>
<td>37.5%</td>
<td>14.3%</td>
</tr>
<tr>
<td>$200-$499</td>
<td>25.0%</td>
<td>42.9%</td>
</tr>
<tr>
<td>&gt; $500</td>
<td>25.0%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Average</td>
<td>$538.75</td>
<td>$207.14</td>
</tr>
</tbody>
</table>

5.25 **DID YOU MAKE ANY CONTACTS?**

Nearly three-quarters of respondents (73.3%) made contacts during the Open Studios event, which compares to 92.7 percent of respondents who made contacts in 2006. Many of these contacts will result in future sales (see Table 65).

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92.7%</td>
<td>73.3%</td>
</tr>
<tr>
<td>No</td>
<td>7.3%</td>
<td>26.7%</td>
</tr>
</tbody>
</table>

5.26 **HOW MANY LEADS DID YOU MAKE?**

Over forty-five percent of artists (45.5%) made one lead during Open Studios, while 36.3 percent made three leads and 18.2 percent made four leads (see Table 66).

<table>
<thead>
<tr>
<th># Leads</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5</td>
<td>45.5%</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>36.3%</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>18.2%</td>
</tr>
</tbody>
</table>
5.27 **Did you receive any other benefits from Open Studios?**

Artists were asked if they received any other benefits from Open Studios. Comments were varied and include:

- A blogger mentioned my art in his blog.
- Able to get detailed reactions to work.
- Arranged an art swap with another artist.
- Asked to teach an art class.
- Being part of the community and interacting with artists.
- Conversations.
- Creates a buzz.
- Discussed future projects.
- Exposure.
- Forced to clean up studio.
- Gallery owner contacted artist after event.
- Gallery owner saw work and contacted me on website, have been selling art there since October.
- Good number of new and return visitors.
- Invited to sell work at other galleries.
- Artists in building have purchased work.
- Generated lots of interest.
- Got to know community better.
- Helps to create new opportunity.
- Invited to participate in Newport holiday sales event.
- Positive feedback about work.
- Show off available space for sale.
- Show off work.
- Trades with other artists.

5.28 **Will you participate in Open Studios again?**

All respondents report they will participate again in Open Studios (see Table 67).

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>98.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>No</td>
<td>1.8%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
5.29 ADDITIONAL COMMENTS

- All artists are in the same boat and help each other out. It is a growing community.
- Biggest issue is each mill is competing with each other for 500 or less customers.
- Community support is strong.
- Dan and the committee did a great job.
- Did not make any sales because artwork is priced at over $1000.
- Handicapped access is a good idea and a goal we should strive for at each venue.
- It is a good occasion to advertise the holiday sale.
- Larger studios should rent space to artists who don’t have a tourable studio for the event.
- Observations lead to believe that the public gets most benefit in cheaper prices than retail.
- People who attended October sale returned for the holiday sale.
- People who did not make it in October come in November for holiday sales.
- Team up with restaurants to draw more people.
- Using uniform signage on participating buildings.
- Working in shared space leads to more creativity.
APPENDIX A – SURVEY INSTRUMENTS

Please take a few moments to tell us about your experience at AHA! Your responses are very important in assuring the continued success of the program. All information is confidential.

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xxiii A detailed methodology can be found in Appendix I.
xxiv A copy of the survey instrument can be found in Appendix A.
xxv The full list of respondents’ place of residence can be found in Appendix G.
xxvi Percentages do not add to 100 because respondents were able to choose more than one category.
xxvii Average does not include respondents who did not spend money.
xxviii More than one in five respondents (20.2%) reported they either stayed overnight or planned to stay overnight. However, nearly all of these respondents stayed with a family member or friend and not at a hotel, motel or B&B.
xxix Other items which respondents spent money on include donations (N=3), farmers market (N=2), fishing gear, and a harbor boat tour.

---

A copy of the survey instrument can be found in Appendix A.
The complete list of the cities and towns in which respondents live can be found in Appendix G.
“Other” ways in which respondents heard about New Bedford Open Studios include from an artist/participant (N=6) and Working Waterfront Festival.

1. What is your zip code? ______________
2. Where did you hear about AHA!?
   - newspaper
   - radio
   - saw a poster/card
   - word-of-mouth
   - received an email
   - Internet
   - other ________________________________
3. Have you previously attended AHA!?
   - yes
   - no
4. If so, how often do you come to AHA!?
   - once a year
   - 2-3 times a year
   - 4 or more times a year
5. Overall, how would you rate tonight’s AHA! 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
   - please check here if you have not seen enough to rate the event
6. Do you plan to/or have you patronized one of the downtown restaurants or cafes tonight?
   - yes
   - no
7. Do you plan to/or have you shopped at one of the downtown retail establishments?
   - yes
   - no
8. How many AHA! programs/venues have you attended tonight? ______
9. How many other AHA! programs/venues do you plan to attend tonight? ______
10. How many people are with you tonight? _____
11. Did you or will you spend any money at an artist’s studio or downtown establishments as a result of attending today’s cultural event?
   - yes
   - no
11a. If yes, approximately how much in total did/will your group spend on the following items as a result of attending today’s event?

   a) Food/Drinks $ __________
   b) Galleries/Art $ __________
   c) Miscellaneous retail (e.g. souvenirs, books, T-shirts, etc.) $ __________
   d) Gas $ __________
   e) Parking $ __________
   f) Transportation $ __________
   g) Other items $ __________

12. How has AHA! changed your perception of downtown New Bedford?
   o You have a more positive perception of downtown
   o You have a more negative perception of downtown
   o AHA! has not changed your perception either positively or negatively
   o Don’t know

13. Do you think that AHA! provides a positive benefit to the City of New Bedford?
   o yes   o no   o don’t know

14. What is the main reason that you enjoy attending AHA!?

15. Any suggestions for improving the formatting of AHA! night? (please write on the back side if you need more space)
Please take a few moments to tell us about your experience at Summerfest. Your responses are very important in assuring the continued success of the festival. All information is confidential.

1. What is your zip code? ______________

2. What is your age? _______

3. Where did you hear about Summerfest?
   - newspaper
   - radio
   - saw a poster/card
   - word-of-mouth
   - received an email
   - Internet
   - saw it while passing by
   - other _____________________________

4. How many years have you come to Summerfest?
   - This is my first time
   - 2-3 times
   - 4 times or more

5. Overall, how would you rate Summerfest on a scale of 1 to 10, with 1 being poor and 10 being excellent? (please circle the appropriate number)
   - Poor
   - 1 2 3 4 5 6 7 8 9 10
   - please check here if you have not seen enough to rate the event

6. Do you plan to/or have you patronized one of the downtown restaurants or cafes?
   - Yes
   - No

7. Do you plan to/or have you shopped at one of the downtown retail establishments?
   - Yes
   - No

8. Did you receive or see any information at Summerfest about other New Bedford attractions, for example, Fort Tabor, Buttonwood Park and Zoo, restaurants, beaches, the North End, etc.?
   - Yes
   - No

9. If yes, did you know about these attractions previously?
   - Yes
   - No
   - Knew about some of these attractions

10. Do you think that you might visit any of these attractions/areas because you saw this information?
    - Yes
    - No
    - Would have visited them anyway

11. Did you or will you spend any money at Summerfest today – other than admission?
    - Yes
    - No
11a. If yes, approximately how much in total did/will you spend on the following items as a result of attending Summerfest? Importantly, this may include items that you purchase outside of Summerfest.

a) Food/Drinks $ __________

b) Miscellaneous retail (e.g. souvenirs, T-shirts, CD sales, etc.) $ ___________

c) Arts & Crafts $ ___________

d) Parking $ ___________

e) Other items $ ___________

12. How has Summerfest changed your perception of downtown New Bedford?

- You have a more positive perception of downtown
- You have a more negative perception of downtown
- Summerfest has not changed your perception either positively or negatively
- Don’t know

13. Do you think that Summerfest provides a positive benefit to the City of New Bedford?

- Yes
- No
- Don’t know

14. What is the primary reason that you enjoy attending Summerfest?

15. Any suggestions for improving Summerfest?

16. Please provide your email address to receive information about future events (please write clearly)

____________________________________________
City Celebrates!

Please take a few moments to tell us about your experience at City Celebrates! Your responses are very important in assuring the continued success of the program. All information is confidential.

