

# Celebrating the Great Lakes: A Study of Festivals and Events with Coastal Themes in the Southern Lake Michigan Region

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**CELEBRATING THE GREAT LAKES: A STUDY OF FESTIVALS  
AND EVENTS WITH COASTAL THEMES IN THE  
SOUTHERN LAKE MICHIGAN REGION**

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## SECTION I. THE IMPORTANCE OF SPECIAL EVENTS TO COASTAL AREAS

Fairs, festivals and special events of all descriptions are growing in numbers and importance throughout North America (Getz, 1991). Coastal areas have also experienced a growth in these events which have served to boost tourism revenues, increase community pride and enhance recreational opportunities (Lucy, 1981). Since the Bicentennial celebration and its maritime event known as *Operation Sail 1976*, many urban leaders have been awakened to the value of waterfronts and their ability to attract tourists (Lucy, Breen & Rigby, 1985). Although remarkable strides have been made in the past two decades in revitalizing some waterfronts, much remains to be accomplished. Today Operation Sail may be only a dim memory for most people, yet the many celebrations and events which have followed are growing in significance and potential. The purpose of this exploratory study is to document the magnitude of special events along the southern half of Lake Michigan and to learn more about how these events are operated and marketed.

### EVENT THEMES

Every special event has adopted at least one theme as its core. This purpose or *raison d'etat* is the image marketed to potential audiences and that central element of the event that makes it unique or special. Event managers understand well the importance of adopting theme(s) which will portray a positive image, attract visitors and will not conflict with local values (Getz, 1991). Once an event theme has been adopted, it must then be produced or choreographed as in a theatrical production. Care must be taken to insure that the elements or programs which comprise the event truly convey the image and theme intended by the sponsor. Although special events may be linked to an historical occurrence, natural feature or factor of ethnic significance, they remain staged attractions, heavily dependent upon the organizers' skills. As such, these events may either be poorly assembled and take on tawdry images or they may be masterfully organized and offer high quality travel or recreational experiences (Buck, 1977).

Event themes may be created that evoke positive images and provide attractive destinations. For special events the theme may be viewed as the embodiment of the tourism product, creating an image to satisfy the needs or desired benefits of the target audience. Coastal areas are rich in attributes that may be used to create a successful event. For example, waterfronts have a certain magnetism that draws people. The broad horizons, sight of ships, smell of sea air, and maritime lore all combine to form a very attractive package for local residents and the travelling public. These thematic attributes are easily represented through visual images which are beneficial in promoting the event and enhancing consumer recall or recognition (Uzzell, 1984). It's important also that the public's pre-existing maritime images are not negative ones. It's likely that the majority hold romantic notions of the sea and wish to confirm those images through participation in coastal festivals.

For those interested in promoting the preservation and wise use of our nation's coasts, festivals and events that have coastal themes may be more than generators of tourism revenues. These events may significantly impart an awareness and knowledge of the coast. In many cases events communicate strong images very decisively to numerous participants in a relatively short period of time. In summarizing her study of urban waterfront celebrations, Marilyn Wood states; "Celebrations do imprint powerfully, profoundly. They leave an image that people carry with them for a long time" (1986, p. 124).

Events which adopt cause related themes may be viewed as having a political impact. Ritchie comments, "To date it has been somewhat unfashionable to explicitly acknowledge the



pursuit of political objectives in relation to the sponsorship or hosting of a hallmark event" but he goes on to say that such purposes do exist and that "governments or private groups from a nation or major city may seek to enhance the reputation of their region for commercial and tourism purposes or hope to promote the status of a particular ideology in relation to the event" (1987, p. 10). Event sub-themes which promote broad social causes rather than the immediate appeal of having fun are not unique and may be far more widespread than commonly thought. For example, ethnic events have been started to help preserve some aspect(s) of the respective culture and to communicate them to others. County fairs have served to enhance the agricultural community for many years by mixing the display of farm crafts and products with camaraderie and fun. Organizers of arts and crafts fairs often seek to preserve valuable skills represented at these fairs by providing viable markets for artisans. In less secular nations, similar events are held as religious festivals or feast days and are an integral part of local culture.

### **SOCIAL CAUSES AND SPECIAL EVENTS WITH COASTAL THEMES**

Many special events are held in coastal areas, and some of these productions are specifically focused on maritime themes. Lucy estimates that there are more than 200 such events annually produced across the nation (1981). There are relatively few scientific studies of individual events regardless of type, much less specifically targeting coastal events. One exception to this generalization is the work of Jon Lucy at the Norfolk Harborfest (Lucy & Baker, 1979, Lucy and Bochenek, 1986). These studies, like most others, focused on market analysis and event management. The purpose of such research is to help operators improve the management of the event which usually translates into increasing attendance and maximizing tourist expenditures and/or vendor profitability. Arguably the assumption is made by all concerned that the event participants are receiving the intended experiences. This assumption may or may not be correct particularly as it relates to the broader social objectives of the event. For example: do county fairs conducted in the 1990s actually transmit agrarian values to participants? Do ethnic festivals promote a greater understanding of other cultures and tolerance for cultural diversity? Do events with marine themes enhance the general public's understanding and appreciation of this complex and valuable material and cultural resource? No research has been completed that documents the effectiveness of special events in promoting cause related social issues. So sparse is data about special events little is known about how many there are, how they are run, what their purpose is or how many persons attend.

Further complicating the issue of coastal events is the occurrence of multiple themes, unrecognized reliance upon the coastal environment and the level of theme intensiveness. For example, an event could be located on a waterfront because of the ambiance yet not have a coastal theme per se. Or, organizers may have created an arts and crafts event that has a small emphasis on coastal crafts. Conversely, the event could be exclusively themed to the coast, highlighting the waterfront, boats and ships, seafood, coastal lore, etc. The range of options is wide.

### **PURPOSE OF THIS STUDY**

It is intended that this exploratory study would document the extent and intensity of special events with coastal themes that are held in four states comprising the southern Lake Michigan Coast (Michigan, Indiana, Illinois and Wisconsin). Specific goals include the following:

Locating and inventorying events in this region

Identifying the events that have coastal themes and those that do not

Comparing and contrasting events having coastal themes with those that do not  
Identifying the coastal themes, and evaluating their focus and intensity  
Examining selected aspects of event operation such as promotion, revenues and attendance

This preliminary data will help demonstrate how important these events are to coastal economies, how important they are as recreational pursuits and the potential that exists to use special events to convey coastal values. Following this initial work, further studies may be undertaken that could test the impact of themed events upon participants; that is, what such studies can identify event-goers learn about coastal issues as a result of their attendance and what sponsors can do to enhance understanding.

## DEFINITIONS OF TERMS

The specific definitional criteria for special events and festivals, the nature of events and a specified geographic area along the shoreline of Lake Michigan were the following:

*Special Event and Festival:* "special events" were defined as those community events which were classified as one-time or annual events, whether they were called festivals, events, carnivals, fairs, shows, parades, or tournaments. Secondly they were considered to be public events; i.e., accessible to the general public or to a specific interest group. Thirdly, they could be organized by any range of organizations, including civic organizations, non-profit organizations, or private enterprise. It was assumed that these special events would be promoting community endeavors.

*Geographic Boundaries:* The southern area of Lake Michigan was selected, which included all areas south of an imaginary line from Sheboygan, Wisconsin to Ludington, Michigan. An area within five miles of the coastline was set as the limit of coastal areas. Relevant sections of Wisconsin, Illinois, Indiana and Michigan were identified.

*Themes of Special Events:* The study was specifically targeted to those events which related to Lake Michigan, whether the Lake was promoted or featured within the event. Of secondary interest were those other special events in the geographic area identified which had more general themes.

## ORGANIZATION OF REPORT

Section Two describes the research methods used in this study. Particular detail and attention is focused on the elaborate methods used to identify the survey sample.

The findings section (III) of this report will be divided into groups of questions paralleling those used in the questionnaire. I. General Background, II. Themes and Focus of the Special Event, III. Attendance, IV. Promotion, V. Resources and Revenues.

To aid in the interpretation of the data collected, each question will be examined individually. Included in that discussion will be the objective of the question, the rationale for including it in the study, a narrative and tabular presentation of results, and conclusions.

A statement of overall conclusion will be found in the Implication Section at the end of this report. Appendices also are provided for supporting material.

## SECTION II. RESEARCH METHODS

The purpose of this study was to determine the nature and extent to which coastal themes were included in special events and festivals held along the shoreline of southern Lake Michigan. This study sought to identify those social and economic factors which may be contributing to

community well-being and whether the Lake is perceived as a significant contributing factor in community life along the lake shore. The study included special events which have featured the lake or items with a related marine theme such as food, marine arts and crafts, produce, and seasons. Commercial as well as non-profit ventures, sporting or recreational events, and cultural, historical, social, environmental or educational events were included. In order to achieve this aim, as many special events and festivals as possible were identified within a specified vicinity of Lake Michigan.

Existing detailed information on special events and festivals was minimal and consisted of advertisements or listings in state or regional promotional material. There was no detailed record or listing of these events beyond those records held independently by the county or regional authorities which assisted with promotion of tourism and these events. Frequently these records included only the event name, date, location and telephone contact. This lack of consistent data about each event and the inability to readily access the target population by mail meant that the research team would have to construct such a list from the material that was available. That process is described below.

## **IDENTIFYING AND ASSEMBLING THE SURVEY SAMPLE**

### **STAGE 1 - TO LOCATE SPECIAL EVENTS AND FESTIVALS**

To locate the special events and festivals, the project relied on the existing information networks across the area identified. State officers of the Sea Grant Program were contacted first, and they supplied names of managers or development officers in relevant state, county or regional organizations. These included the following:

- County tourism bureaus
- State or county travel bureaus
- State and regional tourism offices
- Convention visitors bureaus
- Chambers of commerce
- Government agencies
- Industry organizations
- Coast Guard organizations
- Special purpose organizations
- Parks and recreation departments
- Tourism councils

From the sources above, the study team sought to identify relevant events as advertised in local promotional material. It sought calendars of events, names of key organizations or organizers, or other information that would provide names, telephone numbers and mailing addresses for special event and festival organizers.

At the end of this stage, the project members had assessed an extensive supply of promotional material from several sources. Material supplied included 1991 and 1992 calendar of events for each state, local and regional promotional material, brochures, newsletters, newspapers, and organizations' records.

### **STAGE 2 - THE DEVELOPMENT OF A SPECIAL EVENTS AND FESTIVAL LIST**

Before the surveying could begin, a list of events meeting the definition criteria of special event as defined above had to be constructed. Promotional material concerning events occurring within the geographic boundaries of this study were checked against the criteria defining a special

event in order to ensure the validity of its inclusion. On the basis of the event name and any description given in the material supplied, events were placed into four categories for further study:

- a) water-related events;
- b) in the area but not water-related;
- c) unable to determine from the information supplied;
- d) not relevant (being outside the area or not a special event)

Because the study focused on those events which were likely to feature the Lake, the event's relationship to the coast was considered critical. Water themes or geographic location were the elements by which events were evaluated. The reliance on listed event names or their activities always did not reveal this relationship. As a result, geographic location was considered of most importance; therefore, all those identified in the categories a) and b) were included in the study. Those events in category c) above were included in category b) or d), depending on further inquiry in stage 3 below. Those events classified in d) were ignored. Having identified these events, a mailing list was developed.

### STAGE 3 - THE DEVELOPMENT OF A MAILING LIST

All material supplied was crosschecked to ensure that every special event advertised in any of the material was identified and followed up upon. Organizations such as the travel bureaus, chambers of commerce, or convention visitors bureaus were recontacted by phone to locate difficult to find organizations or to clarify information concerning questionable events. Contact names and telephone numbers were identified from the material supplied, and a telephone list was compiled for those events listed in categories a) and b) above. This telephone list formed the basis for the development of a mailing list.

The next phase of constructing a sample of events was to contact each event administrator on the telephone. The purpose of this call was to:

- a) inform them of the nature of the proposed study;
- b) inform them of the intended survey of all special events;
- c) confirm the name and mailing address of the most appropriate person to survey;
- d) seek their willingness to participate in the survey;
- e) ask if they organized other special events, and if so which;
- f) ask if they knew of other special events, either past, present or future that may be appropriate for the purposes of this study.

If the person telephoned was not the relevant person, the caller asked for the name and telephone contact of the appropriate person, or a mailing address. In most cases this telephone call produced the correct person. Very few additional special events or festivals were identified in this manner. Names or telephone numbers of organizers of other identified events, however, often were supplied, making initial contact easier. Newly planned, intended, canceled events or any duplicate records of events, became apparent from this process. There was a very low rate of refusal, with only two organizers not willing to participate. Where only mailing addresses were available, those persons were contacted by letter. Answering machines and home telephone numbers frequently were encountered, making contact difficult and resulting in repeat calling.

Creating the sample for this study was very time consuming and cumbersome; comprehensive reliable and complete lists of events were not available, and due to the voluntary nature of event management, contact persons were often very difficult to identify. Nevertheless, a mailing list of relevant and identified special events in the nominated area was compiled. Three

hundred and seventy-one special events, together with a further 16 events which could not be located, were identified as meeting the criteria set by the project.

## QUESTIONNAIRE DEVELOPMENT

Special event organizers were targeted to supply details of those events identified by the project as having a coastal theme. These included event names, themes and activities, target audiences, attendances, duration of event and its longevity. In addition, the study sought details of the extent of support from sponsors and the community, the scope of financial commitment and employment capacity of the special events. Issues such as the purpose of the special event, whether Lake Michigan was featured and, if not, the reasons for not featuring the Lake, together with the organizers' perception of importance of lake-related themes, methods of promoting the event and raising revenue also were considered important indicators of event administration. Information was sought on attendance trends over the past three years and whether the participants were mainly local residents or visitors to the area.

After a thorough review of existing festival and event literature and survey instruments prepared for other studies, a questionnaire was drafted. This instrument went through many in-house reviews and was sent to other scholars for their critique and review. Further, practitioners were asked to review and comment on the questionnaire. The telephone screening process for the development of the mailing list was also used to help craft survey questions. A questionnaire was then pilot tested on festival organizations outside the area defined. Following this thorough development and review process, the refined instrument was produced in its final form.

To improve the potential respondents' willingness and ability to complete the survey, the questionnaire was laid out in a fashion that sought to maximize clarity and visual attractiveness. A large booklet format was employed and is included, along with percentage results, in Appendix A.

Three hundred and seventy-one questionnaires, together with a cover letter and pre-paid business reply envelope, initially were sent by first class mail to each event manager. Approximately two weeks later, a follow up letter, a second copy of the questionnaire and pre-paid envelope were forwarded to those organizers of singular event who had not yet returned surveys. Those organizers of multiple special events (a total of 44 organizers) were forwarded a follow-up letter only. Approximately one week later, organizers of multiple events were telephoned. As a result of these efforts, 242 questionnaires were returned, and 234 were included in the study. Two of the returned questionnaires were duplicates of festivals on the original mailing list, two were new events not yet held and two were from outside the designated area.

Sample size and response rates are shown for each state in Table 1. This data indicates that more events with coastal themes were identified in Michigan and Wisconsin than in the other states. This result probably is due to the longer coastlines in those states. The fewest number of events were identified in Indiana, probably because it has considerably less coastline than the above-mentioned states and is not as metropolitan nor as populated as the Illinois coastline.

The overall return response rate was 63%, with lower response rates reported from Indiana and Michigan. The varying response rates by states may be related to how well each state's tourism industry is organized. It may be that special events in southern Wisconsin have stronger ties to public agencies such as the Cooperative Extension Service and are more accustomed to complying with requests for information.

A second possible explanation for differing response rates is the frequency of managers conducting multiple events. Most (75%) of the multiple event organizers were in Indiana and Michigan where the lower return rate is evident. Organizers of more than one event may have

felt burdened by filling out multiple copies of the instrument, which may have had an affect on the response rate.

