

<u>CAST Survey 2013</u>	<u>Vail</u>	<u>Aspen</u>	<u>Jackson, WY</u>	<u>Steamboat</u>	<u>Telluride</u>	<u>Snowmass Villg</u>	<u>Estes</u>	<u>Dillon</u>	<u>Crested Butte</u>	<u>Park City</u>	<u>Grand Lake</u>	<u>Minturn</u>
Does your community have outdoor art shows?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, Summer & Winter Markets
If so, how many per year?	One - Vail Arts Festival, plus Farmers' Market that includes art	Three art shows, plus Farmers' Market that includes art	Four, plus several on private property; not included here.	Two festivals + art is sold at the farmers' market.	One	Three	Four: Art Market, Arts & Crafts Show, Plein Air, Fine Arts & Crafts Fest	One art show & Farmers' Market that includes artists	Two	One art show & Summer Market	Three	12 Summer & 2 Winter
When are they held?	Last weekend in June, Fri - Sun	1 in June, 2 in July	July, Aug (2) & Sept.	July (Art in the Park) & August (All Arts Festival)	Independence Day week	July & August	Memorial Day Wknd - mid-Sept.	3rd weekend in July (art show); summer long (Farmers' Market)	early Aug. & Labor Day Wknd	August	June - Sept.	Saturdays June - September; 2 Sat. in Dec.
Where are they held - public or private property?	Combo of public & private property	Public streets & malls	Combination of public and private property	Public (park & streets)	Combination of public and private property	Public	Combination of public and private property	Public streets & lot	Public/downtown	Public/downtown streets & park	Public	Combination of public and private property
Who are they produced by?	Eagle Valley Events, a for-profit organizer	Chamber, Private producer & Private producer in conjunction with the City's Wheeler Opera House.	NPO, Chamber & ForProfit	Art Council & Chamber; Farmers' market by Main Street Steamboat	Sheridan Arts Fnd/NPO	Town of Snowmass Village	Local NPOs (Art Center, Cultural Arts Council, Rotary & Guild)	Art show is produced by third party for-profit organize; Market by TOD	NPO & art gallery	NPO	Chamber	Town of Minturn
How long have they been in existence?	25 years	Two are three years old, the other is 10 years old	30, 48 & multiple yrs.	Long time	10 yrs	Varies on the event but some type of art show has been held for several years	varies - up to 39 yrs.	Art show: 6 years; Market: started in 1997	41 & 24 yrs.	40 yrs.	3+ years	15 years
Do local merchants oppose or embrace?	Very much embrace this event	Wide range of acceptance	Generally embrace, but sometimes competition plays a factor	Embrace them	Both. Overall, merchants benefit; some issues (parking & street closures) that may negatively affect merchants negatively; but the overall impact on economy is significant.	Embrace	Merchants are split evenly in opposition & embracing	Most merchants embrace bringing folks into town	Merchants seems to embrace	30% oppose, 70% embrace	Mixed	Local merchants vary in level of support, but have allowed free or special rates to merchants depending on circumstances.

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Do local art galleries oppose or embrace?	Embrace as well	Wide range of acceptance	Generally embrace, but sometimes competition plays a factor	Participate in them	Local galleries generally embrace	At this time there are no local galleries	galleries join events & host some private functions	N/A, we don't really have any galleries	It is mixed- we get both, but most embrace festivals	50% oppose, 50% embrace	Embrace	N/A; they participate
What does your Council/municipality see as benefits of art shows?	Creates vibrancy and vitality, brings in a desirable clientele, promotes Vail's commitment to the arts, increases sales tax for local businesses, restaurants and lodges	They help to "program" the town, provide something for the guests to do, and also serve as specific draws for certain guests.	Tourism draw, sales tax generation, exposure to local galleries, exposure to local restaurants	We are a resort town, any festival or attraction is beneficial	Economic engine, community vitality through the arts.	NA	Attracts guests to increase sales tax revenues; events are intended to encourage visitation or to offer experiences	Offering activities which brings visitors to town core; trickles down to restaurants & the like.	They bring huge economic benefits & attract individuals who will be repeat visitors.	Adds to cultural diversity of the community, overall positive economic benefits, exposes non-residents to our communities activities	Town contracts chamber to market; chamber organizes arts fairs to provide activity & to raise \$ for other events	Supports; sees positive impact on image & tourism
What does your community see as the benefits?	Creates vibrancy and vitality, brings in a desirable clientele, promotes Vail's commitment to the arts, increases sales tax for local businesses, restaurants and lodges	They help to "program" the town, provide something for the guests to do, and also serve as specific draws for certain guests.	Community building event which also supports the local economy	Some old-timers who hate the traffic, but most agree that it adds to the quality of life here	Community sometimes feel displaced by crowds, but mostly embrace because of the cultural & economic impacts.	NA	Again the businesses are split on the benefit as well as our citizens. Some like the events and attend them while others don't like the extra traffic brought to town because they came here to retire.	Adds culture to our community, and it's a great way to spend a beautiful summer day in Dillon	They bring huge economic benefits & attract individuals who will be repeat visitors.	Adds to cultural diversity of the community, overall positive economic benefits, exposes non-residents to our communities activities	Town contracts chamber to market; chamber organizes arts fairs to provide activity & to raise \$ for other events	Positive sales tax revenues, awareness of Town/brings people back other times for restaurants, bars, other activities
Are they successful? What do you use as quantifiable factors?	Yes - creates vibrancy and vitality, brings in a desirable clientele, promotes Vail's commitment to the arts, increases sales tax for local businesses, restaurants and lodges	All 3 are well attended, but we have no specific measures of success	range: 1k - 10k visitors	Yes; the numbers of visitors are large, but do not have specifics.	Yes. Measurements include tax revenues, plus Americans for the Arts & economic prosperity report, 2013 Telluride Cultural Master Plan.	NA	Calculate success thru tickets sales, vendor sales, overnight lodging/restaurant sales & downtown business sales.	Yes; nothing quantifiable; Market has 120 vendors & has maxed out; generates revenue via registration as well as tax revenues.	Yes, the business owners report increased sales.	Yes, event attendance, tax receipts and reports from year-round merchants	yes, as they generate \$s for other events	Thru an annual survey; seeing more out of town participants & greater cross section of age & demographics
Does your community have a 'Farmer's Market'?	Yes, Vail Farmers' Market & Art Show	Yes	yes - two	yes, noted above	yes	NA	yes	yes, noted above	yes	yes	no	yes, noted above