1. What is your zip code? ____________

2. Where did you hear about City Celebrates?
   o newspaper
   o radio
   o saw a poster/card
   o word-of-mouth
   o received an email
   o Internet
   o other ____________________________

3. Did you know that AHA! sponsors City Celebrates?
   o yes  o no

4. Overall, how would you rate tonight’s City Celebrates! 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
   o please check here if you have not seen enough to rate the event

5. Do you plan to/or have you patronized one of the downtown restaurants or cafes tonight?
   o yes  o no

6. Do you plan to/or have you shopped at one of the downtown retail establishments?
   o yes  o no

7. How many City Celebrates programs/venues have you attended tonight? ________

8. How many other City Celebrates programs/venues do you plan to attend tonight? ______

9. Did you or will you spend any money at an artist’s studio or downtown establishments as a result of attending today’s cultural event?
   o yes  o no

10. If yes, approximately how much in total did/will you spend on the following items as a result of attending today’s event?
   a) Food/Drinks $ __________
   b) Galleries/Art $ __________
   c) Miscellaneous retail (e.g. souvenirs, books, T-shirts, etc.) $ __________
   d) Gas $ __________
   e) Parking $ __________
   f) Transportation $ __________
   g) Other items $ __________

11. How has City Celebrates! changed your perception of downtown New Bedford?
   o You have a more positive perception of downtown
   o You have a more negative perception of downtown
   o City Celebrates has not changed your perception either positively or negatively
   o Don’t know

12. Do you think that City Celebrates! provides a positive benefit to the City of New Bedford?
   o yes  o no  o don’t know

13. What is the main reason that you enjoy attending City Celebrates!?

14. Any suggestions for improving the formatting of City Celebrates!? (Write on back if needed)

15. Please provide your email address below so that we can send you periodic updates about AHA! events.
   Email: _____________________________________
Working Waterfront Festival Visitor Survey

Please take a few moments to tell us about your experience at the Working Waterfront Festival. Your responses are very important in assuring the continued success of the Festival.

1. What is your zip code? ________________
2. What is your age? _______
3. Where did you hear about the Working Waterfront Festival? (check all that apply)
   - newspaper
   - radio
   - friend/family member
   - saw a poster/card
   - word-of-mouth
   - received an email
   - Internet
   - saw it while passing by
   - other _______________________
4. How many years have you come to the Working Waterfront Festival?
   - this is my first time
   - 2-3 times
   - 4 times or more
5. Overall, how would you rate the Working Waterfront Festival 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
   - please check here if you have not seen enough to rate the event
6. Do you plan to/or have you patronized one of the downtown restaurants or cafes?
   - Yes
   - No
7. Do you plan to/or have you shopped at one of the downtown retail establishments?
   - Yes
   - No
8. Did you receive or see any information at the Working Waterfront Festival about other New Bedford attractions, for example, Fort Tabor, Buttonwood Park and Zoo, restaurants, beaches, the North End, etc.?
   - Yes
   - No
9. If yes, did you know about these attractions previously?
   - Yes
   - No
   - Knew about some
10. Do you think that you might visit any of these attractions/areas because you saw this information?
    - Yes
    - No
    - Would have visited them anyway
11. How many people are with you today? # _____
12. How has the Working Waterfront Festival changed your perception of New Bedford?
    - You have a more positive perception of downtown
    - You have a more negative perception of downtown
    - Working Waterfront Festival has not changed your perception either positively or negatively
    - Don’t know
13. Did you stay overnight or are you staying overnight?
    - Yes
    - No
14. Did you or will you spend any money at the Working Waterfront Festival today – other than admission?  
   o Yes  
   o No  

14a. If yes, approximately how much in total did/will you spend on the following items as a result of attending the Working Waterfront Festival? Importantly, this may include items that you purchase outside of the Working Waterfront Festival.  

   a) Food/Drinks $ __________  
   b) Miscellaneous retail (e.g. souvenirs, T-shirts, CD sales, etc.) $ __________  
   c) Arts & Crafts $ __________  
   d) Hotel $ __________  
   e) Parking $ __________  
   f) Other items $ __________  

Please describe other items:  

15. Do you think that Working Waterfront Festival provides a positive benefit to the City of New Bedford?  
   o Yes  
   o No  
   o Don’t Know  

16. What is the main reason that you enjoy attending the Working Waterfront Festival?  

17. Any suggestions for improving the Working Waterfront Festival?  

18. Please provide your email address to receive information about future events (please write clearly)  

________________________________________
1. What is your zip code? ____________

2. Where did you hear about New Bedford Open Studios? (please check all that apply)
   - have attended previously
   - newspaper
   - radio
   - friend/family member
   - school
   - work
   - saw a poster/card
   - word-of-mouth
   - received an email
   - Internet
   - other ______________________________

3. Have you previously attended New Bedford Open Studios?
   - yes
   - no

4. Overall, how would you rate the New Bedford Open Studio 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
   ○ please check here if you have not seen enough to rate the event

5. How many studios have you attended today?
   # __________

6. How many other studios do you plan to attend?
   # __________

7. Do you collect/ buy art?
   - Yes
   - No

7a. If you do collect/buy art (please check all that apply):
   - Do you represent a gallery?
   - Are you a corporate art buyer?
   - Individual collector?

8. Did you or will you spend any money at an artist’s studio?
   - yes
   - no

9. Approximately how much in total did/will you spend on the following items as a result of attending New Bedford Open Studios?
   - Art / Handmade items $ __________
   - Food/Drinks $ __________
   - Gas $ __________
   - Parking $ __________
   - Transportation $ __________
   - Other items $ __________

   Please describe other items below:

   (Please turn over)
10. Do you plan to/or have you patronized one of the restaurants or cafes in New Bedford today?
   - yes
   - no

11. Do you attend any other cultural events throughout the year such as (please check all that apply):
   - AHA!
   - Summerfest
   - the Working Waterfront Festival
   - other
     ________________________________

12. What is the PRIMARY reason that you enjoy attending New Bedford Open Studios?

13. Please provide your email address below so that we can send you periodic updates about New Bedford Open Studio events.

   (Please write clearly)

   Email: ________________________________
APPENDIX B – AHA! CALENDAR THEMES

2007

January 11 – NBFuture 2010
February 8 – “This I Believe”
March 8 – Ha Ha for AHA!
April 12 – In Full Bloom
May 10 - Changing Façade
June 14 – NB Cultures
August 9 – Kids’ Rule
September 13 – A night of Waling Tours
October 11 - Indie Night
November 8 – On Stage
December 13 – Shop Out of the Box
December 31 – Fire and Ice

2008

January 10 – All Things Fictitious
February 14 – AHA! Celebrates Black History Month
March 13 – Muddy March
April 10 – Emergence
May 8 – Changing Façade – Focus on Young Entrepreneurs
June 12 – NB Cultures
July 10 – Summer Sounds
August 14 – Kid’s Rule
September 11 – A night of Walking Tours
October 9 – Indie Night
November 13 – The Artful Plate
December 11 – The Creative Holiday

2009

January 8, 2009 - NB Beginnings
February 12, 2009 - Lincoln 200
March 12, 2009 - It’s Elemental
April 9, 2009 – Emergence
May 14, 2009 - NB Seen
June 11, 2009 - Walking Tours
July 9, 2009 - Kids Rule
August 13, 2009 - NB Cultures
September 10, 2009 - Port-Past, Present & Future
October 8, 2009 – Storytellers
November 12, 2009 - The Artistic Environment of the SouthCoast
December 10, 2009 - AHA! Holiday Shopping
APPENDIX C – AHA! PARTNERS

Museums and Attractions

New Bedford Whaling Museum
18 Johnny Cake Hill
(508) 997-0046

The Museum is the largest museum in America devoted to the history of the American whaling industry and its greatest port. Through exhibits, publications, and programs, the Museum brings to life the whaling era and the history of the local area. It houses the most extensive collection of art, artifacts, and manuscripts pertaining to American whaling in the age of sail - late eighteenth century to the early twentieth, when sailing ships dominated merchant trade and whaling. Open daily 9:00AM-5:00PM; till 9:00PM Thurs. in the summer.