**Table 1**  
**RECORD OF SPECIAL EVENTS IDENTIFIED, SURVEYED AND RETURNED**

	IN	MI	IL	WI	TOTAL
No. of events identified	67	122	96	111	396
No. of surveys sent	60	116	91	104	371
No. of surveys returned	34	71	58	77	240
Not useable-duplicates	1		1		2
no event held	2				2
outside area	1	1			2
Net Returns used in the study	30	70	57	77	234
% returned	50%	60%	63%	74%	63%

#### LIMITATIONS

The results of this study can be generalized to festivals and special events on the southern borders of Lake Michigan and perhaps beyond. In spite of efforts to develop a comprehensive sample, the study makes no claims of contacting all special events in the designated geographical area. Thus, information from events that the study failed to contact simply are not reported and findings may underrepresent the magnitude of all events in the region.

The categorization of events in the list development stage was somewhat subjective. It is therefore possible that some events were incorrectly categorized as not relevant. However, the research team tried to compensate for this possibility. Any events considered questionable as to whether they were outside the area or not a special event were included as "c) unable to determine from information supplied," until it was certain in which category to place the event. If such problems in determining the relevance of the event to the study did occur, it would also tend to underrepresent coastal events.

#### LAKE MICHIGAN SPECIAL EVENT QUESTIONNAIRE: OBJECTIVES, JUSTIFICATIONS, RESULTS AND INTERPRETATION OF EACH QUESTION

The following section of the report will describe all items that were included on the survey questionnaire (see Appendix A) sent to those in the sample of special event managers. Each question, its objective and justification, survey results and an interpretation of the data are presented below. The actual question is provided to the reader as a reference. Often valuable

interpretive insight is lost when one tries to thoroughly comprehend charts and tables that necessarily rely upon abbreviated titles, values, and labels. A brief statement of the question's objective alerts the reader to the purpose for asking the question. A rationale for the item's inclusion in the survey is provided for further information that will offer aid in the understanding and application of the data. It is anticipated that the presentation of the question along with its objective and rationale will greatly enhance the understanding of the results that follow. The write up for each item includes the authors' interpretation of the data in view of the question's purpose. It is recognized that there may be many opportunities to use this data that are not apparent to the research team and those using the information should look for applications and meaning beyond that provided below.

### **SECTION III. FINDINGS**

#### **I. GENERAL BACKGROUND**

This section examines the who, what, where and when of each event. It contains basic data that could be compared across studies and benchmark information.

*Question 1:* Confirming data on respondent.

*Question 2:* What is the name of the sponsoring organization?

*Objective:* To determine the scope of organizations involved in conducting special events.

*Rationale:* The examination of event sponsors serves to indicate the extent of involvement and support for special events, whether a wide cross section of the community was involved or only specific segments.

*Results:* Table 1-1 shows that special events are conducted by an array of organizations, ranging from those established to specifically conduct festivals, to business organizations, media, maritime, historical or cultural organizations, hospitals or unions, city or recreation and park agencies. Over half (57.4%) of all organizations which conducted these events were either festival associations, city and community organizations or cultural organizations.

City and community organizations included city and parks and recreation departments, service clubs, and neighborhood associations. Cultural organizations included cultural, historical, ethnic, and educational organizations. Sporting and Recreation organizations included sporting associations, special interest groups, and arts associations. Maritime associations included Coast Guard and Port Authorities. Appendix B gives the complete list of sponsoring organizations for the events responding to the questionnaire.

*Conclusions:* Special events along Lake Michigan tend to be organized by city and community organizations, business associations including private enterprise, special festival organizations and cultural organizations. Sporting and recreation organizations play a minor role in organizing and conducting special events.

A majority of sponsors can be characterized as non-profit civic organizations, yet one quarter of respondents report a business or private enterprise affiliation. Although many of these sponsors are for-profit organizations, it is presumed that most are not conducting the event to generate income. Rather, they are involved to demonstrate that they are good corporate citizens.

**Table 1-1**  
**TYPES OF ORGANIZATIONS CONDUCTING EVENTS**

	<u>%</u>	<u>n</u>
City and community organizations	26.9%	60
Business associations and private enterprise	25.1%	56
Festival associations	16.1%	36
Cultural organizations	14.4%	32
Sporting and recreation organizations	6.2%	14
Maritime associations	6.3%	14
Other organizations (including media)	3.5%	8
Several organizations	1.3%	3
<b>Total</b>	<b>100%</b>	<b>223</b>

**Question 3:** Do other organizations cosponsor the special event with you?  
 If yes, please list the cosponsors.

**Objective:** To determine the extent of interaction among, and support for, the event from different sections of the community, as well as the extent to which authority is shared.

**Rationale:** It was expected that should a wide cross section of organizations support the event, this would indicate a significant level of commitment and involvement from local industry or public organizations. This open-ended question allowed respondents to nominate several cosponsors.

**Results:** Approximately one-third of the events surveyed (36.9%) indicated that they had a cosponsoring organization. Of these 85 organizations, 68.2% indicated that they had more than one sponsor. Sponsoring organizations covered a similar range of organizations to those organizing the event. Of those nominating single cosponsors, 22 events reported having city and community organizations as cosponsors, and the same number of events reported cosponsors from business associations and private enterprise. Nine events have sporting or recreation organizations cosponsoring the event, and nine have media agencies as cosponsors. Cultural organizations were cosponsors for eight events, and maritime associations cosponsored three. Appendix B gives a complete list of cosponsoring agencies.

City and community organizations together with business associations were the dominant cosponsors. This may be due to the higher amount of resources these types of organizations are able to give to the event.

Sporting organizations and media tended to have higher profiles among the cosponsors than as event organizers. These may consist of organizations willing to lend support to an event but not having the mission nor resources to be the organizing body.

**Conclusions:** Special events tend to have less sponsorship from other organizations than was expected. Over 63% events do not have a cosponsor. This finding may indicate that in spite of the economic benefits and the potential for greater exposure, event managers have been either unwilling or unable to secure cosponsors. This enables the organizers to retain control of management and theme.

Seventy percent of those with cosponsors have multiple cosponsors, indicating an either-or condition. Events tend to either have no cosponsoring agencies, or to have multiple ones. As an event grows, more organizations may want to have their name associated with an event, thus resulting in multiple sponsorship.



# TYPES OF ORGANIZATIONS CONDUCTING EVENTS

## Frequencies

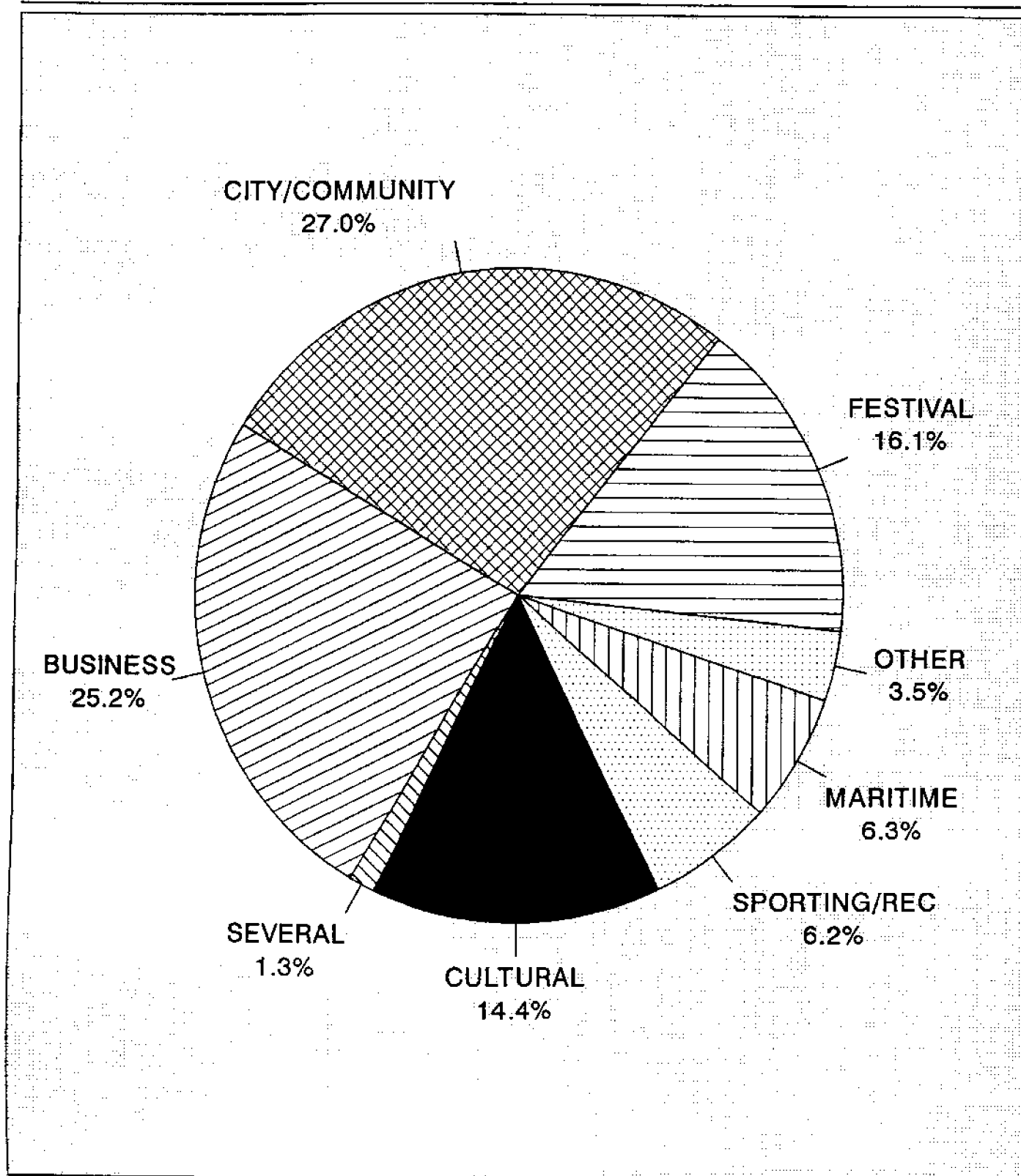


TABLE 1-1

**Table 1-2**  
**TYPES OF ORGANIZATIONS COSPONSORING EVENTS**

	<u>%</u>	<u>n</u>
Several cosponsors	68.2%	58
City and community organizations	25.8%	22
Business associations	25.8%	22
Sporting and Recreation organizations	10.6%	9
Media	10.6%	9
Cultural organizations	9.4%	8
Other organizations	4.7%	4
Maritime associations	3.5%	3
<b>Total</b>		<b>135</b>

(does not equal 100% due to multiple answers)

**Question 4:** How would you describe your special event? Please choose a word or phrase (for example, carnival, festival or county fair, etc.).

**Objective:** To learn what terms managers use to describe their events.

**Rationale:** This question sought to determine how events were classified by their organizers and to give an indication of the range of event types held on the southern coast of Lake Michigan. Of special interest was the extent of the use of the term festival, looking to see if this term was describing a specific kind of event or had become a catch-all label to loosely describe a range of dissimilar events. Further, the study looked for reference to the lake or water as an indicator of the relationship to Lake Michigan and how the lake might feature within the event.

**Results:** Most of the events tend to use a general or all encompassing description, rather than a specific one. As Table 1-3 indicates, half of the event organizers (50.7%) described their event as festivals. Of the 114 events which nominated festivals as a description, 31% added a specific description of their festival, for example, art, ethnic or food (see Table 1-4).

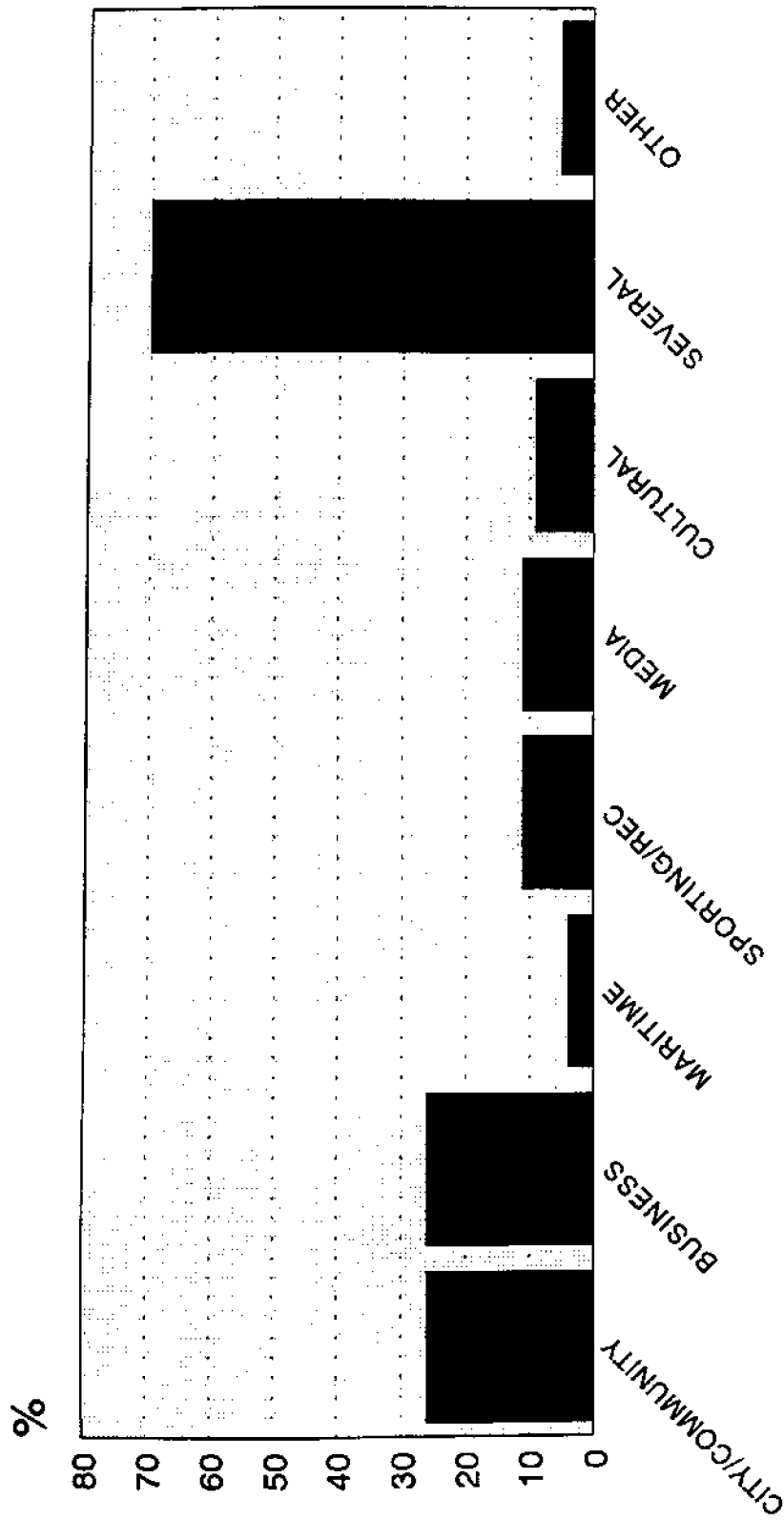
Where specific descriptions were used, only 8.4% indicated a relationship to the lake. Arts and craft events were most commonly nominated specific event (14.2%). A complete list of event descriptions is in Appendix B.

**Conclusions:** The term festival was the most widely used to describe special events, a few adding words to specify the type of festival. This suggests that festival is indeed used to describe a variety of events with very different activities and meanings. The use of this generic term may serve to draw a general audience, rather than to attract a more specific audience with special interests. However, the use of festival to describe an event leaves potential visitors with little information about the nature of the event and the activities included, and may result in lower attendance rates by certain audiences.

Lake-related events appeared minimal from the descriptions used. Fishing was sometimes used in event names. In five instances, events were described as waterfront events. There was only one respondent who indicated that a festival was a water festival.

# TYPES OF ORGANIZATIONS COSPONSORING EVENTS

## Frequencies of Types



Frequency

TABLE 1-2

**Table 1-3**  
**DESCRIPTION OF EVENT**

<u>Name</u>	<u>%</u>	<u>n</u>
Festivals	50.7%	114
Events (seasonal, social, sporting,)	12.5%	28
Shows, exhibits and trade show	12.5%	28
Fairs	9.8%	22
Fishing Tournament	5.8%	13
Other	5.8%	13
Holiday celebration and tour	2.6%	6
<b>Total</b>	<b>99.7%</b>	<b>224</b>

**Table 1-4**  
**TYPES OF FESTIVALS-GENERAL AND SPECIFIC**

	<u>%</u>	<u>n</u>
Festivals - no specific theme	69.3%	79
Ethnic Festivals	7.9%	9
Community/Family Festivals	7.9%	9
Food Festivals	4.4%	5
Art Festivals	4.4%	5
Music Festivals	2.6%	3
Car Festivals	1.8%	2
Historical Festivals	.9%	1
Water Festivals	.9%	1
<b>Total</b>	<b>100.1%</b>	<b>114</b>

# DESCRIPTION OF EVENT Frequencies

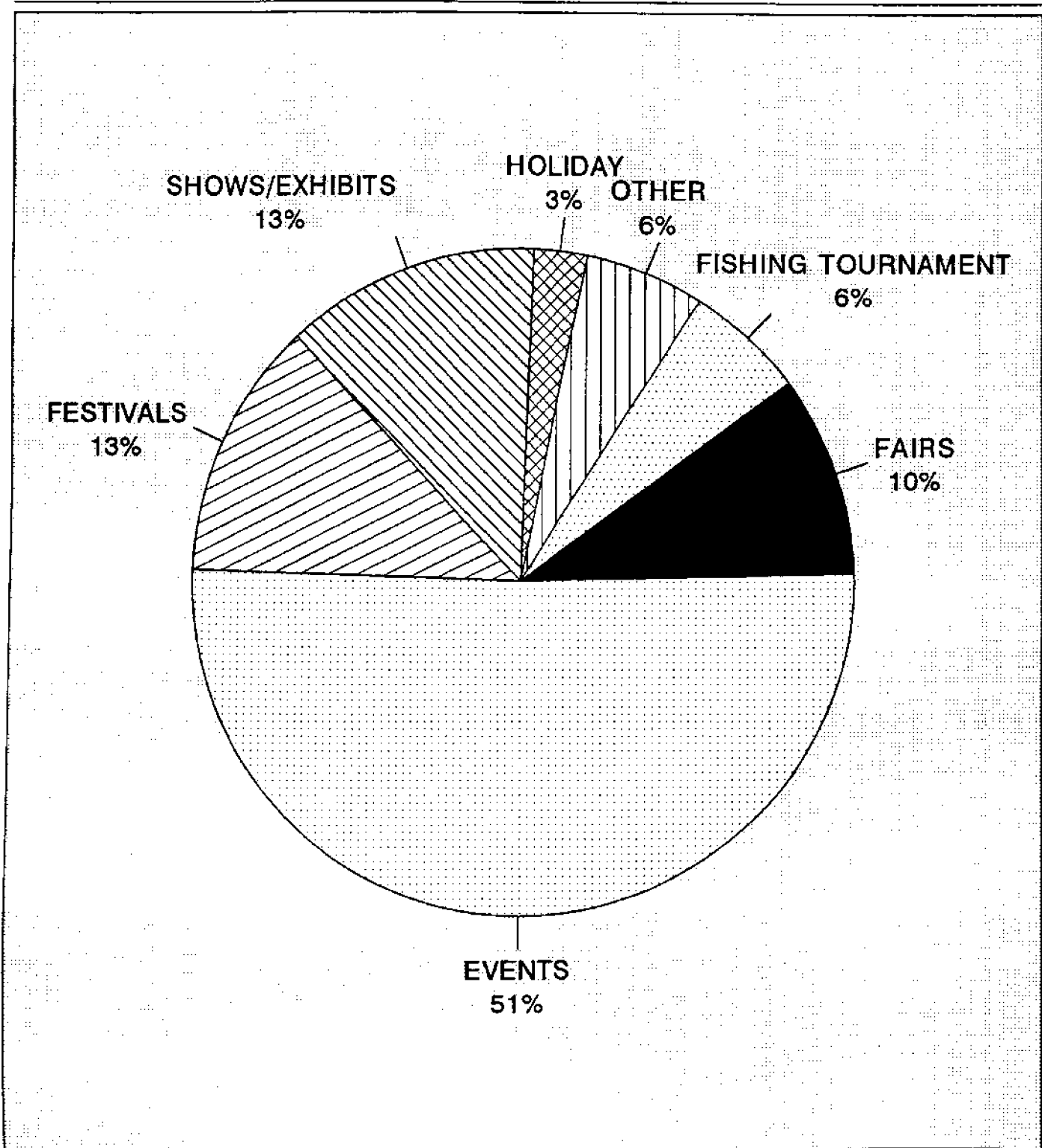
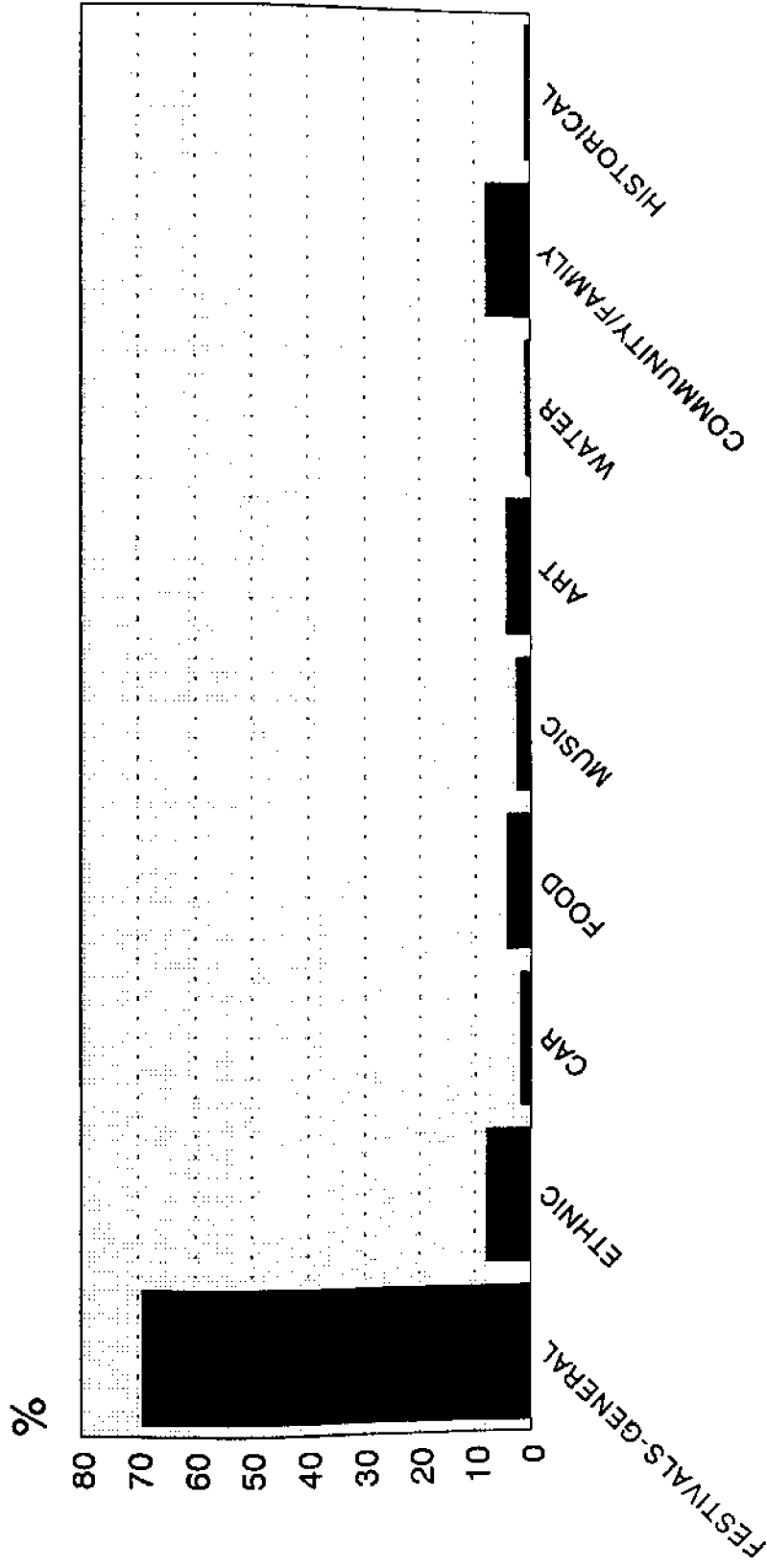


TABLE 1-3

# TYPES OF FESTIVALS

## General and Specific



■ Frequency

TABLE 1-4

**Question 5:** Where was your special event held? On the following list please check all venues.

1. Public parks or recreation areas
2. Fairgrounds
3. School grounds or facilities
4. Facility owned by organizers
5. On beach
6. In Lake Michigan
7. In parking lot
8. Convention center or auditorium
9. Community street
10. Church grounds
11. Private property
12. On the waterfront
13. On a farm or in a garden
14. In shopping malls
15. Other

**Objective:** To explore the range of venues used to hold special events.

**Rationale:** This list would show the extent of those events held in or beside Lake Michigan. Knowledge about where an event is held is important because it shows the resources (usually public) that are used. Location of a special event may be a limiting factor in what type of events may be conducted. It also provides a way to differentiate events on later questions by where the event was held.

**Results:** Almost one-third (32%) of respondents indicated that they used the waterfront, beach, or held their events on Lake Michigan. It is likely that these are the same respondents who also feature Lake Michigan within the event. If so, a relationship can be assumed between the site where an event is conducted and the degree that the Lake Michigan is featured.

The study found that 130 of the events in the sample were held at multiple sites (55.6%). Parks were the most popular venues used for special events, with 56% of respondents indicating their events were held in parks. Thirty-two percent of the special events were held on the waterfront and 13.2% were held in Lake Michigan. Streets or roads were used by 24% of the respondents, and 19% of events are held in a parking lot.

Only 2.1% of the respondents indicated that they used a farm or garden as an event site, and 3.8% are held on fairgrounds. Percentages of location sites used can be found in Table 1-7. Responses of event managers who selected the "Other (please specify)" category can be found in Appendix B.

**Conclusions:** Special events are held at a wide range of sites and at multiple sites in the area. Events have different goals and themes, and thus use different locales. Those events which did not feature Lake Michigan appeared not to use the lake as a site on which to hold their event. Events using multiple locales may be either the larger or multi-theme events, or events that have expanded beyond the capacity of their original location.

The smaller numbers of events being held at fairgrounds and farms or gardens may indicate a possibility for future event locations. These are locations that, if used, may make the event unique to other similar events that are held at more often-used locales.

Parks and waterfront areas were the most popular venues, perhaps due to their aesthetic atmosphere. Also, parks are one of the only public spaces large enough to hold many events. Special events often promote values of democracy and availability to all, which seems to blend well with the use of park land.

**Table 1-5  
SITES IN WHICH EVENT HELD**

<u>Site</u>	<u>%</u>	<u>n</u>
Park	56%	131
Waterfront	32%	76
Street or Road	24%	56
Parking lot	19%	45
Convention Center	15%	35
Private Property	15%	35
On Lake Michigan	13%	31
Own Premises	13%	31
School or College	12%	27
Beach	10%	23
Church grounds	5%	12
Shopping mall	5%	11
Zoo, museum	4%	9
Fair grounds	4%	9
Garden, Farm	2%	5

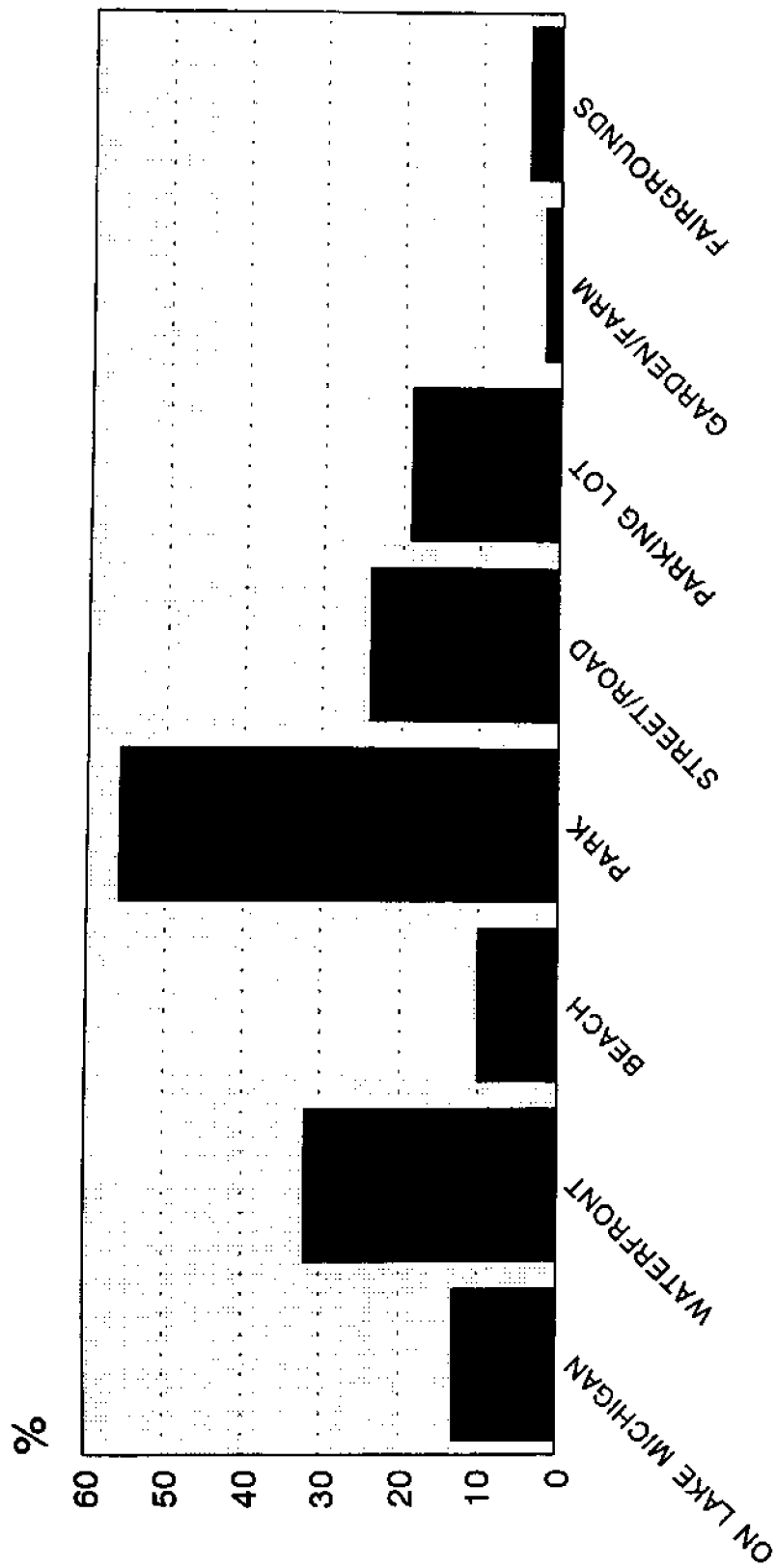
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(multiple responses)