New Bedford Art Museum
608 Pleasant Street
New Bedford, Massachusetts 02740
Visitor Service: 508-961-3099

Memorial Day through Labor Day: Daily 10am - 5pm. Thursday 10am - 7pm.
Labor Day through Memorial Day: Wednesday - Sunday, 12pm - 5pm. Thursday, 12pm - 7pm.
Year-round: AHA! Night, 5pm - 9pm.

The New Bedford Art Museum engages the public in experiencing, understanding and appreciating art. Founded in April 1996, the New Bedford Art Museum serves the SouthCoast region's community members and visitors. Located in the downtown historic district of the City of New Bedford, the Museum is housed in the Anthony J. Catojo Building, formerly a bank. The Museum consists of five galleries. On the first level are the Skylight Gallery, Heritage Gallery and the Upper Vault. On the lower level visit the Community Gallery and Lower Vault, with its distinctive circular safe door. Exhibitions change three times each year and vary in subject matter and artistic medium.

New Bedford Whaling National Park Visitor Center
33 William Street
508-996-4095

Hours 9-5 daily

Commemorates a living history and heritage reaching back to New Bedford's dynamic era as the world's foremost whaling port during the 19th century. This one of a kind National Park incorporates businesses and homes within the bounds of its historic footprint creating a dynamic experience that blends history and present day.

Rotch-Jones-Duff House & Garden Museum
396 County Street
(508) 997-1401

Built in 1834 and attributed to architect Richard Upjohn, this Greek revival residence was designed for Mr. Rotch, a prominent whaling merchant. This house and formal gardens are the best examples of the "brave houses and flowery gardens" described by Herman Melville in Moby-Dick.

Open year round. Mon.-Sat. 10:00AM-4:00PM; Sun. 12:00PM-4:00PM. Closed major holidays. Admission $5. FREE on AHA! Nights.
Email info@rjdsmuseum.org
Historic performing arts center open year-round. Hosts a variety of performances including the New Bedford Symphony Orchestra and children's educational programs. Zeiterion is a friend of AHA! and on occasion hosts AHA! Night groups.

Galleries and Artists Studios

ArtWorks! Partners for the Arts and Community, Inc.
384 Achusnet Avenue
(508)-984-1588 fax: (508)984-1498

ArtWorks! Partners for the Arts and Community, Inc. is a vital community arts center serving the residents and artists of Southeastern Massachusetts. Our goal is to create an accessible environment which promotes participation in the arts through exhibitions and education. ArtWorks! strives to collaborate with diverse cultural groups to spark community engagement.

Our Space

Located in an historic 130 year old building in downtown New Bedford, our four floors are filled with galleries, classrooms, a ceramic studio and teen arts center. Exhibitions change every six to eight weeks, and are open free of charge to the public Tuesday through Saturday.

Throughout the year, arts education classes, artist talks, special events and workshops are planned to compliment and expand our exhibits. ArtWorks! is a special place to experience the creative process, meet working artists and make or buy a work of art of your own!

Contact us: info@artworksforyou.org

Arthur Moniz Gallery
corner of William Street and Johnny Cake Hill (directly across from Whaling Museum entrance)
Open Mon.-Sat. 11:00AM-5:00PM.; Sun. seasonal schedule.
(508)992-6050

Email a-moniz@rcn.com

GALLERY X
169 William Street
(508)-992-2675
Wed-Sun 11-3p.m.

Gallery X is a contemporary, cooperative art gallery of Visual, Performing and Literary artist members and volunteers. A non-profit, tax-exempt organization, Gallery X promotes a mission of cultural outreach through community partnerships, educational programs, and monthly exhibits.

The former church building at 169 William St. has been transformed by Gallery X into two wonderful exhibition spaces: the Main Gallery upstairs is a large wide open space with high ceilings and two movable walls, and the Frederick Douglass Gallery located on the lower level. Each gallery space contains a stage for performances. There is a full kitchen on the lower level making the facility an ideal venue for
hosting events. The building is fully handicapped accessible with an access ramp, a restroom and a wheel chair lift. Gallery X collaborates with local arts and cultural organizations to promote and stimulate artistic awareness in the community. As a member and active participant of AHA! (Art, History and Architecture in the City), Gallery X provides both art and culture free to the public.

**mediumstudio**

79 North Water Street  
(508) 992-8546

Design for print and internet, advertising, marketing, corporate identity, etc. with performance / gallery space featuring local to national music and local area artists.

**Colo Colo Gallery**

25 Centre Street  
Owner/Artist Luis Villanueva  
(508) 496-4718

This commercial gallery features contemporary art including painting, sculptures and works on paper.  
Email: luisvillanueva@luisvillanueva.com

**Crowell's Fine Art and Custom Framing**

382 Acushnet Avenue  
(508) 992-5231

Fine Art - Museum Quality Restoration - Archival Custom Framing  
Featuring the Artists Diane Cournoyer, Peter Dickison, Kate Levin, Stephen Remick, John Robson and John Vliet.

**Cummings Building Studios**

96 Williams Street, 2nd floor  
(508) 997-6477

A unique collective of artist studios, massage therapy and the Karma Body Shop.  
Email: Teri Dane whalesongs1@juno.com

**Second Story Studio & Gallery**

98 Willliam Street  
(774) 202-3789

Features the art work of Ben Suarez and colleagues with a focus on Hispanic Art. Hours by appointment or by chance.

**Navio Artisans Collective**

65 Willliam Street  
(508) 558-1922

Navio Artisans Collective is a storefront of artisan-made gifts with monthly thematic exhibitions in a gallery showcase. The collective presents hand-touched and hand-made items in multi-media including: painting, pottery, textiles, wood, metals, and photography. Principle artists are Seth Rainville and Charlie Barmonde.  
Tues-Sat, 10am-6pm & Sun, 10am-4pm. Closed Monday and open until 9pm on AHA! nights.
Michelle Carr Photography
36 North Water Street
(508)294-0921

The Southcoast's premier baby and children's photographer specializing in on location, candid, lifestyle photography. By appointment only.

Judith Klein Art Gallery
The Bristol Building
752 A Purchase Street
(508) 965-7396

Featuring a collection of fine art and high craft from SouthCoast artists.

The University Gallery
UMass Dartmouth College of Visual & Performing Arts STAR STORE Campus
715 Purchase Street
508.999.8904

The University Art Gallery is located on the first floor in the recently renovated Star Store in downtown New Bedford. The five story building also holds studios for the ceramics, printmaking, textile design/fiber arts, jewelry/metal, wood/furniture design, painting and sculpture programs. Located on the first floor, in addition to the University Art Gallery, are the Crapo Gallery, Gallery 244, the Spring Street Gallery, a lecture hall, a computer room and offices.

The University Art Gallery features exhibition of local, national and international art. Catalogs, lectures and other educational programming is provided in connection with each exhibition. All exhibitions and events are free and open to the public. When an exhibition is on view, the gallery is open daily from 2-5 PM. We often feature extended hours.

Retail Shops

Artificial Marketplace
104 William Street
(508) 997-4509

A variable treasure trove of antiques, vintage and collectables.

bejeweled
26 Centre St.
(508) 990-1300

An eclectic collection of silver, gold and designer jewelry.
Hours: Tues - Sat, 10:00AM - 5:00PM

BLUSH beauty bar
29 Centre St.
(508) 991-2272

This cosmetics and skin care boutique features high-quality cosmetics, fragrances and skin-care products for both women and men. The boutique also offers spa services, make-up application, on-location bridal or special event services, cosmetics application instruction, and after-hours parties, among other services.
calico
528 Pleasant St, 2nd Flr
508.999.4147
Featuring designer lines Nature vs. Future, Safe, Guy Baxter, Kittenish, Laralu, and more! Hand-picked vintage clothing and accessories from 50's - early 90's.
Wed - Sun 12-5

The Crystal Garden, The Dolls Closet & The Green Lantern
772 Purchase Street

Three specialty shops under one roof. Doll clothes and accessories to fit 18" American Girl & Bitty; crystals, fossils, minerals, semi-precious stone jewelry & gifts; collectibles, gifts, souvenir postcards of historic Fairhaven and New Bedford's whaling days.
Tues. - Sat. 10:00AM - 5:00PM.