# SITE IN WHICH EVENT HELD

## Frequency

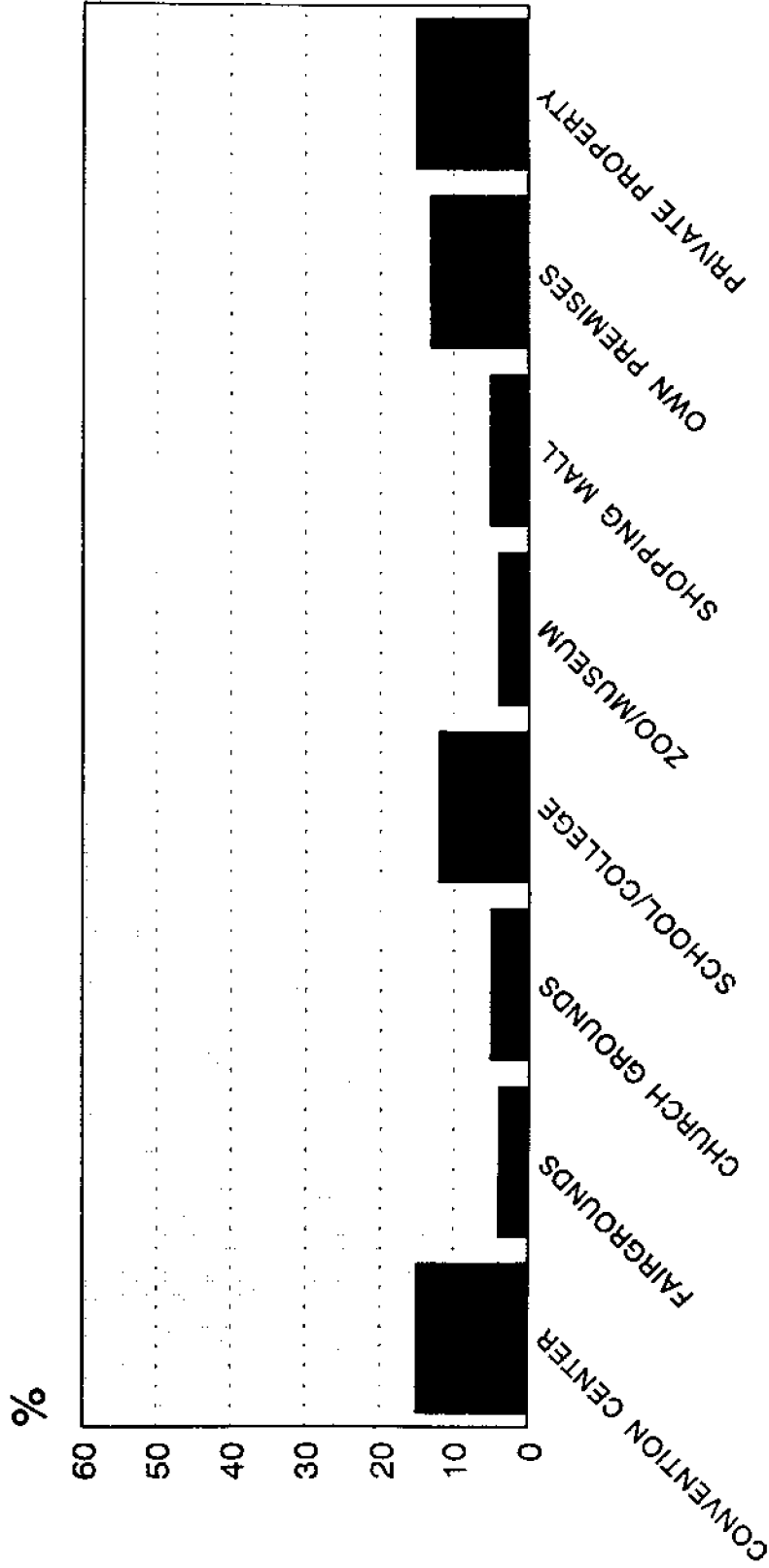


■ Frequency

TABLE 1-5(TABLE 1 OF 2)

# SITE IN WHICH EVENT HELD

## Frequency



■ Frequency

TABLE 1-5 (TABLE 2 OF 2)

**Question 6:** What were the most recent dates of this special event?

**Objective:** To determine the month of the year in which events were held.

**Rationale:** The question was asked to learn whether the events were held regularly throughout the year. Results of this question would show if events are coordinated with the tourist season, to what extent events are used in the off seasons, and/or if the event is used to stretch out the tourist season. This information may help those practicing events to "package" their advertising, and help new events by discovering gaps in the current "festival season". It was expected that most events related to marine themes would be held in the summer because of greater accessibility to the lake in the summer months.

**Results:** Seasonally, over half of the special events (54.5%) are held in the summer months of June, July and August. Seventeen and seven-tenths percent of events are held in spring (March through May) or autumn (September through November), whereas 10.4% take place during the winter months (December through February). (See Tables 1-8 and 1-9.)

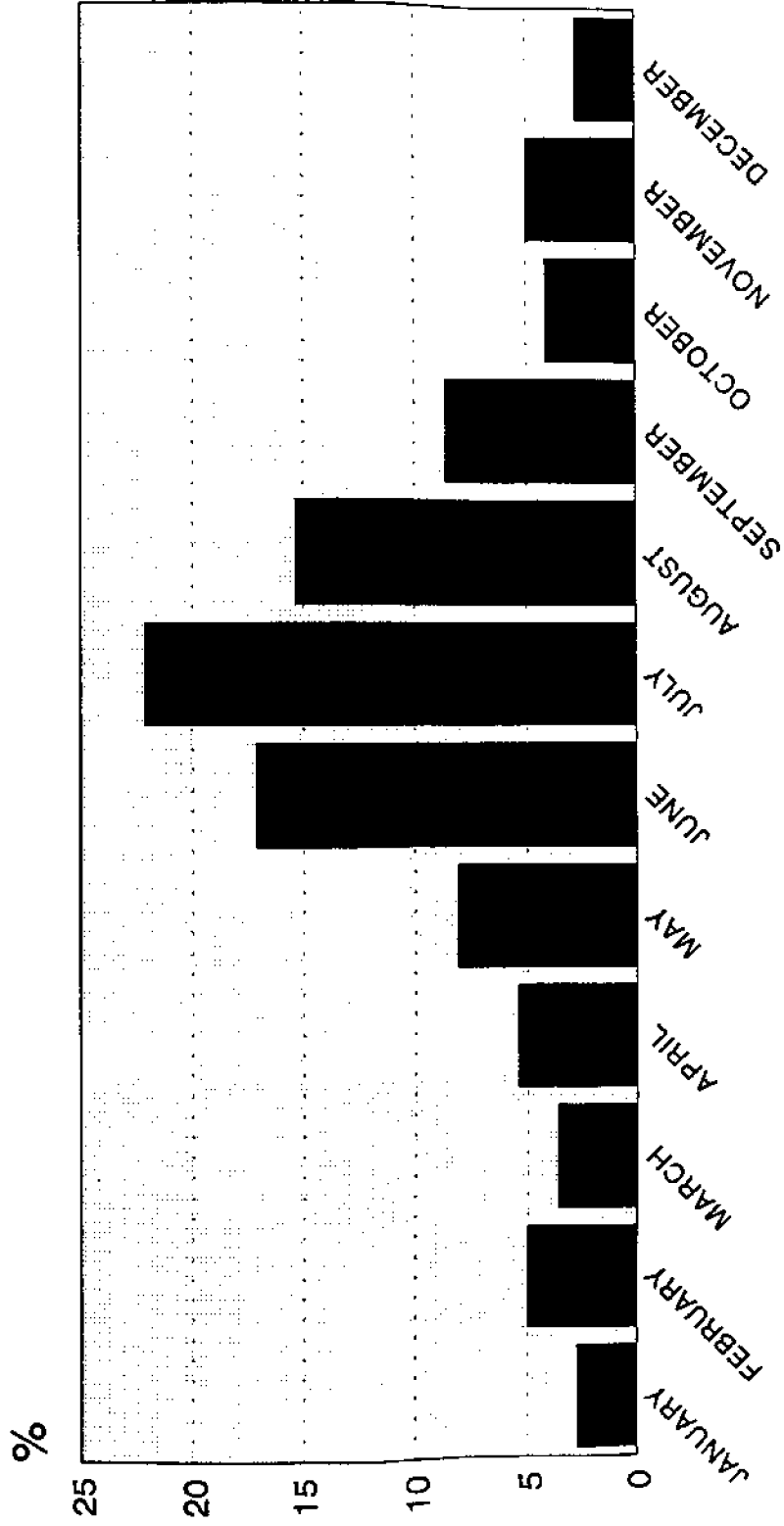
**Conclusions:** Not surprisingly, the summer months are the most popular times for special events and festivals. However, even higher percentages of summer events were expected. Weather is likely to be a significant factor, given that most events are held outdoors. Another factor may be the increased frequency of vacation travel in the summer, which increases demand and attendance of special events. The data show that there is a reasonably large number of events held in shoulder seasons (34.8%).

**Table 1-6**  
**MONTH EVENT IS HELD**

<u>Month Event Held</u>	<u>%</u>	<u>n</u>
January	2.7%	6
February	5.0%	11
March	3.6%	8
April	5.4%	12
May	8.1%	18
June	17.1%	38
July	22.1%	49
August		15.3%34
September	8.6%	19
October	4.1%	9
November	5.0%	11
December	2.7%	6
<b>Total</b>	<b>99.7%</b>	<b>221</b>

# MONTH EVENT IS HELD

## Frequency



■ Frequency

TABLE 1-6

**Table 1-7 SEASON EVENT IS HELD**

	<u>%</u>	<u>n</u>
Summer months (June-August)	54.5%	121
Autumn months (September-November)	17.7%	39
Winter months (December-February)	10.4%	23
Spring months (March-May)	17.1%	38
<b>Total</b>	<b>99.7%</b>	<b>221</b>

**Question 7:** How many days did this event operate? \_\_\_\_\_ days

**Objective:** To determine the number of days the events operate.

**Rationale:** One fundamental element of special events is that they are temporary. This question examined the length of time the event covered. Such data would give some indication of the size or impact of the event.

**Results:** Most (80.6%) of the special events on the southern coast of Lake Michigan surveyed are relatively short events, lasting less than five days. As Table 1-10 shows, over half of them (56%) are one or two day events. Less than five percent (4.7%) are held longer than ten days. Two of the longest festivals are a holiday tour and a winter festival, both running for 42 days.

**Conclusions:** Special events and festivals appear to be of short duration, usually being held over two days or less, with the majority being four days or less. This is not surprising, given that weekends are the times when most potential visitors are available to attend. Weekends may also be the time when most volunteers are available to help with the event.

Events of longer duration may require resources and organizing expertise not available to most sponsors. It is presumed that the longer duration events probably have periods of more intense activities within their operation.

**TABLE 1-8  
DURATION OF SPECIAL EVENTS**

	<u>%</u>	<u>n</u>
1 or 2 days	56.0%	131
3 to 4 days	24.1%	56
5 to 10 days	15.0%	34
10 to 42 days	4.7%	11
<b>Total</b>	<b>99.8%</b>	<b>232</b>

# SEASON EVENT IS HELD Frequency

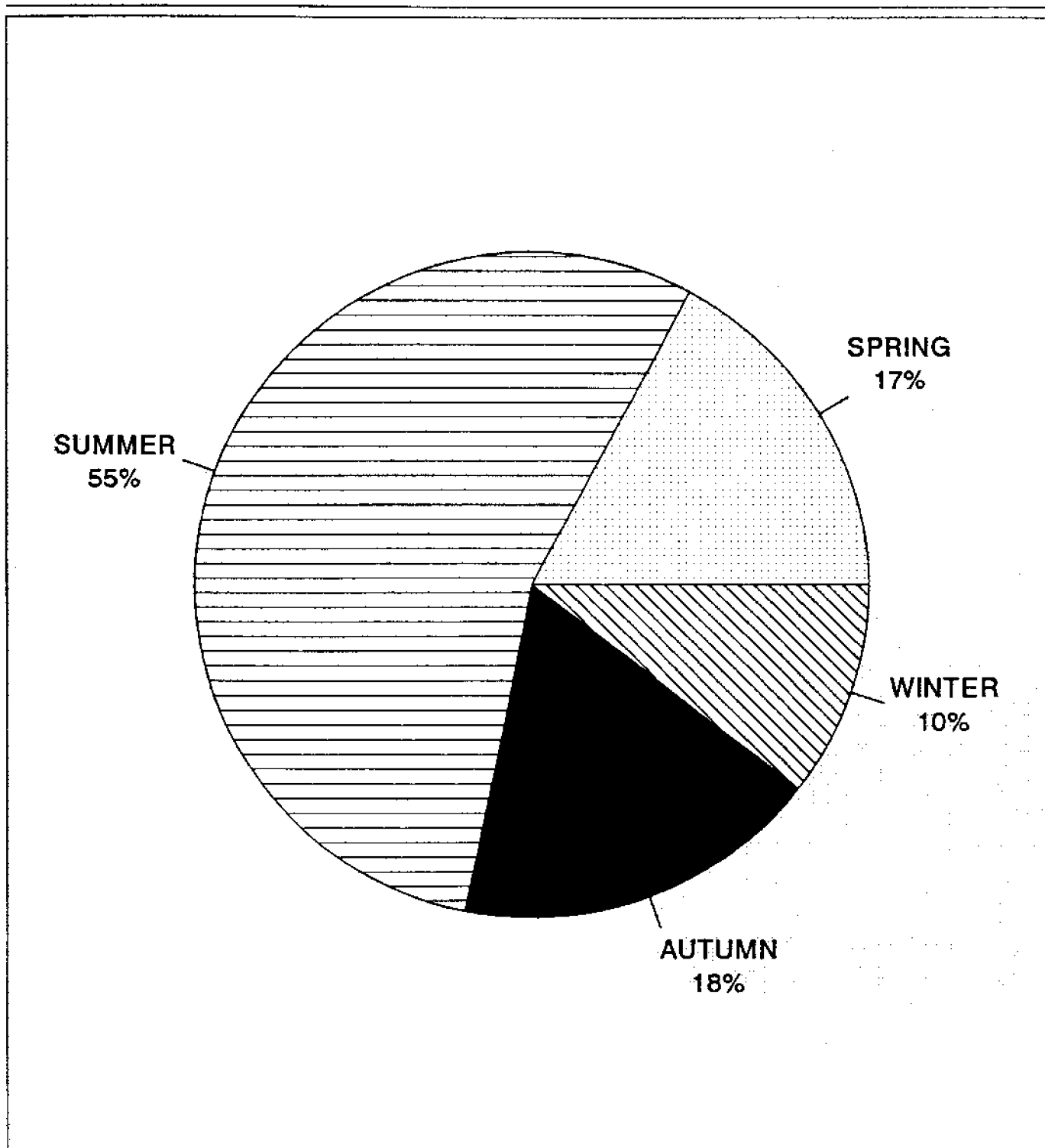


TABLE 1-7

# DURATION OF SPECIAL EVENTS

## Number of Days

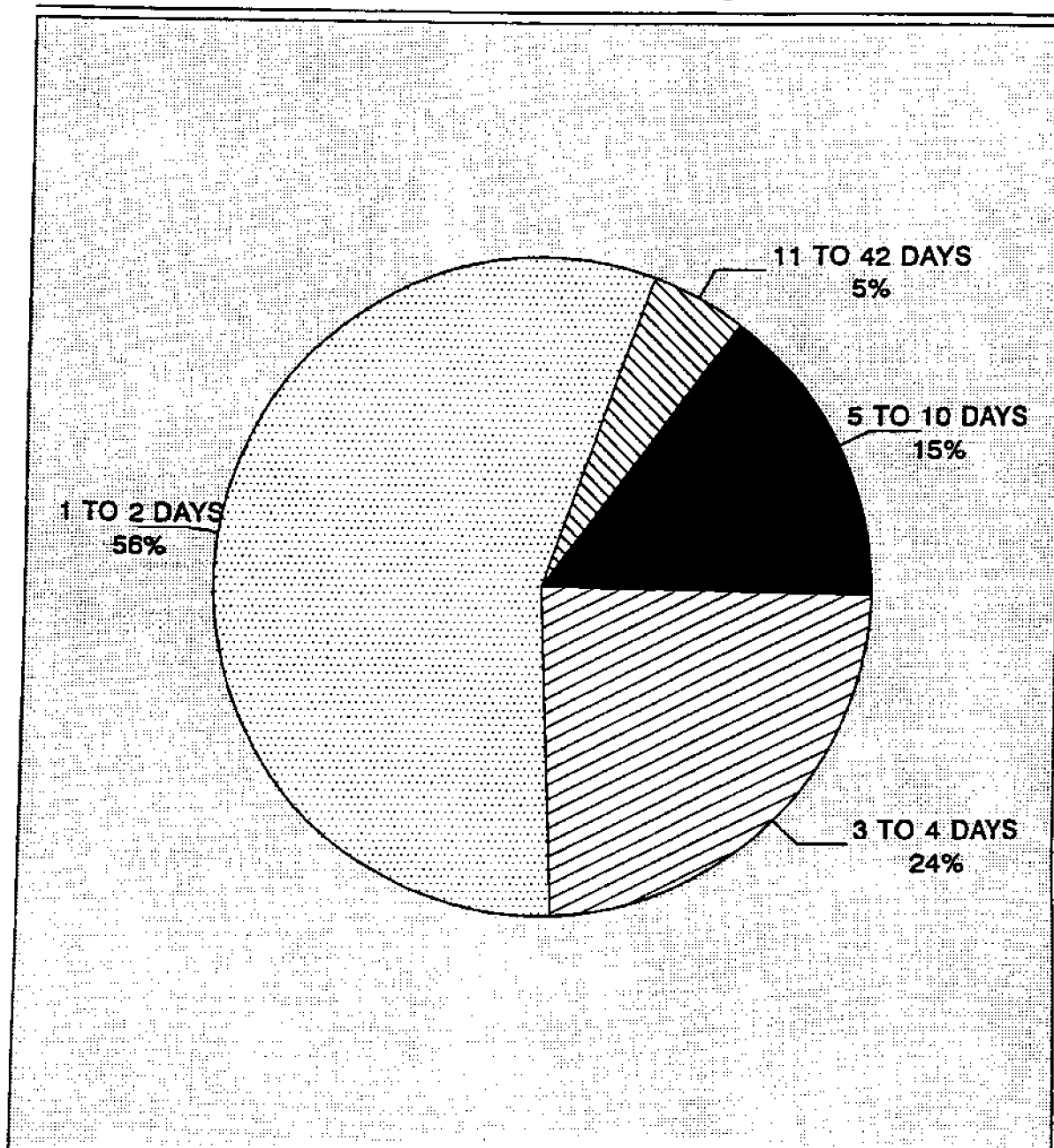


TABLE 1-8

ORPR/SEA GRANT 1992

**Question 8:** How many years has your special event been in operation?

\_\_\_\_\_ years

**Objective:** To develop a range of years special events have been in operation.

**Rationale:** This question sought information about longevity of special events as an indicator of community and organizational support. Also, this question could be compared with others to discover any relationships between events' longevity and other management practices. It might be assumed that events of longer operation are better-run events, having survived the test of time. However, it is cannot be assumed that shorter events are less well run simply because they are newer.

**Results:** The longest running special event is a yacht race which has been in existence for 94 years. Some 15.3% of the special events surveyed have been in operation for more than 25 years (see Table 1-11). However, over half of them (53.9%) have been in operation for ten years or less, with a mean longevity of 14.6 years.

When longevity and selected management practices were cross-tabulated, the data indicated that those long-term events (with longevity of 20 years or more) tend not to have co-sponsoring organizations, yet those of five to 9 years duration tend to have more co-sponsors.

**Conclusions:** The large number of special events less than ten years old is an indicator of the growing popularity of special events and festivals. Not only have many older events retained their appeal and stayed in existence, but new events are springing up to meet the increased demand.

The similar numbers of events that have operated in the first three categories in Table 1-11 suggest that there is and has been a steady number of new events introduced over the past 25 years. What is not known, however, is the number of discontinued events, but that number is expected to be small relative to the growth.

The increased numbers of cosponsors with newer events could suggest a recent shift in the support patterns towards these events from the community. Current special event management practices may more strongly promote the use of cosponsors working together to conduct an event, which before were not so strongly supported. Cosponsors may be sources of increased financial resources, management expertise, and recognition, all factors which help make a successful special event.

**Table 1-9**  
**LENGTH OF OPERATION OF SPECIAL EVENTS**

	<u>%</u>	<u>n</u>
5 years or less	29.7%	68
6-10 years	25.8%	59
11 to 25 years	29.2%	67
Over 25 years	15.3%	35
Total	100%	229



# LENGTH OF OPERATION OF SPECIAL EVENTS

## Amount of Years

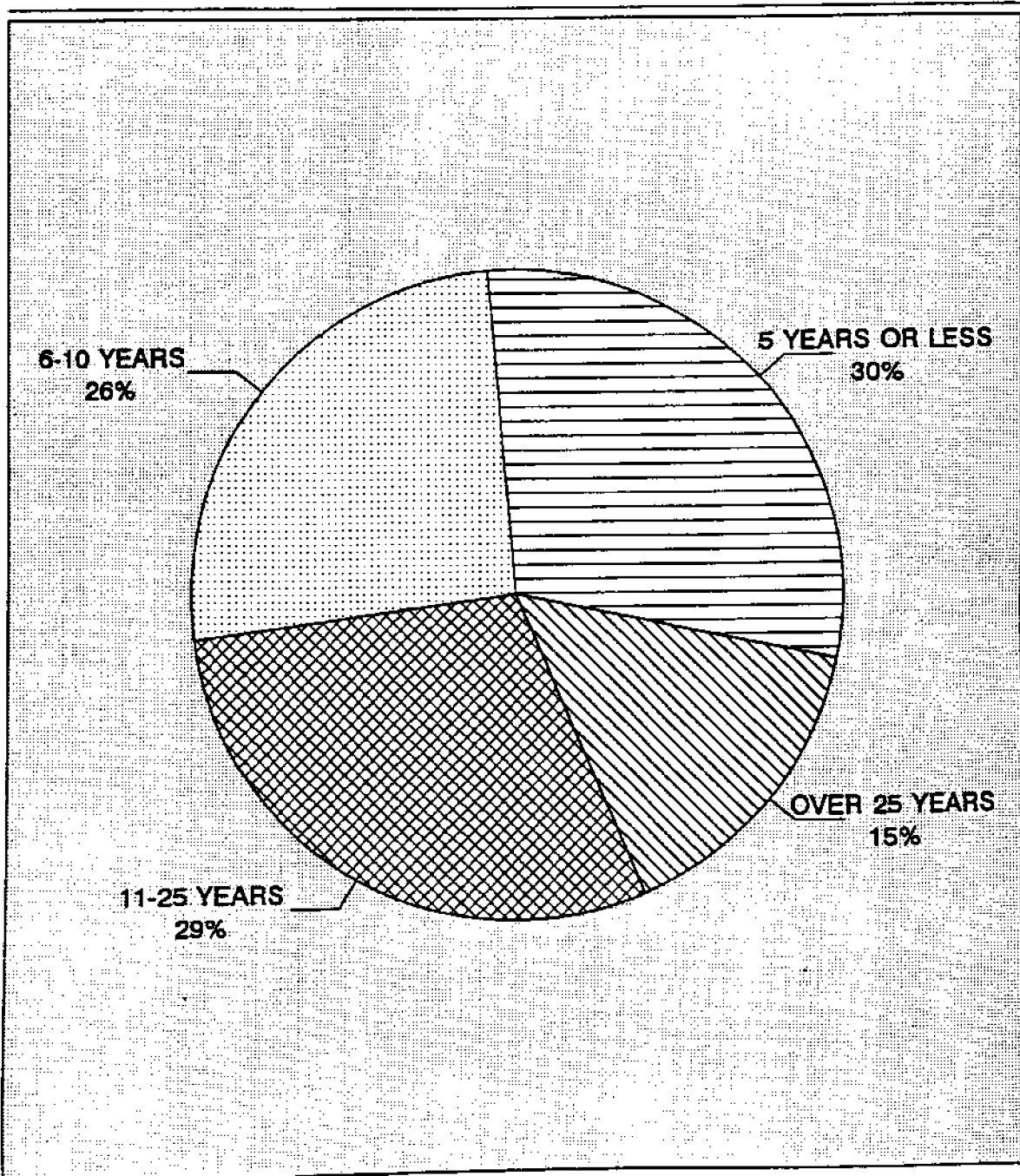


TABLE 1-9

ORPR/SEA GRANT 1992

**Question 9:** Please provide name(s) of the host community, or communities, the nearest town(s) and zip code(s) where this event was held.

**Objective:** To determine the name the host community or communities in which the event was held and the host community zip code(s).

**Rationale:** This question would provide details of any major "festival" cities or communities and the dispersion of events across the area.

**Results:** The preponderance of events held in the coastal region of Indiana were in the eastern portion of the state, away from the industrial region (Gary and East Chicago). Although it would be expected that the ambiance of this region is better than in the west, and more events would be held there, the differences were greater than expected. The heavily populated area around Gary, Portage and East Chicago had only three (10%) events, compared to 27 for the east.

Special events along the Michigan coast were much more dispersed than Indiana's. This would be expected, given the sheer difference in length of coasts. Some clustering was found to occur in the more heavily populated Muskegon area. The large number reported for Bridgman is due to one sponsor putting on multiple events.

Wisconsin also has a long coast and more of a tourist image than Illinois or Indiana. This state reported more events than the others and the events clustered around for metropolitan areas: Sheboygan, Milwaukee, Racine, and Kenosha. Racine and Sheboygan appear to have relatively high numbers of events for cities of their population.

Events in Illinois were largely held in the Chicago metropolitan area with a second clustering of events in Lake County, just south of Wisconsin in the Zion/Waukegan area.

#### INDIANA

Michigan City	12
Chesterton/Porter	7
Munster/Hammond	5
Whiting	3
Gary	1
East Chicago	1
Portage	1

#### MICHIGAN

Muskegon	13
Bridgman	11
Grand Haven	8
St. Joseph	8
Whitehall	7
South Haven	5
Holland	4
Coloma -	
Watervliet	3
Saugatuck	1

#### WISCONSIN

Milwaukee	26
Racine	21
Sheboygan	21
Kenosha	10
Union Grove	1

Cedarburg	1
ILLINOIS	
Chicago	32
Evanston	4
Winthrop Hbr-	
Zion	9
Waukegan	4
(Multiple responses)	

**Conclusions:** Larger cities tend to hold the most special events. This is not surprising, due to the larger populations in these areas and the local nature of many events. Smaller municipalities tended to have fewer special events, although those with high temporary populations of tourists might be capable of producing and sustaining more events.

## II. THEMES AND FOCUS OF THE SPECIAL EVENT

This section describes the purposes, themes and activities conducted at the events studied and how important selected aspects of each are to events held in the coastal Lake Michigan region.

**Question 10:** What are the purposes of conducting your special event? On the following list please indicate whether these purposes apply to your event and, if so, please rate the importance of each category from very important to very unimportant.

1. Raise revenue for civic projects.
2. Enhance community image to outsiders.
3. Educational--make people aware.
4. Provide recreational opportunities.
5. Promote local culture--arts/music/ethnic.
6. Provide participation in sports.
7. Increase tourism revenues to your community.
8. Build community pride.
9. Promote your organization or business.
10. Promote lifestyles on Lake Michigan.
11. Offer family-based recreation activities.
12. For private enterprise (profit).
13. Other

**Objective:** This question seeks to uncover the overall strength of support for 13 purposes for conducting an event.

**Rationale:** There may be many purposes for conducting special events. These core reasons serve as the foundation upon which the programmatic, sub-theme, marketing and financial details build. This question asks respondents to indicate how important this list of possible purposes are to their events. By asking each item individually comparisons can be made across purposes and the support for multiple purposes may be considered.

**Results:** Table 2-1 illustrates the frequency and level of importance reported by all event operators. The frequency value is that percent of respondents that indicated each purpose did apply to their event. Level of importance is the average rating (1 = very unimportant, 5 = very important) for those responding.

The data show that five purposes were deemed very important by respondents: Enhancing community image to outsiders (89.5%) and building community pride were the two purposes most frequently reported.

Also showing strong support were recreational activities, with providing recreational opportunities a reported purpose for 88.3% of events, and offering family based recreation activities a purpose of 88.5%. The strong support for these two types were expected as events must have some "fun" component to be successful, and they must be accepted and supported by local residents. The fifth most frequently reported purpose, increasing tourism revenues to your community, was somewhat less expected. This latter finding suggests that many event managers feel a need to justify their program in economic terms as well as its recreational merit and for community spirit.

A second tier of purposes applied to 79.5% to 86.5% of the events studied. Promoting the sponsoring organization a business was the sixth rated purpose and first in this group. The relatively high response to this reason for conducting an event indicated that most producers see these events as a means to further the mission of their organizations. Educating or making participants aware of some issue was the next most common purpose. Over four-fifths of respondents (81.9%) reported this was a purpose of their event. This finding implies that event organizers recognize the ability of special events to perform this function, and that they use it regularly. Slightly behind education in frequency was promoting local culture through arts, music or ethnic content. Although ranked seventh overall this purpose was first among those listed which were programmatically specific.

Those event purposes showing the lowest frequencies were promoting lifestyle on Lake Michigan, providing participation in sports, raising revenue for civic projects and for private enterprise (profit). Although coastal values scored relatively low among all options, it is significant to note that they are reported to be a purpose for slightly over three in five events studied. Roughly half (51%) of the events responding indicated that some form of sports participation was one of the purposes. It is illustrative to note that respondents rank general tourism revenue generation quite high, yet they are not nearly as supportive of specifically helping civic groups. Strict profit generation was ranked last among all options and presumably reflects the public and non-profit sector's frequent sponsorship of these events.

For those events that included these purposes as their mission, it is valuable to know their strength of importance. The mean importance scores are also plotted on table 2-1 in addition to the frequency percentages. A general finding for the importance scores is that there are few unimportant purposes for event managers. That is to say, if a purpose is selected it is taken seriously. For example, raising revenues for civic projects applied to only 45% of respondents; yet it received high importance scores. Promoting one's organization or business received the highest overall importance score (4.59) and had the greatest proportion of respondents indicating that the purpose was also very important (66.5%). Other purposes ranked relatively unimportant are promoting Lake Michigan and providing opportunities for sports. A complete list of responses to the category of "Other" is found in Appendix B.

To determine if there were differences between the purposes of conducting events with Lake themes and those without, the respondents were divided into two groups based upon their responses to Question 12. The mean response scores for those saying Lake Michigan was not a feature were then compared to those event managers indicating it was a minor or major feature. T-tests were then calculated for each of the twelve pairs of mean scores. The results of this test indicate that those events having a lake theme had significantly different importance scores for four event purposes: 1) Promoting lifestyles of Lake Michigan ( $p=.00$ ); 2) Increase tourism revenues ( $p=.01$ ); 3) Provide participation in sports ( $p=.02$ ); 4) Provide recreational opportunities

( $p=.05$ ). It was expected that events with coastal themes would score significantly higher on the question pertaining to Lake Michigan. Managers of events with coastal themes responded that raising tourism revenues was very important and the responses were significantly higher than other events. This finding is very important and suggests there is a strong linkage between these events, the coast, and tourism. The data also show the coastal events report that recreation and sport participation are of greater importance than for non-coastal events. This finding probably reflects events that include fishing and boating activities. In all cases, the significant differences were in a positive direction for events with coastal themes.