Elaine's T-shirt
778 Purchase Street
(508) 999-2166

Don't leave without our Black Whale merchandise! Credit cards accepted.
Mon. -Sat. 10:00AM-5:00PM.
Email: theblackwhale@aol.com

Joe Piper, Celtic & World Musical Goods
106 William St.
(508) 984-1330

Joe Piper offers a variety of items including: new and used instruments, instruments on consignment, Lessons in guitar, piano accordion, bagpipes, mandolin, violin, fiddle, Native American Flute, flute & percussion.

NBAM's Gift Shop
608 Pleasant Street
(508) 961-3099

Cards, books and museum gifts.
Memorial Day through Labor Day: Daily 10am - 5pm. Thursday 10am - 7pm.
Labor Day through Memorial Day: Wednesday - Sunday, 12pm - 5pm. Thursday, 12pm - 7pm.

Salon Lola
165 Union Street
(508) 991-3940

A unique venue featuring creative hair design and innovative art exhibits.
Salon Hours: Tues.-Fri. 10-6pm, Sat 10-4pm
Email: salonlola4nb@yahoo.com

Whaling Museum Store
18 Johnny Cake Hill
(508)-997-0046

Maritime books and unique gifts
Open daily 9:00AM-5:00PM; till 8:00PM Thurs. in the summer.
Celia’s Boutique  
800 Purchase Street  
(508) 994-3833  
Casual and sophisticated women's apparel

The Bedford Merchant  
28 William Street  
(508) 997-9194  
This family owned gift shop specializes in usual merchandise and gift products.

Solstice Skateboarding  
102 William Street  
(508) 994-8675  
Just Skating.  
Email: solsticeskateboarding@yahoo.com

The White Bouquet  
763 Purchase Street  
(508) 994-5400  
Wedding floral design, event concepts, walk-in service, deliveries and FTD wire service.  
Email: thewhitebouquet@yahoo.com

TL6 the Gallery  
100 William St.  
(508) 992-8100  
TL6 The Gallery is a one-of-a-kind shop, specializing in handmade, unique and custom designs. The consigners who put their work in TL6 are local and regional artists making everything from jewelry and pottery, to handmade t-shirts and knits, to fine art paintings and photography. TL6 also carries fine retail lines such as MARUCA handbags, designs by GLASS-EYE STUDIOS, and ELIAS hand-blown glass.  
Hours: Tues – Thurs & Sat 11am to 6pm, Fri -11am to 8pm

Travessia Urban Winery  
760 Purchase Street  
(774) 929-6534  
We are a young and small winery but we have big dreams for the future.  
We are excited to begin a quest for great wine produced with fruit grown right here in Southeast Massachusetts. Open Noon-6pm.

Venilia Gardens, Inc. / Ly Nevaeh  
172 William Street  
(508) 996-8800  
Retail Training Program / Cultural Counseling Services  
Venilia Gardens Incorporated (VGI) was established in 1992 to provide children and their families with a therapeutic milieu that would meet their clinical, cultural, and growth needs. VGI programs provide a supportive environment with trained and licensed bilingual/bicultural professionals utilizing a team approach. Monday to Friday: 7am-7pm
Vetu Gifts & Fine Consignment  
1 Johnny Cake Hill  
(508) 990-VETU (8388)

A unique shop featuring a fun and eclectic selection of gifts and specializing in personalized gifts for babies, jewelry and a top selection of pre-loved, brand name designer clothing and accessories.  
Tues - Fri 10am to 6pm, Sat -10am to 5pm, Sunday - Seasonal  
Email: info@vetugifts.com

Restaurants

Café Arpeggio  
800 Purchase Street  
(508) 999-2233

An upscale café with a menu that includes scrumptious and healthy options. Serving micro-roasted coffee, gourmet sandwiches, salads, soups, pastry and homemade ice cream. The Café hosts Open Mic with Art Tebbetts every Thursday evening from 7-10pm. Mon - Fri, Sat 8am - 5pm.

Error! Hyperlink reference not valid.

atwalk Bar & Grill  
34 Union Street  
(508) 994-3355

Offering a varied menu, including weekly seafood specials and the best steak tips in town! We invite you to our open-air rooftop deck, overlooking historic downtown New Bedford and the waterfront. Join us for Live Music Thursdays at 10:00PM. Open daily from 4:30pm-2am.

Error! Hyperlink reference not valid.

ork Wine and Tapas Bar  
90 Front Street New Bedford  
(508) 994-9463

Fine wine, cocktails and small plate tapas in an exquisite setting; Cork is a great place for people to meet, relax and enjoy conversation.

The Green Bean  
740 Purchase Street  
(508) 984-3300

Casual breakfast & lunch. Come relax in this modern downtown café with homemade baked goods, fresh squeezed juices & smoothies, soups, sandwiches and espresso drinks. Mon-Fri 6am-5pm, Sat 8am – 3pm.

Freestone's City Grille  
41 William Street  
(508) 993-7477

A New Bedford Institution in a restored 130 year old bank building. Award-Winning fish chowder, creative salads and dinners and daily specials. The place to be! Lunches and Dinner. Mon - Thurs 11:00 am - 10:00 pm, Fri & Sat 11:30 am - 11:00 pm. Open Sundays 12:00 pm - 8:00 pm except mid winter months.
Spicy Lime
522 Pleasant Street
(508) 992-3330

Casual lunch & dinner. Stimulate your taste buds with this full menu of authentic Thai specialties. No MSG or transfat oil. 7 days a week 11 am – 9:30 pm.

Destination Soups
141 Union Street
(508) 991-SOUP (7687)

Come on in for a bowl of soup, a bread-bowl, some delicious sides, or bring home a quart of soup for dinner! Mon-Fri 11am-6pm

Ginger Grill
778 Purchase Street
gingergrill@gmail.com

New Bedford’s newest restaurant and the only place in the city for a premier and affordable culinary experience in East Asian Cuisine. Offering unique flavors, only the freshest and the healthiest ingredients, vegetarian options. Mon-Fri 10:30am-3:30pm, Sat noon-6pm. Open for dinner exclusively on AHA! nights.

Hibernia Irish Pub
109 William Street
(508) 984-4423

Traditional Irish Pub, good grub & live music.

The JuiceBox
285 Union Street
(774) 929-6559

Healthy, Natural and Delicious!
Menu includes smoothies, sandwiches and decadent desserts.

No Problemo
813 Purchase Street
(508) 984-1081

Casual Mexican food, live music.

On a Roll
149 Union Street
(508) 991-5200

Deli serving coffee, light breakfast, homemade baked goods, specialty sandwiches, paninis, soups, salads, Dels Frozen Lemonade. Seasonal outdoor seating.

Rose Alley Ale House
94 Front Street
(508) 858-5123

The "Ale House" is located in downtown New Bedford at the bottom of Rose Alley facing route 18. Featuring local micro brews, a full menu and live entertainment.
Union City Grille
250 Union Street
(508) 992-1007
unioncitynb@verizon.net

Waterfront Grill
36 Homer's Wharf
(508) 997-7117

Overlooking the number one fishing port in the United States, Waterfront Grille has a casual atmosphere with spectacular views of New Bedford’s harbor and fishing fleet. The seafood based menu is a compliment to New Bedford’s fishing industry and also includes high quality meat and poultry dishes.

Cultural Organizations

First Unitarian Church in New Bedford
Corner of Union & County Street

An active urban Unitarian Universalist congregation in historic downtown New Bedford. Head out into the garden & walk the labyrinth or view the Tiffany Mosaic depicting a seeker on a religious journey.

The New Bedford Friend’s Meeting House
83 Spring Street

New Bedford Preservation Society, Inc.
388 County Street
P. O. Box 1618
New Bedford, MA 02741
508-997-6425
Tues & Thurs (10 a.m. to 2 p.m.) or by appt.