**Conclusions:** The widespread and strong recognition that a purpose of special events should be to build community pride and enhance its image to outsiders supports the notion that these events do serve to improve community spirit and showcase the area to others. These findings suggest also that it might be justifiable for agencies to subsidize or support these events when their goal is to enhance community pride and promote some facet of the community. The significance of this finding is strengthened by the relatively low rating for purposes that raise revenues.

No evidence was available to suggest the number of events that would promote lifestyles on Lake Michigan, but it was encouraging to find that over three-fifths now do. Given that civic purposes and pride are so important, there may be untapped potential to more strongly promote coastal themes and the waterfront.

Managers of coastal events reported that raising tourism revenues was more important than to their counterparts who managed other events. The value of the coast as a destination has been long recognized and this data indicates that events with coastal themes may be especially important to the tourism industry.

# PURPOSE OF SPECIAL EVENT

## Frequency and Level of Importance

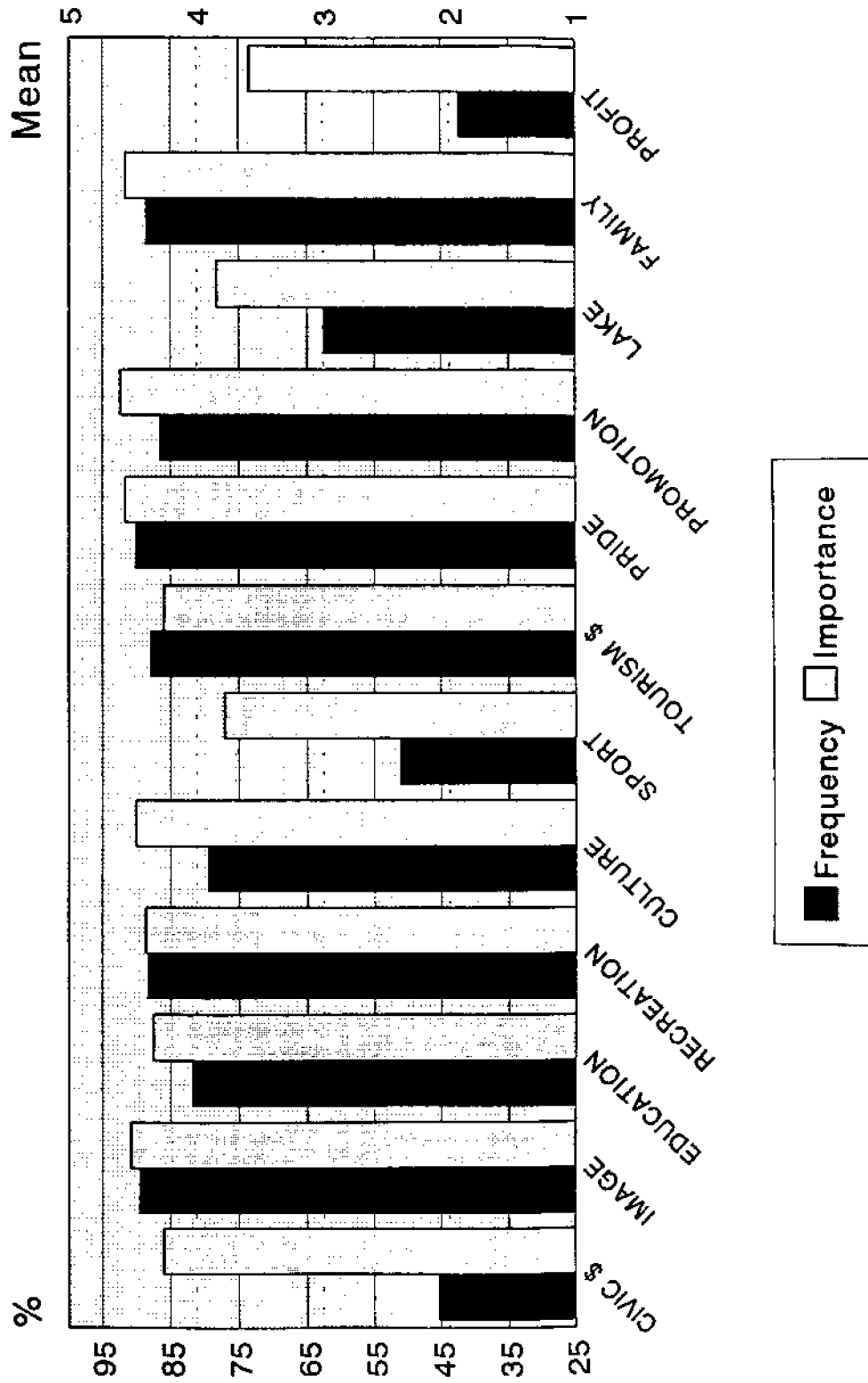


TABLE 2-1

**Question 11:** What are the themes of your special event? Do the following themes apply to your event and if so how important are they?

1. Agriculture or horticulture.
2. Sports
3. Historical
4. Cultural
5. Arts & crafts
6. Entertainment, music or drama
7. Fishing, boating or other marine
8. Ethnic
9. Food
10. Fun, relaxation and pleasure
11. Seasonal
12. Other

**Objective:** To measure the frequency and level of importance for twelve event themes.

**Rationale:** An event theme represents its outward expression to the market and community. The theme is the embodiment of its identity and what makes it special or unique. Although the theme of an event may closely mirror its purpose it may also differ. This question allows for the distinct possibility of multiple themes by offering respondents the opportunity to respond to each theme individually.

**Results:** The data show that fun, relaxation and pleasure are the themes most often reported. Over 95% of respondents indicated this applied to their event followed by the similar theme of entertainment, music or drama. This finding was expected insofar as event operators know that if the event were not fun and entertaining people wouldn't come. Irrespective of any other noble reason or purpose (Q. 10) for conducting a special event, it would not be an event without participants. Event-goers must eat during their excursion and indeed often go to events specifically for the variety of unique food items and the ambiance of the event in which they are served. Thus it is also not surprising that food was the third highest ranked theme with almost three-quarters of respondents (74.4%) indicating this was one of their themes.

Seasonal themes were also ranked highly. Since most all special events occur in the out of doors, and the four state region examined in this study is known for its seasonal weather differences, time of year is obviously important to event organizers. The importance of this theme may go beyond just the temperature and reflect a general attitude among residents of northern climates that summertime is fun-time. Themes related to arts and crafts and culture received moderately strong support and may again reflect those aspects of an event that are not commonplace for the target audience and thus serve as drawing cards. In a similar vane history and ethnic themes were reported by roughly half of respondents. Sports was not a relatively popular theme (43.5%) but lowest of those listed was agriculture with one-quarter of respondents indicating this was somehow related to their theme. This low support for agriculture may be due to the highly developed nature of coastal areas and the predominance of competing themes, such as natural resources like waterfronts.

Fishing, boating or other marine themes were reported to be a part of the 46.1% of events surveyed. This represents a significant recognition by event organizers of the importance of water based event themes and presumably their ability to attract participants.

As expected, the importance of each theme to event organizers typically was high, showing again that when a purpose or theme is adopted, organizers tend to feel that it be quite important to their respective events. A complete list of "Other" responses is found in Appendix B.

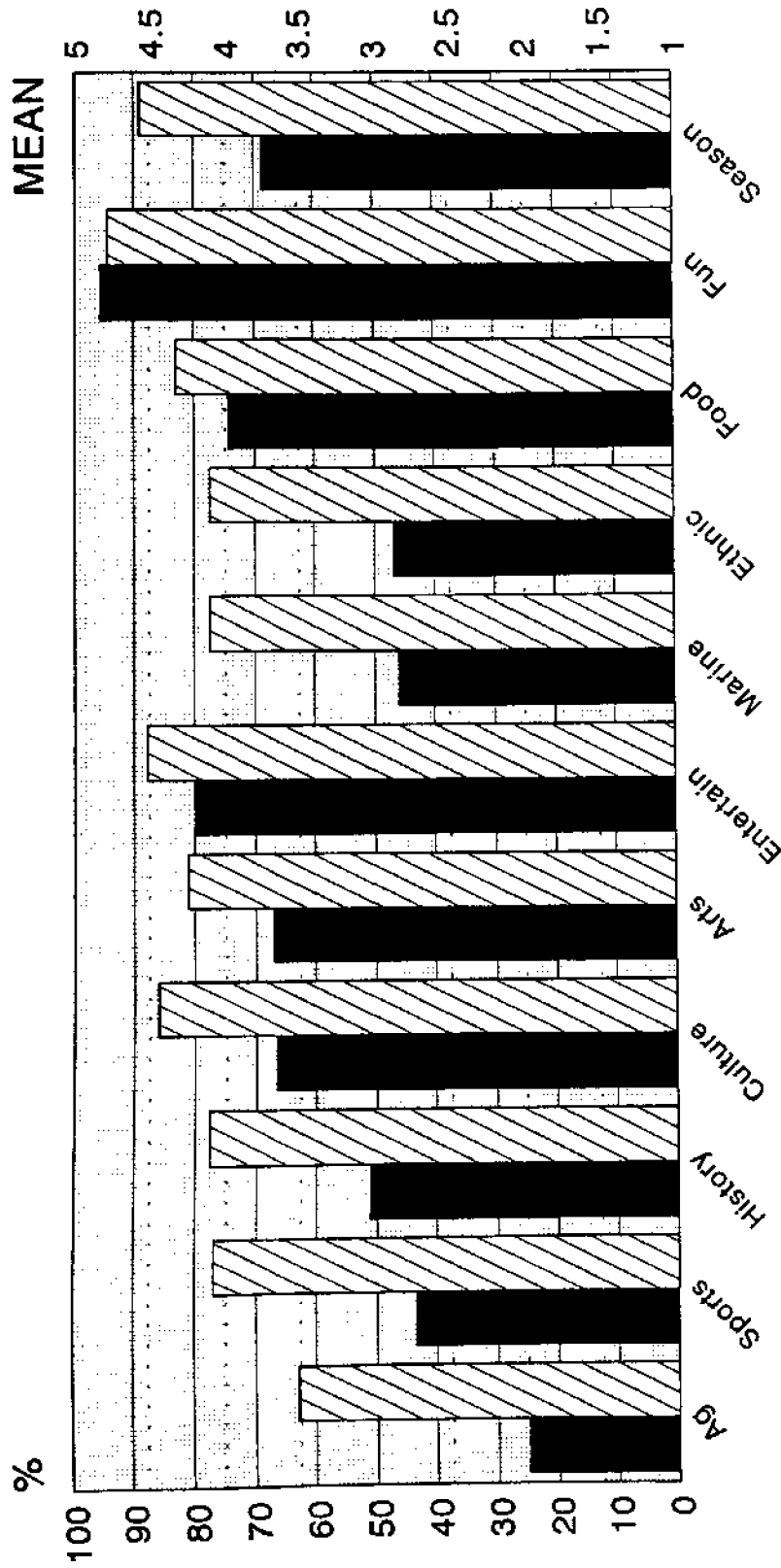
When the responses of coastal event managers were compared with other event managers, the data indicates that positive significant differences were found for coastal events with fishing/boating and sport themes, with probability values of (.000) and (.003) respectively. This same group was found to be negatively related to non-coastal events for ethnic themes ( $p=.010$ ) and marginally significant for cultural themes ( $p=.072$ ). These findings suggest that coastal event managers are placing greater emphasis upon active recreation than the more passive pursuits associated with cultural and ethnic themes. This may be so because those recreational activities are dependant upon the coast, whereas ethnic and cultural events could be conducted elsewhere. **Conclusions:** In general, event organizers report that they rely on multiple themes when planning their programs. Virtually all respondents indicate that fun and enjoyment is a necessary theme to which they add other themes to create a total package. When considered in view of the finding reported for question 10, where the dominant purposes are to build community pride and create a positive image of the community, there exists opportunity to expand upon local coastal themes.

Although coastal regions are known for providing many recreational opportunities and event managers have capitalized on that fact, the cultural and ethnic character of the coast should not be overlooked. This is not to suggest that every event try to be all things to all people. The lower importance ratings for coastal events, however, indicate that these themes, should be evaluated by event managers.



# THEME OF SPECIAL EVENTS

## Frequency and Level of Importance



■ FREQUENCY ▨ IMPORTANCE

TABLE 2-2

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**Question 12:** Do you feature Lake Michigan as a theme in your special event? Please indicate if it is a major feature, minor feature or not featured at all.

**Objective:** To ask specifically if Lake Michigan was included as an event theme and if it was a major or minor feature.

**Rationale:** This question goes beyond the general water based theme listed in Question 11 and seeks to determine if the latter is featured as an event theme. This variable would also serve to create the sub-population of events with and without Lake Michigan themes for purposes of statistical comparisons. Respondents were instructed to skip the next two questions if they indicated that the lake is not a theme in any way.

**Results:** Of those event managers responding to the survey, almost three-fifths (59%) report that Lake Michigan was *not* a feature of their event. Table 2-3 shows that of those events with Lake Michigan as a feature it was slightly more likely that it would be a major feature (23.5%) rather than a minor one (17.5%).

**Conclusion:** It may not be feasible or appropriate for more than one-fourth of events held in the coastal areas of Lake Michigan to have the Lake as a major feature. However, it does seem that the lake could play a minor role in many more events than it now does. It might be advisable for agencies promoting coastal values to work with those events where the lake is not featured and suggest ways that this attractive feature could be incorporated into the events overall thematic mix.

# IMPORTANCE OF LAKE MICHIGAN AS THE EVENT THEME

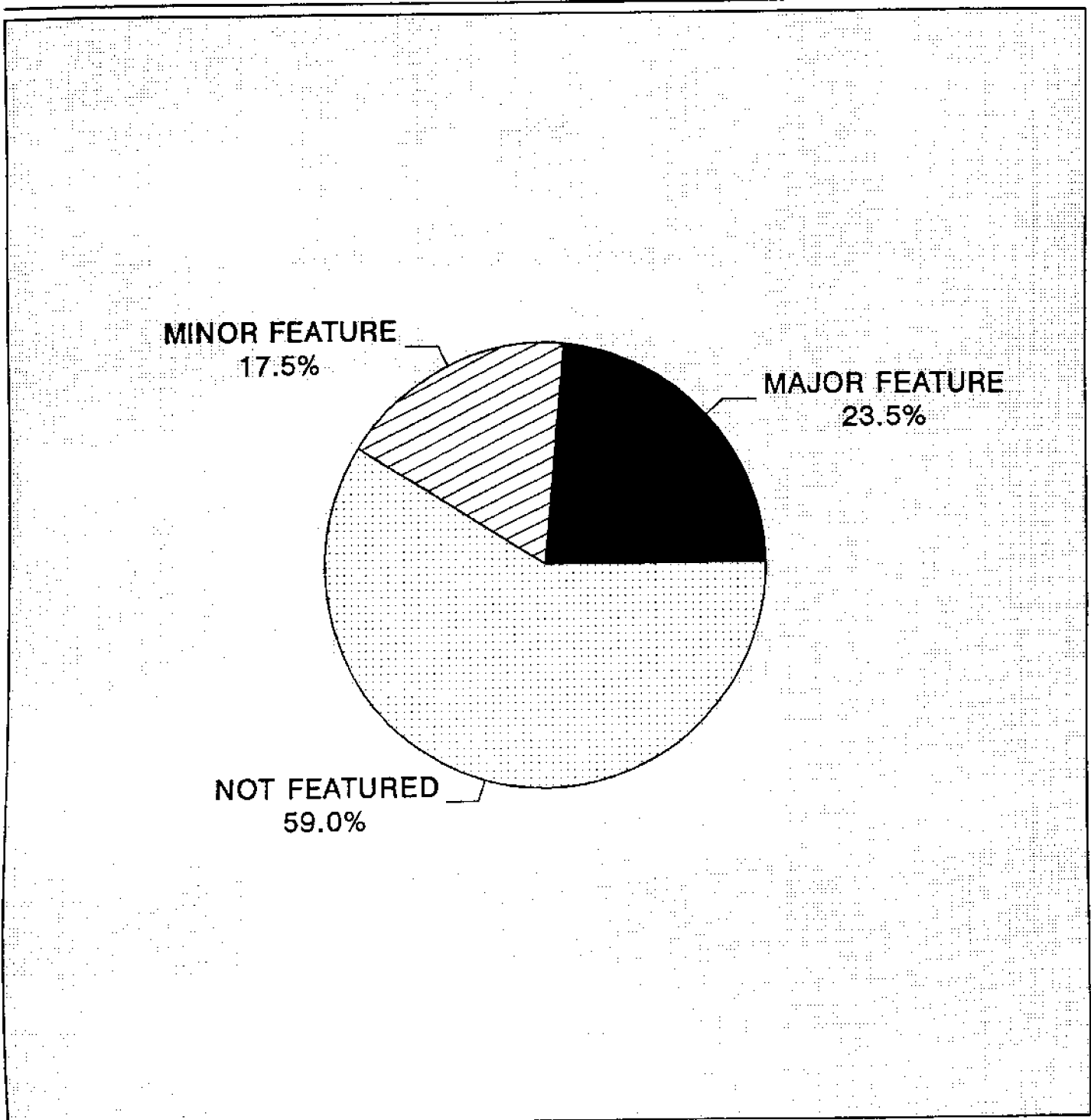


TABLE 2-3

**Question 13:** How do you feature Lake Michigan in your special event? Do the following coastal themes apply and if so how important are they?