The Preservation Society is a private, non-profit organization run by private citizens who volunteer their time and effort to annual Holiday House Tours; a Spring House and Garden Tour; historical cemetery tours; a historic marker program; an urban landscaping program (New Bedford Re-Leaf); a self-guided series of interpretive booklets on historic New Bedford neighborhoods and their architecture; lectures on local history and many other programs. Email nbps2000@yahoo.com

New Bedford Free Public Library
613 Pleasant Street
New Bedford, MA 02740
508 991-6275
Contacts:
Special Collections 508 961-3104
Library Administration 508 991-6279

A free public library since 1852, the New Bedford Free Public Library Art and Archives rooms acquire, preserve and provide access to records created by, for and about the community of New Bedford and the surrounding area. These materials include records of local government, manuscripts, rare printed books, lithographs, paintings, sketchbooks, catalogs, photographs, historical prints, broadsides, sheet music, architectural drawings, oral histories, material on local artists and maps concerned with the history of the community. The Library often hosts exhibits and performances on AHA! Night.
Pilgrim United Church of Christ, UCC  
634 Purchase Street, at the corner of School St.  
(508) 997-9086

This church has joined AHA! as a programming partner in order to provide a performance space for community groups and also to host their own cultural events. See listings for monthly offerings. Church sanctuary features a Tiffany mosaic and window which can be viewed on select AHA! Nights.  
Email: puccnb@juno.com

Working Waterfront Festival  
Contact Laura Orleans: (508)993-8894

Port of New Bedford, September 27 and 28, 2008  
Celebrating Commercial Fishing, America’s Oldest Industry

Ocean Explorium at New Bedford Seaport  
148 Union Street  
(508) 994-5400

It is the mission of the Ocean Explorium to establish New Bedford as a center for ocean science public education, with a particular emphasis on environmental stewardship and science literacy.

Waterfront Historic Area LeaguE  
128 Union St.  
(508) 997-1776

WHALE is a non-profit charitable organization dedicated to promoting the value and reuse of greater New Bedford's historic structures through preservation, education and advocacy. WHALE is supported, in part, by its members and grants from the Island Foundation, Massachusetts Cultural Council and the Grimshaw-Gudewicz Foundation.

New Bedford Public Schools  
Paul Roderigues Administration Building http://www.oceanexplorium.org/  
455 County Street  
(508) 997-4511

Superintendent's Art Gallery Exhibit: "Celebrating Creativity" over 100 pieces of exemplary student artwork. The exhibit is changed four times a year.  
contact: Kerri Quinlan-Zhou, Director of Fine Arts x 3352

O.R.P.H. Inc  
1005 Water Street  
(508) 996-9760

O.R.P.H.,Inc is an all-volunteer organization with the mission to preserve, protect, restore, and adapt the New Bedford treasure, the Orpheum Theater. When restoration is complete, performances, classes, and activities there will help south end redevelopment. Seasonal Events.

Your Theatre, Inc  
at St. Martin’s Church Hall  
136 Rivet Street  
(508) 993-0772

Your Theatre, Inc. is a non-profit, volunteer, community theater group in New Bedford, Massachusetts. Founded by Mary A. Smith in 1946, the theater has been in continuous operation since, and produces four to seven shows each season. The organization also offers an annual scholarship for students pursuing the arts. Full schedule at: www.yourtheatre.org
APPENDIX D – AHA! GOVERNANCE AND OPERATING PRINCIPLES

Article I

General Provisions

Section 1. Purpose. AHA! (Art, History & Architecture) is a cooperative venture dedicated to invigorating the downtown New Bedford cultural scene. The project accomplishes this through:

- Presenting second Thursday FREE cultural nights
- Inviting local and regional artists, cultural groups and educators to present what they do
- Spearheading cooperative marketing
- Being a forum for the AHA! Partners to convene around shared topics
- Contributing to the City’s Creative Economy initiatives.

Section 2. Legal Status. AHA! is organized for operating purposes and for federal and state tax purposes as a project of the Community Foundation of Southeastern Massachusetts, Inc. (hereinafter, the “Foundation”). The Foundation is a nonprofit corporation organized under the laws of the Commonwealth of Massachusetts and exempt from taxation under Section 501(c)3 of the Internal Revenue Code of 1986 as amended.

Article II

Steering Committee

Section 1. Duties. The Steering Committee (hereinafter the “Committee”) shall serve as the governing body of AHA! It shall set the strategic vision for the organization, oversee AHA! Night, hire and evaluate the Program Director, and in conjunction with the Foundation, provide financial oversight to the AHA!, including creation and approval of the annual budget.

Section 2. Composition and Term. The Committee shall consist of no more than nineteen (19) individuals. The initial Committee shall consist of those individuals whose names are set forth on Schedule A, attached hereto and made a part hereof. The Committee’s membership shall include the major arts, historical, and architectural organizations located in New Bedford. The representative of each such organization shall be the executive director or a management-level designee. In addition, the Committee shall include a representative of the City of New Bedford and at least one Representative of the New Bedford business community. Individuals representing AHA!’s Partners and AHA!’s audience may also be elected to the Committee. Committee Members shall serve for one year and may be elected for additional one-year terms.

Section 3. Elections. The Nominating Committee shall present annually a slate of nominees for election to the Steering Committee. Committee Members shall be elected at the Annual Meeting of the Steering Committee.

Section 4. Vacancies. The Steering Committee may fill any vacancy on the Committee at any meeting, and such successor in office shall hold office for the unexpired term of his or her predecessor.

Section 5. Tenure. Committee Members shall hold office until the expiration of their term, and thereafter, until their successors are chosen and qualified.

Section 6. Resignations. Any Committee Member may resign by delivering his or her written resignation to the Chair or Secretary of the Steering Committee or to the President of the Foundation.

Section 7. Removal. A Steering Committee Member may be removed from office with or without cause by vote of a majority of the Members then in office.

Section 8. Annual Meeting. The Annual Meeting of the Steering Committee shall take place during January with date, time, and place to be fixed at least thirty days in advance. If the Annual Meeting cannot be held in that time, a special meeting may be held in lieu thereof, and any action taken at such meeting shall have the same effect as if taken at an
Annual Meeting. The Annual Meeting shall be held in New Bedford, and may be open to Partners and the public, in accordance with the requirements described in Section 9 of this Article.

Section 9. Regular Meetings. Regular Meetings of the Committee may be held at such times and places in New Bedford as may be determined from time to time by the Steering Committee, and no notice need be given of regular meetings held at times and places so fixed. Meetings may be open to Partners and the public, unless the Steering Committee determines otherwise, and such non-voting attendees may be invited to speak to any issue and to such extent as the Chair may deem appropriate; however, the Committee shall not be bound by any words of such nonvoting attendees, unless expressed in a motion by a Steering Committee Member and properly acted upon in accordance with these Operating Principles.

Section 10. Special Meetings. Special meetings of the Committee may be called by the Chair or by any three Committee Members, and shall be held at the place designated in the notice or call thereof. Four days’ notice by mail, email, telephone, facsimile, or in person shall be given for a special meeting unless shorter notice is adequate or necessary under the circumstances. A notice need not specify the purpose of any special meeting. Notice of a meeting need not be given to any director if a written waiver of notice, executed by the Committee Member before or after the meeting, is filed with the records of the meeting, or to any Committee Member who attends the meeting without protesting prior thereto or at its commencement the lack of notice.

Section 11. Quorum. At any meeting of the Committee, a majority of members then in office shall constitute a quorum for the transaction of business, but a smaller number may adjourn to any other time.

Section 12. Action. At any meeting at which a quorum is present, the vote of a majority of those present shall decide any matter unless these Operating Principles, or any applicable law requires a different vote.

Section 13. Action by Consent. Any action by the Steering Committee or any sub-committee may be taken without a meeting if a written consent thereto is signed by all the Committee Members or all the members of the applicable sub-committees and filed with the records of the meetings of the Steering Committee. Such consent shall be treated for all purposes as a vote at a meeting.

Section 14. Meeting by Teleconference. Committee Members may participate in a Committee Meeting by means of conference telephone or other communications equipment that allows all persons participating in the meeting to hear each other at the same time. Participation by such means shall constitute presence in person at a meeting.

Section 15. Non-Voting Committee Members. The Steering Committee may create honorary non-voting classes such as friends, advisors and the like, and may appoint persons to those classes for such terms and on such conditions as the Steering Committee may determine, and may assign to such persons such responsibilities, duties and privileges as the Committee Members may determine. In such honorary capacity, they shall have no right to notice of, or to vote at, any meeting, shall not be considered for the purpose of establishing a quorum, and shall have no other rights or responsibilities.

Article III

Officers

Section 1. Officers. The officers of the Steering Committee shall consist of a Chair, a Vice-chair, a Treasurer, a Secretary, and such other officers as the Committee may determine.

Section 2. Election and Vacancies. The Chair, Vice-chair, Secretary, and Treasurer shall be elected annually by the Committee from among its members at the Annual Meeting or the special meeting held in lieu thereof. The Nominating Committee shall present a slate of nominees, and may receive additional nominations from the floor. Other officers may be chosen by the Committee at such meeting or at any other meeting. Any vacancy at any time existing in any office may be filled by the Committee at any meeting, and such successor in office shall hold office for the unexpired term of the Officer’s predecessor.

Section 3. Tenure. Except as otherwise provided by law or by these Operating Principles, the Chair, Vice-
chair, Secretary, and Treasurer shall each hold office until the next Annual Meeting of the Committee, or the special meeting held in lieu thereof, and thereafter until his or her successor is chosen and qualified. Officers shall serve terms of one year, and may be re-elected for no more than three subsequent terms.

Section 4. Resignation. Any officer may resign by delivering his written resignation to the Chair or Secretary of the Steering Committee or to the President of the Foundation.

Section 5. Removal. The Steering Committee may remove any Officer appointed by the Committee with or without cause by a vote of a majority of the entire number of Steering Committee members then in office.

Section 6. Chair. The chair of the Steering Committee shall preside at all meetings of the Committee, except as the Committee Members shall otherwise determine, and shall have such other powers and duties as may be determined by them. It shall be the Chair’s duty and he or she shall have the power to see that all orders and resolutions of the Committee are carried into effect. He or she shall from time to time report to the Committee all matters within his or her knowledge which the interests of the Committee may require to be brought to its notice. The Chair shall perform such duties and have such powers additional to the foregoing as the Committee shall designate.

Section 7. Vice-chair. In the absence or disability of the Chair, his or her powers and duties shall be performed by the Vice-chair. The Vice-chair shall have such other powers and perform such other duties as the Committee shall from time to time designate. Service in the position of Vice-chair is deemed preparatory to service as Chair, and in accepting the position of Vice-chair, an individual agrees to serve as Chair if so elected at the next election.

Section 8. Secretary. The Secretary shall record, in books kept for the purpose, all votes and proceedings of the Committee at its meetings. The Secretary shall perform such duties and have such powers additional to the foregoing as the Committee shall designate.

Section 9. Treasurer. The Treasurer shall monitor the budget of AHA! and give such reports as the Committee shall require, but in no case shall reports be given less than quarterly.

Article IV

Subcommittees

Section 1. Subcommittees. The Committee may, by vote of a majority of the number of Committee Members then in office, elect from their number an Executive or other subcommittees and may, by like vote, delegate thereto some or all of their powers except those which by law, by these Operating Principles or by the Foundation, they are prohibited from delegating. Except as the Committee may otherwise determine, any such subcommittee may make rules for the conduct of its business, but unless otherwise provided by the Committee in such rules, its business shall be conducted as nearly as may be in the same manner as is provided by these Operating Principles for the Committee. The Committee shall have the power to fill vacancies in, change the membership of, or to disband, any such subcommittee. Except as expressly provided otherwise in these Operating Principles, the subcommittees may include individuals who are not members of the Steering Committee. The Steering Committee shall designate the chairs of any and all subcommittees, work groups or other ad hoc groups, and all chairs shall report to the Steering Committee as to the subcommittee’s or work group’s activities as often as the Steering Committee shall require.

Section 2. Programming. The Programming Subcommittee shall oversee, plan, and implement AHA! Night and any other programs or activities that the Committee may authorize or require.

Section 3. Finance and Development. The Finance and Development Subcommittee shall oversee, plan and implement fundraising activities to support AHA! including events and grant proposals. It shall work with the Foundation and AHA! Treasurer to ensure adequate financial support for all AHA! programs and activities, and to prepare the annual budget.
Section 4. Nominating. The Nominating Subcommittee shall seek out and recruit such candidates for the Steering Committee and Officer positions as will best serve AHA! to ensure its continued success. After determining that appropriate candidates are willing to serve if elected, the Nominating Subcommittee shall present annually a slate of nominees to the Steering Committee for election at the Annual Meeting or special meeting held in lieu of the Annual Meeting.

Article V

AHA! Partners

Section 1. Partners. AHA! Partners are those groups, organizations, nonprofit organizations, and businesses that associate formally with AHA! under a Partnership Agreement (hereinafter, the “Agreement”) and fee structure determined by the Committee, and who, in so doing, commit to demonstrating regular active participation in AHA! Night programs and other AHA! programs and activities.

Section 2. Responsibilities of Partners. All AHA! Partners shall:
1. sign the Agreement,
2. pay the annual fee to support AHA! as specified in the Agreement, and
3. participate regularly in AHA! Night and other AHA! programs and activities as specified in the Agreement.

Section 3. Fee Structure. The Committee shall determine an appropriate fee structure for Partners that will support the work of AHA! Thereafter, such fee structure shall be annually reviewed, updated as the Committee deems necessary, and adopted by the Committee.

Article VI

Miscellaneous

Section 1. Restriction On Distribution. No part of the assets of AHA! shall inure to the benefit of members, directors or officers of the Foundation, provided, however that this section shall not preclude AHA! from making payments in reimbursement for actual, reasonable, and necessary expenses incurred in the course of authorized activities of the AHA!, subject to such limitations and procedures as the Steering Committee or the Foundation may from time to time impose.

Section 2. Distributions upon Dissolution. Upon dissolution of the Committee structure or the failure of the Committee to perform its functions hereunder, the Foundation shall provide for the distribution of the assets of AHA! in a manner consistent with the purposes set forth in Article I of these Operating Principles, the Bylaws of the Foundation, any agreement between AHA! and the Foundation, any donor-designated purpose or restriction, and applicable law.

Article VII

Amendments

These Operating Principles may be altered, amended, or repealed, in whole or in part, by the affirmative vote of two-thirds of the members of the Steering Committee present and voting at any meeting, the notice of which contains a statement of the proposed alteration or amendment. Any such alteration or amendment shall not become effective until approved in writing by the Foundation.
### APPENDIX E – AHA! STEERING COMMITTEE MEMBERS 2009

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Karie C. Vincent</td>
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<td>Karen J. Allen</td>
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<td>Anne Marie Lopes</td>
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<tr>
<td>Claudia Ostiguy</td>
<td>Community Volunteer/Past Chair, First Night</td>
<td>426 Valley Road, NB, 02745, (508) 995-7613</td>
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<tr>
<td>Danell F. Pepin</td>
<td>Creative Director</td>
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<td>718-753-8884</td>
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<tr>
<td>Dana Ribeiro</td>
<td>Community Organizer/Film-maker</td>
<td><a href="mailto:strangefruitproductions@hotmail.com">strangefruitproductions@hotmail.com</a>, 508-525-3386</td>
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<td>Program Director, AHA! New Bedford</td>
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<td>Keri Cox</td>
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**STAFF**

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<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Lee Heald</td>
<td>Program Director, AHA! New Bedford</td>
<td>63 Union Street, NB, 02740, leeh <a href="mailto:eald2@aol.com">eald2@aol.com</a>, 508-996-8253 x205</td>
</tr>
<tr>
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<td>leeh <a href="mailto:eald2@aol.com">eald2@aol.com</a></td>
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<tr>
<td>Keri Cox</td>
<td>Marketing Manager</td>
<td><a href="mailto:063@mediumstudio.com">063@mediumstudio.com</a>, c. 508-264-8004 best #, <a href="mailto:cdutra@cfsema.org">cdutra@cfsema.org</a>, 508-992-8546</td>
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</tbody>
</table>
APPENDIX F - TELEPHONE SURVEY METHODOLOGY

2.10 Survey Instrument

The telephone survey was conducted using a survey instrument developed by the Center for Policy Analysis and AHA!. A copy of the survey instrument can be found in Appendix A.