1. Marine species
2. Marine industry
3. Natural features of the coast
4. Lake or water based recreation
5. Historical event
6. Cultural
7. Educational about coast
8. Environmental concerns
9. Seafood
10. Other

**Objective:** To determine the level of use and importance of various coastal themes for events having coastal themes.

**Rationale:** There are many types of coastal themes that may be incorporated into special events. This question examines nine distinct ways and leaves an open-ended option available for additional themes.

**Results:** The data presented in Table 2-4 show that water based recreation was both the most frequently employed coastal theme (66.7%) and the one with the greatest importance ratings (4.58). This finding is not surprising given the importance of recreation and "fun" reported in the question above. The second highest rated coastal theme was marine industry with almost two-thirds of events reporting it was featured. This finding was not expected and suggests that marine industries are well represented in coastal festivals. This occurrence may be due to the growing reliance upon corporate sponsorships and event organizers catering to these interests.

Natural coastal features frequently were also used frequently as event themes with almost three-fifths (59.4%) of coastal events reporting some reliance on this feature. Other coastal themes such as culture, education, environment, species and seafood are typically employed by two-fifths of these events with the exception of historical themes that were only used by thirty percent of respondents. A complete list of responses to the category of "Other" is located in Appendix B (p. 137).

**Conclusions:** Even among those events that bill themselves as featuring Lake Michigan, educational, cultural, environmental and especially historical themes appear under utilized for promoting coastal values. If these event managers do recognize their linkage with the coast, it might be possible to encourage greater use of multiple themes, particularly those emphasizing education and related values. The low dependence of historical coastal themes, suggests that event managers may be overlooking a substantial opportunity to increase visitation. Not only are coastal areas rich in historical resources, e.g. shipwrecks, studies have indicated that historic sites frequently are visited and are strong reasons for travel.

# THE USE OF COASTAL THEMES

## Frequency and Level of Importance

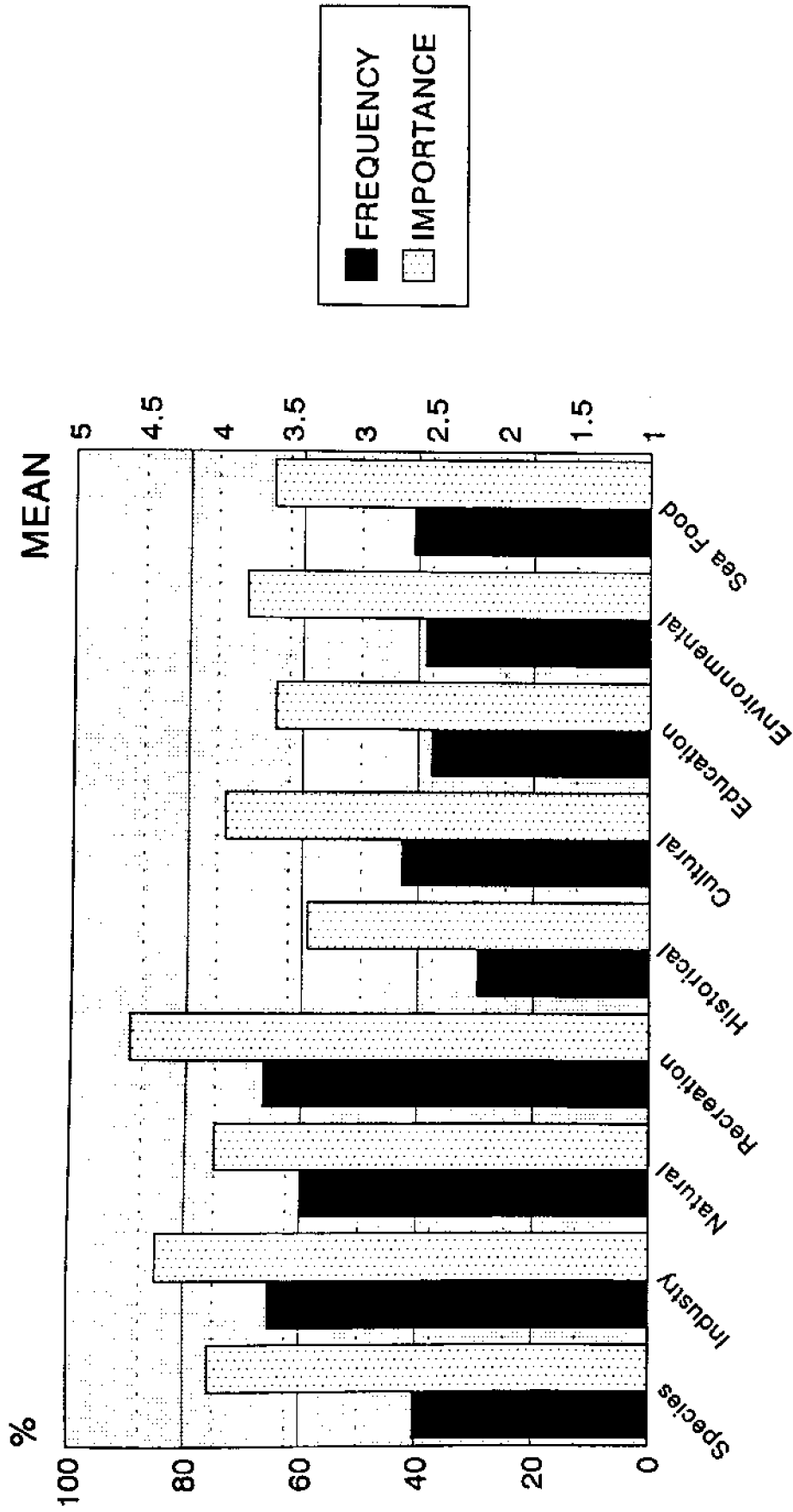


TABLE 2-4

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**Question 14:** In your special event program, do you include the following activities? If so, how important are they?

1. Vendors selling marine items
2. Logo, representing marine theme
3. Boats or ships on the lake
4. Vendors selling seafood from the lake
5. Fireworks
6. Sporting activities
7. Marine arts and crafts
8. Costumes or native dress
9. Other (please specify)

**Objective:** To measure the frequency and level of importance for eight programmatic activities.

**Rationale:** Event themes are operationalized through specific programmatic activities. This question seeks to discover the frequency and importance of eight programs with the open-ended option for respondents to add others.

**Results:** The data reported in Table 2-5 represents only those respondents indicating that Lake Michigan is in some way related to the theme of other events (40%) whereas the figures reported in Table 2-6 represent the entire population studied. For those reporting lake themes the responses shown in Table 2-5 appear lower than might be expected. Given the general importance of vendors selling gifts and novelties, food offering and handcrafted items these activities may be under utilized by operators in promoting coastal issues. Like earlier questions, the importance ratings for these items were quite high for those employing them when the entire sample is used to calculate usage levels the percentages drop further. A complete list of responses to the "Other (please specify)" category can be found in Appendix B (p. 137).

**Conclusion:** The opportunity to combine programmatic activities such as selling marine items or crafts with other related activities to strengthen coastal themes appears to be under used. The reasons for this are unknown, yet those promoting marine areas, products and culture might find facilitating greater reliance upon these program level activities productive.

# THE USE OF COASTAL ACTIVITIES

## Frequency and Level of Importance

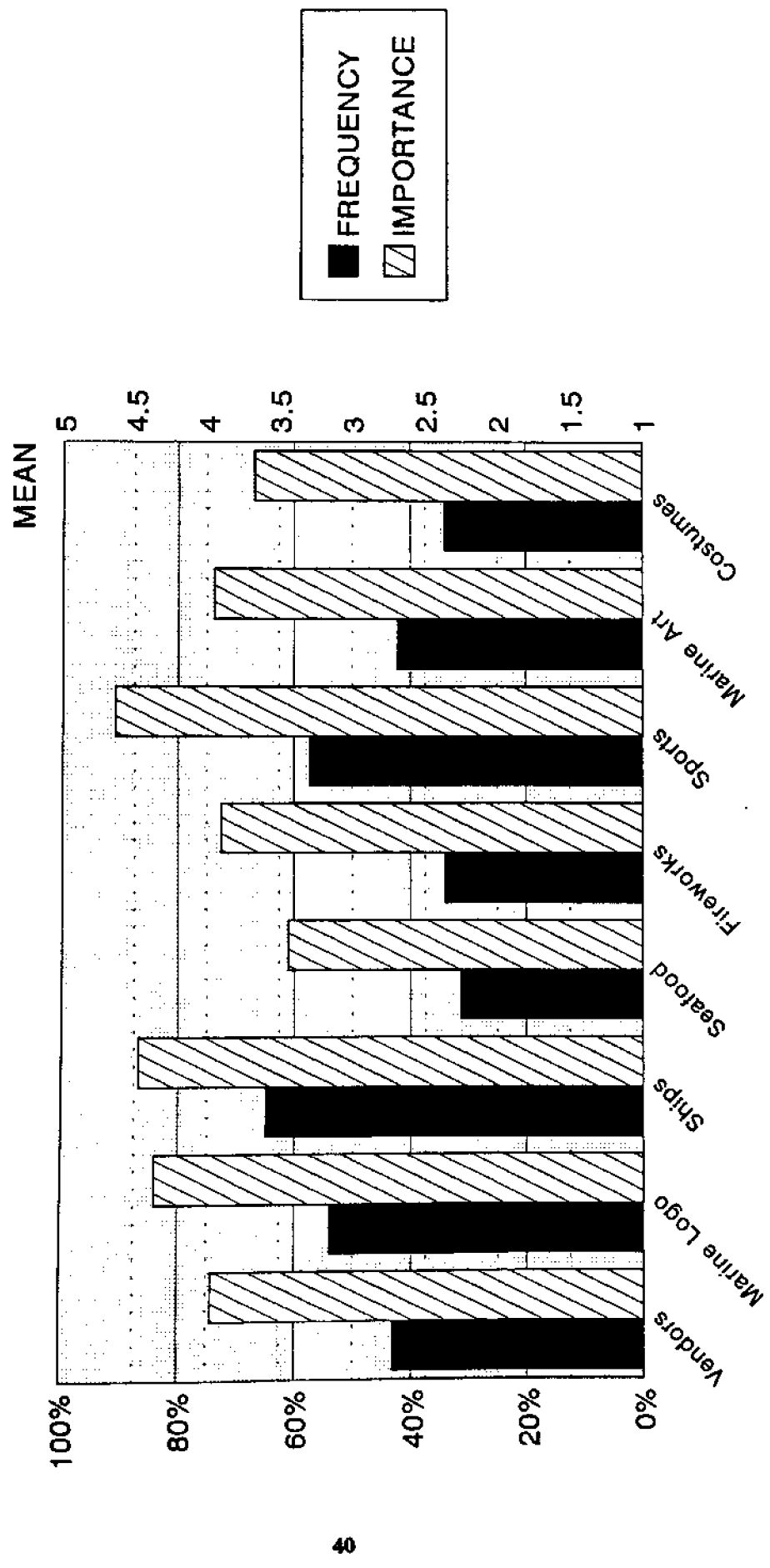


TABLE 2-5

# THE USE OF COASTAL ACTIVITIES

## Percent of Total Sample

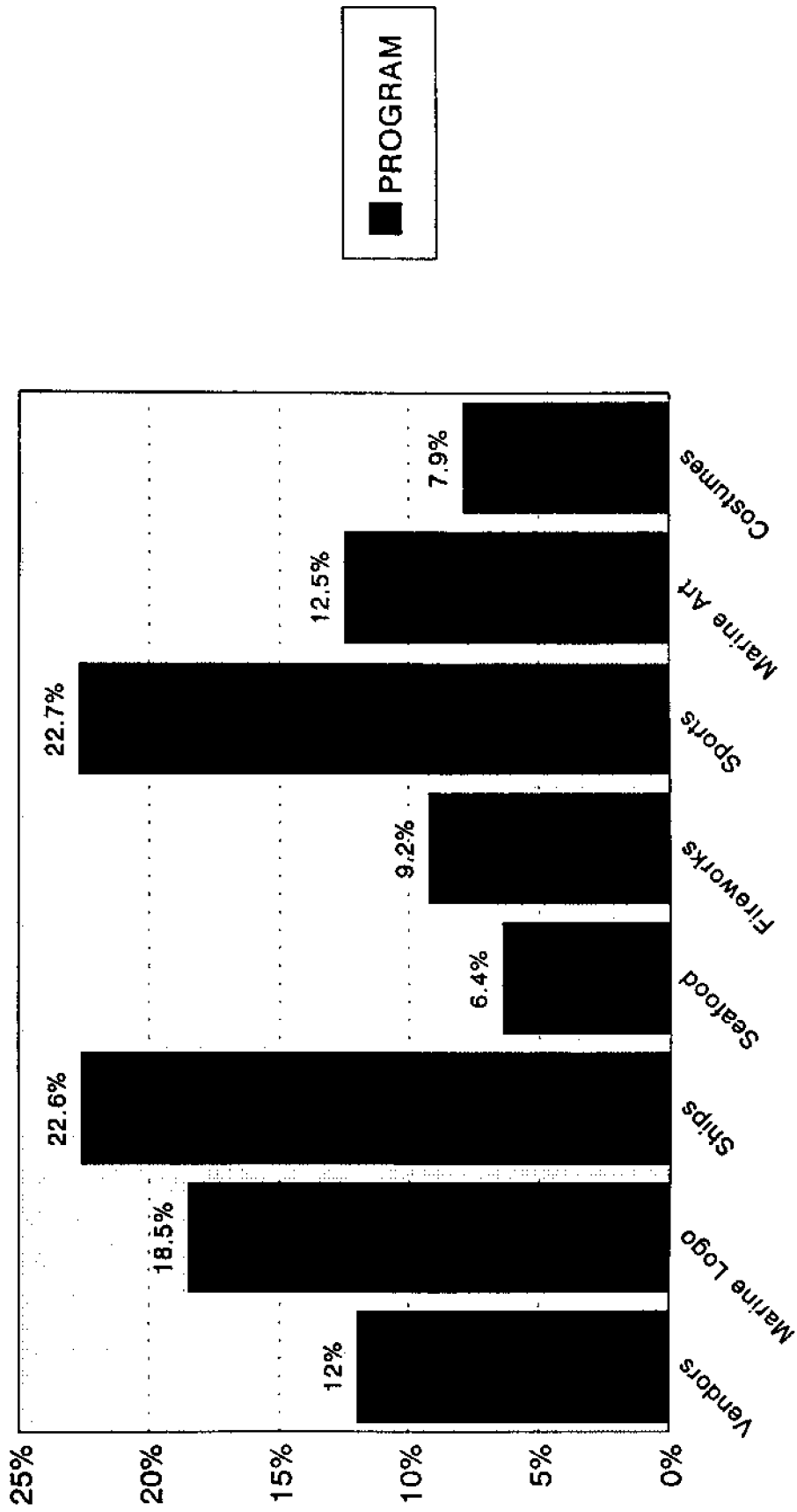


TABLE 2-6



**Question 15:** If you do not feature Lake Michigan, please give your reason(s) why not.

**Objective:** To record managers' reasons why the lake is not a theme.

**Rationale:** It is recognized that the environs of Lake Michigan may not be an appropriate venue for many events, particularly those with specific purposes relating to another subject or natural feature. These responses will show the extent to which other locales and themes compete with coastal events.