2.20 Sampling Procedures

The Center for Policy Analysis uses the Genesys Sampling System from Marketing Systems Group to generate random telephone numbers. The Genesys Sampling System is used by many major survey organizations. The system uses a list of all possible telephone numbers in the United States to randomly generate a telephone sample for a designated geographic area. The survey was conducted using a random digit dialing (RDD) sample. The RDD sample ensures an equal and known probability of selection for every residential telephone number in the sample frame.

2.30 Telephone Interviewer Training and Supervision

Student research assistants and Center staff were employed as telephone interviewers. These interviewers have conducted numerous telephone polls on behalf of the Center and all have been trained intensively, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.

The Center for Policy Analysis conducted interviews between 9:00 am and 8:00 pm on weekdays and 9:00 am to 4:00 pm on Saturday and Sunday. This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Return calls were scheduled at the convenience of the respondents. The Center’s senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures. The survey procedures used by the Center for Policy Analysis adhere to the highest quality academic and government research standards.
### APPENDIX G – OPEN-END RESPONSES

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<thead>
<tr>
<th>Place of Residence</th>
<th>AHA! Visitors</th>
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<td>Brockton</td>
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</table>
PRIMARY REASON RESPONDENT ENJOYS ATTENDING AHA!

- Art (N=165)
- The people/Seeing people I know/People watching (N=84)
- Fun/Great event (N=83)
- Events/ Activities/Entertainment (N=81)
- Music (N=79)
- Seeing/Hanging with friends (N=72)
- Culture (N=40)
- Atmosphere (N=39)
- Learning about the arts/history and getting to know New Bedford (N=29)
- Because it is a free event (N=27)
- Enjoy downtown (N=19)
- Family (N=19)
- Community (N=17)
- Children’s activities (N=17)
- Open Mic (N=15)
- Good night out (N=15)
- Something to do (N=12)
- Socializing (N=12)
- Food/Dining Out (N=11)
- Venues (N=11)
- Lecturing Artists (N=10)
- School requirement (N=9)
- Variety of events (N=9)
- Everything (N=5)
- Curiosity (N=4)
- Shopping (N=3)
- It's different/unique (N=3)
- Citizen schools (N=2)
- New and different things (N=2)
- Brando's Embarrassing Love Affairs (N=1)
- Cool things (N=1)
- Creativity (N=1)
- CVPA (N=1)
- Different./Refreshing. (N=2)
- Down home atmosphere (N=1)
- Enjoy the city (N=1)
- Enjoy the creativeness (N=1)
- Fire dancers (N=1)
- Good for the city (N=1)
- Good to see other options aside from local bars (N=1)
- Great effort (N=1)
- I like to get off campus (N=1)
- It supports the arts (N=1)
- It’s beautiful (N=1)
- It’s festive and friendly (N=1)
- It’s nice to see (N=1)
- It’s unique (N=1)
- Ocean Explorium (N=1)
• People can learn more about the local art scene (N=1)
• Pretty stuff (N=1)
• Resurrecting New Bedford (N=1)
• Seems like a great idea and a good way of bringing people to events (N=1)
• Something positive to do (N=1)
• The talent (N=1)
• There's a lot of good stuff to see here and makes New Bedford feel like a real city (N=1)
• We love downtown and just attended Summerfest (N=1)
• We love New Bedford (N=1)
SUGGESTIONS FOR IMPROVING THE FORMATTING OF AHA!

More music/Better music/More variety (N=30)
- More music (N=15)
- Rock music (N=2)
- Better bands (N=2)
- Better music (N=2)
- More music on the street
- More music venues
- More ukulele
- More "genre mixing"- more art and music that speaks to the younger "cutting edge side of things."
- Not so much rock...all types of music
- Square dance
- Irish step dance

Advertising (N=14)
- More advertising/publicity/promotion (N=3)
- More information about what's at AHA! (N=2)
- More information about times and venues (N=2)
- Advertise it in the Martha's Vineyard Times
- Better website
- Handing out schedules of events
- More effective advertisement
- More outreach to Cape Verdean community
- More pamphlets on where the stuff is
- More promotion outside of New Bedford

Schedule changes/Improved Map (N=14)
- A better map would be helpful
- Change schedule paper format
- Clearer descriptions of events and locations
- Different times for events, not all at same time
- Fix the map
- Frustrated because of shows or events overlapping
- I wish scheduling was more staggered
- Larger, easier maps
- More guides to tell what's going on and where
- Not everything at same time
- On the map please place the number of the venue on the schedule side to make it quicker to figure out the location of the event on the map. There are two number 43s on the map signifying the location of the Garage, which is on Water Street
- The schedule is too confusing
- Trolley schedule printed up to get to other far away displays
- Where are the trolley stops on the map?

Additional street activities (N=10)
- More stuff/activities on streets (N=4)
- Feature more street performers
- Stalls on streets
- Street food vendors
- Outdoor entertainment
- Food stands
- Have sidewalk food vendors
Additional AHA! nights (N=8)
- More often N=7)
- Weekend events

Free items (N=7)
- Free food (3)
- More free stuff (N=2)
- Free ice cream
- More free shirts

Establishments should remain open longer (N=7)
- Keep more stores open later
- Encourage more businesses to stay open late downtown
- Should be open later
- Shops should be open later
- Should be open later and have more events
- Should extend later into the night
- Should stay open later so you can enjoy more

Children's activities (N=10)
- More kid's activities (N=5)
- More activities for kids (N=3)
- Add more kids' nights
- It's hard to accommodate both grown up and kid interests at the same time

Fire (N=4)
- I would love to have a bonfire somewhere
- More fire please
- Fire-eaters
- Flame throwers

Miscellaneous Comments
- Almost too much going on
- Artist reviews
- Change name. Call it whatever you are trying to accomplish, such as Discover.
- Change the name of AHA!
- Contests
- Cool stuff
- Discounts at retailers and restaurants
- E-harmony dinners
- Elephants
- Every night should be AHA!
- Free dancers every month
- Good for all ages
- Great time
- Have 3rd Eye Unlimited a part of it
- Have a younger age target
- I think you should keep everything if it's raining (no cancellations)
- It's fun
- Just keep the themes varied and interesting
- Lisa Burkson was great
- Love AHA!
- Mimes
• More art (N=2)
• More bake sales
• More citizen schools (N=2)
• More coverage in the Standard Times
• More entertainment (N=2)
• More events
• More famous people
• More flashing lights
• More food (N=2)
• More for kids
• More history
• More international events (Portuguese)
• More musical guests
• More parking (N=2)
• More places to interact and meet up
• More pumpkins
• More trolley rides
• More whales
• Need bathrooms
• Nice to have something positive and local
• No mean security guards in Star Store
• Non handicapped accessible places should be marked on the map
• Not enough time to see everything; needs to be longer
• Not have any money involved
• Schedule on line
• Slam poetry
• Summerfest was great! We try to boost the city whenever we can
• Themed nights
• Too much walking to do/see everything
• Transportation for low income families in the city would be awesome
• Try having a time for one hour without any activities
PLACE OF RESIDENCE OF SUMMERFEST SURVEY RESPONDENTS

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<th>City/Town</th>
<th>Number</th>
<th>Percent</th>
<th>City/Town</th>
<th>Number</th>
<th>Percent</th>
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</table>
PRIMARY REASON RESPONDENT ENJOYS ATTENDING SUMMERFEST

- Music (N=47)
- Great/Wonderful/Excellent music/folk music (N=41)
- Food (N=24)
- Shops/Shopping/Vendors (n=16)
- Crafts (N=10)
- Reasonable/Inexpensive price (N=8)
- Meeting friends/family (n=8)
- Just to have fun (n=7)
- Support the city/local events (n=7)
- Atmosphere and the total experience (N=7)
- Getting out (n=6)
- The art (N=6)
- Entertainment (n=4)
- Quality of performers (n=4)
- Everything (n=3)
- Friendly/Nice people (n=3)
- People-watching (N=3).
- Easy to navigate/access (N=2).
- Experiencing world class music in a great/intimate setting (N=2)
- Accessibility to the venue.
- Activities
- Beautiful day
- Beautiful spot
- Best folk music festival in New England.
- Celebrate New Bedford
- Close to my hometown
- Docked at state pier
- Downtown
- Great festival
- High charm factor
- It's the best folk festival going.
- John Gorica and Cliff Ebenhardt
- Love the tents and chairs
- Mix of new and well known singer/songwriters.
- Old buildings
- Relaxed
- Relaxing and seeing artists’ display
- Sense of community
- So much to do
- To see all the talented people
- Variety of groups
- Well organized
## PLACE OF RESIDENCE OF WORKING WATERFRONT FESTIVAL RESPONDENTS

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<th>Number</th>
<th>Percent</th>
<th>City/Town</th>
<th>Number</th>
<th>Percent</th>
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<td>Assonet, MA</td>
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PLACE OF RESIDENCE OF NEW BEDFORD OPEN STUDIOS RESPONDENTS

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APPENDIX H – DESCRIPTION OF IMPLAN

The direct, indirect and induced economic impacts of AHA! 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 also includes 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 I – IMPLAN ECONOMIC IMPACT METHODOLOGY

I. AHA! Thursday Nights and City Celebrates!

The economic impact analysis of AHA! Thursday Nights and City Celebrates! includes three types of expenditures: organizational expenditures, in-kind expenditures and visitor expenditures.

A. Organizational Expenditures

1. AHA! 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 AHA! 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. While many economic impact analyses include only spending from visitors who live outside the community (i.e. “incremental” or “new” spending), expenditures from both local and non-local AHA! Thursday Night and City Celebrates visitors are included in the model because there is little economic activity in downtown New Bedford on non-AHA!/City Celebrates! Thursday nights with most stores, restaurants, museums and attractions either closed or sparsely visited after 5pm. Thus, spending by locals at AHA!/City Celebrates! represents new spending in the downtown area. However, it is estimated that 20 percent of AHA!/City Celebrates! expenditures by local visitors would have been made in New Bedford regardless of the events, i.e. these are “substitute expenditures.” In other words, visitors are simply changing the times they visit downtown New Bedford and the spending would have occurred regardless of the AHA!/City Celebrates! event. Thus, visitor expenditures have been reduced by a factor of 20 percent.
II. Greater New Bedford Summerfest

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

A. Organizational Expenditures

1. **Summerfest 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. RPC values are applied because the majority of the performers and vendors are not local.

3. **Other Summerfest 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 in the model with no RPC. Because traditional economic impact analysis measures “new money” that comes into the local economy from outside the area, visitor expenditures were adjusted accordingly:

   a). **Substitution effect for local visitors**: It is estimated that 50 percent of New Bedford visitor expenditures would have been made in the local economy regardless of the event, that is, 50 percent of Summerfest expenditures are “substitute expenditures” in that local visitors would have spent the money elsewhere in the community if Summerfest was not held (this adjustment does not apply to spending by non-local visitors).

   A 50 percent estimate (compared to only 20% for AHA!) was used because Summerfest is a ticketed event at which visitors are likely to spend all day or all weekend. Conversely, the substitution effect for AHA! is only 20 percent because it occurs more frequently throughout the year and is held for only four hours.

   b). **Vendor Factor**: Spending has been adjusted by 50 percent to account for spending at non-local vendors. Non-local vendors have no economic impact because they take the money they earn out of the region. The 50 percent estimate is derived by the following:

   Over a third of vendors (36.7%) are local (data provided by Summerfest staff). Because the visitor survey expenditure questions included both spending inside and outside the gates of Summerfest, the final expenditure data likely includes spending at local restaurants, museums, etc. Therefore, it is estimated that half of the visitor spending at Summerfest was made at local establishments or from local vendors. (Data by type of expenditure (e.g. food/drinks, arts & crafts, etc.) was not available, therefore all vendors regardless of type were aggregated).
c.) **Outflow Impact:** Expenditures by local visitors made at non-local vendors actually represent a negative economic impact since money is taken out of the region. For example, a New Bedford resident spends $10 on a T-shirt from a vendor from Maine who leaves the area when the event is over. This represents a $10 loss to the region in terms of economic impact.

It is estimated that half of spending is to non-local vendors (see section above), thus spending by local residents has been adjusted by another 50 percent. This adjustment does not apply to spending by non-local visitors.

### III. Working Waterfront Festival

The economic impact analysis of the Working Waterfront Festival includes three types of expenditures: organizational expenditures, in-kind expenditures and visitor expenditures.

**A. Organizational Expenditures**

1. **Working Waterfront Festival 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. RPC values are used because the majority of the performers and vendors are not local.

3. **Other Working Waterfront Festival 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 in the model with no RPC. Because traditional economic impact analysis measures “new money” that comes into the local economy from outside the area, visitor expenditures were adjusted accordingly:

   a). **Substitution effect for local visitors:** It is estimated that 50 percent of New Bedford visitor expenditures would have been made in the local economy regardless of the event, that is, 50 percent of Working Waterfront Festival expenditures are “substitute expenditures” in that local visitors would have spent the money elsewhere in the community if Working Waterfront Festival was not held (this adjustment does not apply to spending by non-local visitors).

   A 50 percent estimate (compared to only 20% for AHA!) was used because Working Waterfront Festival is a larger one-time event at which visitors are likely to spend all day or all weekend. Conversely, the substitution effect for AHA! is only 20 percent because it occurs more frequently throughout the year and is held for only four hours.

   b). **Vendor Factor:** It is estimated that 30 percent of Working Waterfront vendors are non-local (data provided by Working Waterfront Festival staff) and visitor expenditures have been
adjusted by 30 percent to account for spending at these vendors. Non-local vendors have no economic impact because they take the money they earn out of the region.

Because the visitor survey expenditure questions included both spending inside and outside the gates of Working Waterfront Festival, the final expenditure data likely includes spending at local restaurants, museums, etc. Therefore, it is estimated that eighty percent of the visitor spending at Working Waterfront Festival was made at local establishments or from local vendors. (Data by type of expenditure (e.g. food/drinks, arts & crafts, etc.) was not available, therefore all vendors regardless of type were aggregated).

c.) Outflow Impact: Expenditures by local visitors made at non-local vendors actually represent a negative economic impact since money is taken out of the region. It is estimated that 30 percent of visitor expenditures are made at non-local vendors (see section above), thus spending by local residents has been adjusted by another 30 percent. This adjustment does not apply to spending by non-local visitors.
APPENDIX I – MARKETING, MEDIA AND PUBLICITY

- 3rd Eye
- Boston Herald Escape
- Cape Verdean News
- DNB Guide
- El Latino Expreso
- Gallery Guide
- Hathaway Weeklies
- Motif
- NB Public Schools
- New Bedford Symphony Orchestra
- Jornal
- Jornal Brasileiro
- Portuguese Times
- Provi Phoenix
- Seaside
- SouthCoast 247
- Standard Times
- The Downtown Holiday Happenings Campaign
- Travel Host
- UMass 20cent Fiction
- UMass Torch
- Wanderer
- What's Up
- Wicked Local
- Your Theater

Radio:
- WBSM/FUN 107

On-line calendars:
- SouthCoast Insider
- New Bedford 360
- bostoncentral.com
- whofish.org
- Massachusetts Office of Travel and Tourism

Television:
- Chanel 10, Providence
- New Bedford Cable Access Arts and Culture Show

Social Media

E-blasts:
- AHA!,
- New Bedford Preservation Society
- New Bedford Whaling Museum
- Rotch-Jones-Duff House and Garden Museum
E-blasts (continued):

- Ocean Explorium.
- New Bedford Whaling National Historical Park Newsletter

Other

- bridgething.og newsletter article
- Facebook
- MassINC blog article
- Myspace
- Twitter

xxxiii The IMPLAN modeling system draws on a variety of statistical sources, including the Bureau of Labor Statistics Growth Model, Bureau of the Census, ES-202 employment and earnings data, the Regional Economic Information System (REIS), and the Bureau of Economic Analysis Gross State Product data.