**Results:** Slightly over one-fourth (26%) of the responses were that the event was not on Lake Michigan. This seems to indicate that many managers believe an event must be on the lake shore to have it included in the theme. Similarly, an equal number (27%) of managers indicated that the coast was not related to their theme, and 13% said the event has a cultural focus. The remaining third of responses were generally of the nature that the event in questions was very unrelated to the coast. For a complete list of responses to this question, see Appendix B (p. 138).

**Conclusions:** It is significant to note that two-thirds of respondents imply that by not holding their event on the shore, or by having a different theme, they are precluded from incorporating this dominant natural and cultural feature. It is particularly troubling that so many see this being related to culture. Thus, it would seem appropriate for those promoting coastal values to work with these event managers to point out where the linkages may exist.

### III. ATTENDANCE

This section describes attendance of special events.

**Question 16:** How many people attended your most recent special event?

**Objective:** To document the most recent attendance rate of the event.

**Rationale:** Documenting attendance levels is important in that they serve as benchmarks for which growth or decline in event participation is gauged. The attendance size of special events may provide information regarding differences due to size. The question was open-ended, and answers were later categorized into groups.

**Results:** Attendance rates in the sample ranged from 65 to 2,500,000. Half the special events had attendance rates of 9000 or less. The average attendance was 59,529, with a mode of 10,000 and a sum of 12,508,996 visitors to the 234 events studied. As Table 3-1 indicates, 31% of special events surveyed had less than 2,500 people attending. Twenty-nine percent had between 2501 and 10,000 attendees, and 22% had between 10,001 and 50,000 people at their most recent event. Larger attendance rates were not as common, with 13% of events having between 50,001 and 250,000 participants, and only 5% having over 250,000 people. However, the impact of the few larger events on mean attendance rates is considerable. Although they represent only one-twentieth of the events, they are responsible for drawing 6,760,277, or slightly over 50% of the total crowd.

Special events having Lake Michigan as a theme were found to have either comparatively small (less than 1500) or large (over 35,000) attendance rates, and had a mean of 90,261, considerably higher than the mean for all events in the study and when compared to average attendees at non-marine events (40,055), it was more than double.

The total attendance of 12.5 million was calculated from the 63% (234) of events that responded to the questionnaire. Thus, this attendance figure underrepresents the impact of these events. The total attendance also does not account for the events inadvertently missed which were not included in the sample, some of which may have been major events. Using a mean attendance value of 59,529 for all 396 events that were identified, the overall attendance is calculated to be 23,573,484. For events reporting some coastal theme (n=82), the total projected

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attendance was 7,401,402. Again, the actual number is probably much higher and if the size and proportion of non-respondents having coastal themes equals those surveyed, the total would be 12,456,018.

**Conclusions:** Special events held on the southern Lake Michigan coast provide over 23 million recreational opportunities annually for local residents and tourists. This large number is probably not recognized by local officials and those promoting coastal values. Furthermore, somewhere between 7 and 12 million persons have a direct contact with events having coastal themes. The extent to which they gain appreciation of the coast through this contact should be studied further.

# TOTAL ATTENDANCE

## People Attending Most Recent Event

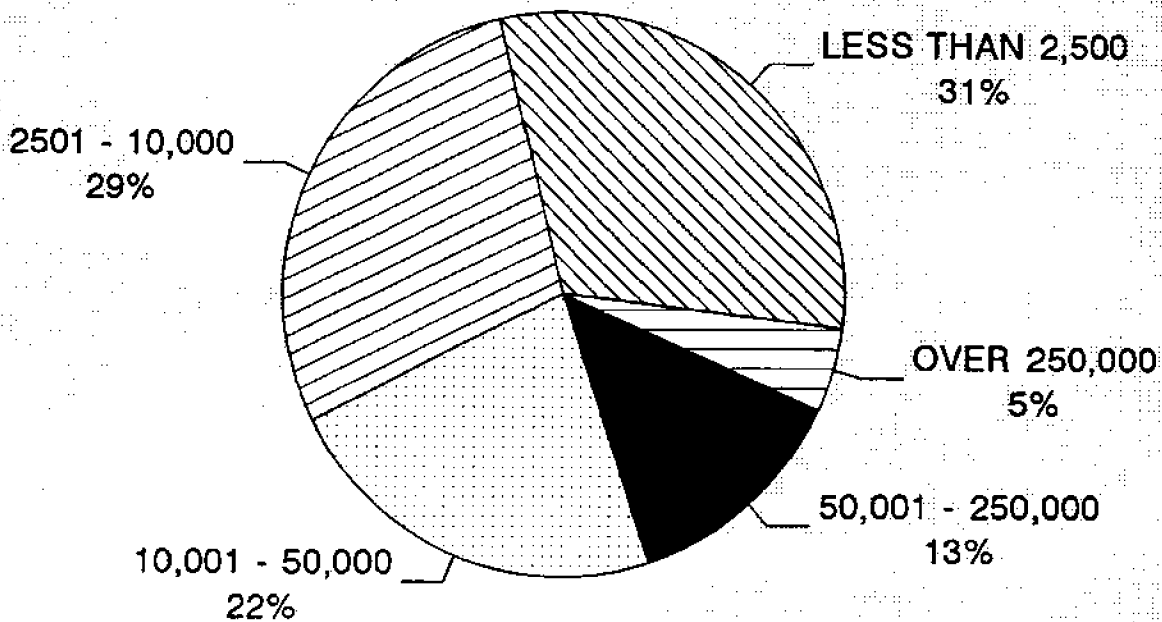


TABLE 3-1

**Question 17:** Were visitors to your special event from the host community or elsewhere?  
On the following list, please indicate the approximate percentage of visitors.

- \_\_\_\_\_ % from the host community
- \_\_\_\_\_ % outside the community, but from within your state
- \_\_\_\_\_ % from other states
- \_\_\_\_\_ % international visitors
- \_\_\_\_\_ Do not know

**Objective:** To measure the approximate percentages of visitors from the host community, from outside the community but within the state, from other states, and international visitors.

**Rationale:** This question attempted to describe the market or catchment areas for visitors to the events. This information will help event managers direct promotional activities to their target markets. This question also serves to indicate the extent to which organizers conduct market analysis and whether the event draws tourists from out of state or interationally.

**Results:** When in-state and local markets are combined the data show that almost 9 of every 10 participants originates from the state in which the event is held. Although there are exceptions, this finding suggests that many events have limited ability to draw participants from great distances. On the average, event managers report that 59% of the visitors are from the host community, 30% are from outside the community but within the state, 10% are from other states, and 1% are from other countries (see Table 3-2). Fifteen and two-tenths percent of the managers responding did not know where those attending reside, indicating that they were operating their events without the most basic marketing information. Further, it is not known to what degree the data either represent guesses on the part of respondents or is actually accurate information based on research.

The percentage of visitors from the events' host communities varied greatly, ranging from 0% to 100%, with a mean of 58.7% and a median of 60%. Visitors from within the state, but outside of the host community ranged from 0% to 99%, had a mean of 30.4% of attendees, and a mode of 20%. Numbers were much smaller for attendees from other states, ranging from 0% to 80%, with a mean of 10.3% and a mode of 0.0%. The mode of international participants was also 0.0%, and the figure ranged from 0% to 20%. This wide range of participant geographic representation indicates how diverse target audiences are and that the economic impact of tourism spending also varies widely.

Attendees of special events tended to be residents of the host community. Visitors from other countries were rare--99.5% of respondents reported that less than ten percent of their attendance is attributed to international visitors. However, 25.9% of event organizers indicated that their attendance consisted of at least 1% of international visitors, with three events having 10% or greater international visitors. Events with Lake Michigan featured as a theme were more likely to have larger percentages of international visitors than those without Lake Michigan as a theme.

**Conclusions:** Special events near Lake Michigan are most likely to draw participants from nearby communities. Local pride, as discussed above (Table 2-1), is an important purpose of festivals and special events, and this finding supports that idea. If it is one of the event's goals to have audiences from the host community, most events seem to be accomplishing this. Conversely, if the main purpose is to generate travel and tourism revenue, and/or if organizers seek to expand their audience, it may be beneficial to market their event to larger areas, thus drawing more individuals from greater distances. Potential participants from more distant inland markets also may be drawn to events with Lake Michigan themes because this unique resource is not readily available to them.

The larger percentages of international visitors found in events featuring Lake Michigan may be due to the shared border with Canada. The lake may be used to travel (either on or around) to events on or near the lake, thus increasing numbers of international attendees.

# ORIGIN OF VISITORS

## Percent of Total Attendance

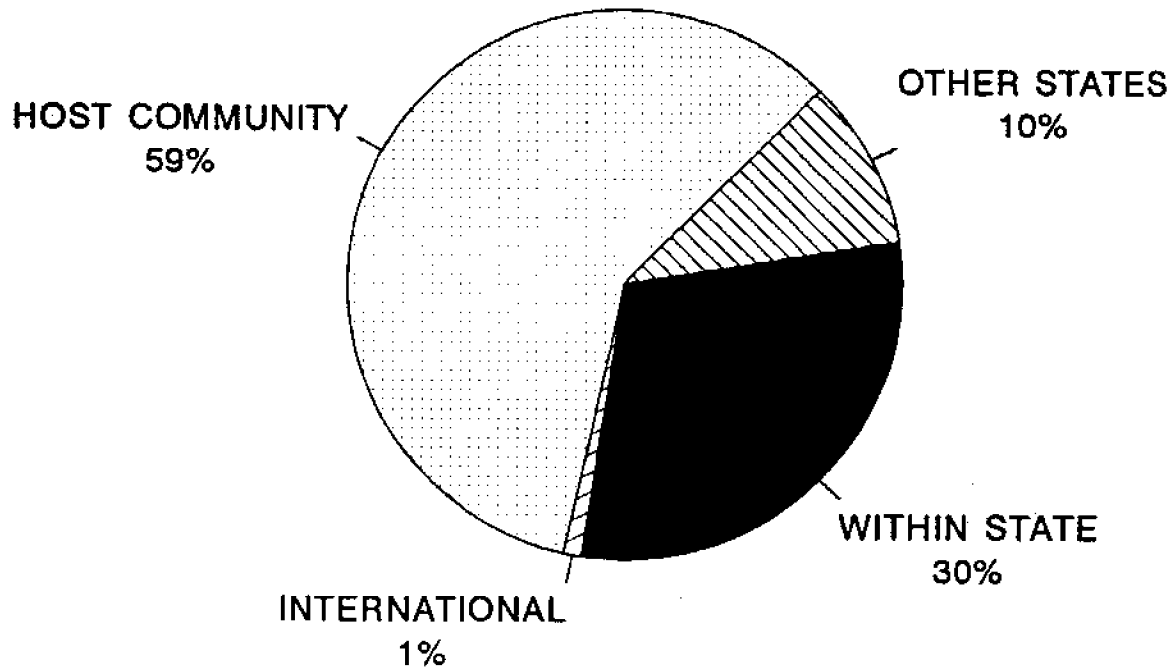


TABLE 3-2

**Question 18:** Has there been any change in attendance patterns in the past three year period? On the list below, please indicate any trends in attendance.

1. Between 1988-1989
2. Between 1989-1990
3. Between 1990-1991

**Objective:** To determine if events were growing, stagnant, or declining in attendance.

**Rationale:** The question tried to ascertain if changes in attendance differed by special event type. Major shifts in attendance could be detectors of changes in importance of special events.

**Results:** Fifty-three percent of the special events reported increases in attendance from 1988 to 1989, 1989 to 1990, and 1990 to 1991. However, at the same time, a growing percentage of special events were experiencing decreases in attendance, from five percent between 1988 and 1989, doubling to ten percent the following two years. The growth in attendance decreases came at the expense of events in the category of no attendance change, which dropped from 40% to 30% (see Table 3-3).

To determine if there was a relationship between attendance changes and whether an event featured Lake Michigan, a contingency table was constructed and a Chi-Square test was performed. The results were not significant (at the .05 level), indicating that whether a special event featured Lake Michigan was not related to changes in attendance.

Event size seems to have some affect on rates of change in attendance. Special events with less than 1500 people attending were more likely to experience decreases in attendance from 1990 to 1991. In that same period, special events with attendance between 1500 and 35,000 people were more likely to experience increases in attendance. Larger events or events with over 35,000 people attending experienced no change in attendance. This suggests that festivals with medium attendance sizes tend to be growing. Those with comparatively large numbers of people attending might already be established events, with less room to grow. Special events of small size, on the other hand, may either be less popular, or be gradually floundering before they discontinue being held.

This finding appears similar to the relationship between attendance changes and the amount of years the event has been in existence. Events that have been held over 18 years were more likely to have experienced no attendance change between 1990 and 1991. Events that are fairly new (less than four years old) were more likely to have experienced an increase since 1990, probably because they are still early in the product life cycle, picking up steam. Whereas events that have been held between 10 and 18 years were more likely to have experienced either no change or decreases in attendance and may be reaching the stage where they need renewal and change.

Location may also be related to attendance change. Events held in parks were more likely to experience attendance decreases or no attendance change from 1990-1991, compared to those not held in parks. However, events held in malls tended to experience attendance increases from 1990-1991 compared to those not held in malls. This may suggest that event managers consider new, more unusual venues if possible.

After combining reports of attendance change over the past three years, a scale was developed, ranging from events experiencing decreases over all three years (one event), which was given a score of three, to events with three years of attendance increases (68 events), which earned scores of nine (each increase earned a score of three). The scale resulted in a bimodal curve, with most events either experiencing three years of increases (35.8%) or a mix of increases, decreases and no change that could not be determined (38.5%). Over half (51.1%) of the events reported experiencing either all three increases or two years of increases and one year of no change in attendance (see Table 3-4). Many of the open-ended answers to Question 19, as

reported in Appendix B, indicate that a year of stagnation amidst two other years of increases was often due to weather or some other temporary factor.

**Conclusions:** It is encouraging that most events are increasing in attendance. Such findings support the idea that festivals and special events are gaining popularity. However, more events experiencing decreases in attendance suggest that there may be a point at which festivals stop growing and experience attendance decreases, or that decreases could be attributed to recession and general industry decline.

The decrease in attendance for smaller events may be in part due to a lack of paid leadership, or because event organizers lack either clout or the competitive skills needed in a growing market. It is also possible that people are more attracted to mega-events and are not as likely to attend events of smaller size unless they are targeted to a specific group.

That location relates to whether events experienced increases or decreases suggests that malls may be gaining in popularity as an event site. Visitors can do their shopping or other errands while attending a special event. Special events may include shopping as an activity (as in the case of craft fairs), which fits well in the context of a shopping mall. It may be a new tactic for entrepreneurial mall managers to increase mall attendance by hosting special events.

Although the rate of increase is not known, it is somewhat remarkable that so many special events are growing and so few are getting smaller. Although no standards are set, a certain percentage of events can always be expected to drop in attendance due to unforeseen circumstances such as the weather.



# ATTENDANCE CHANGE 1989-1991

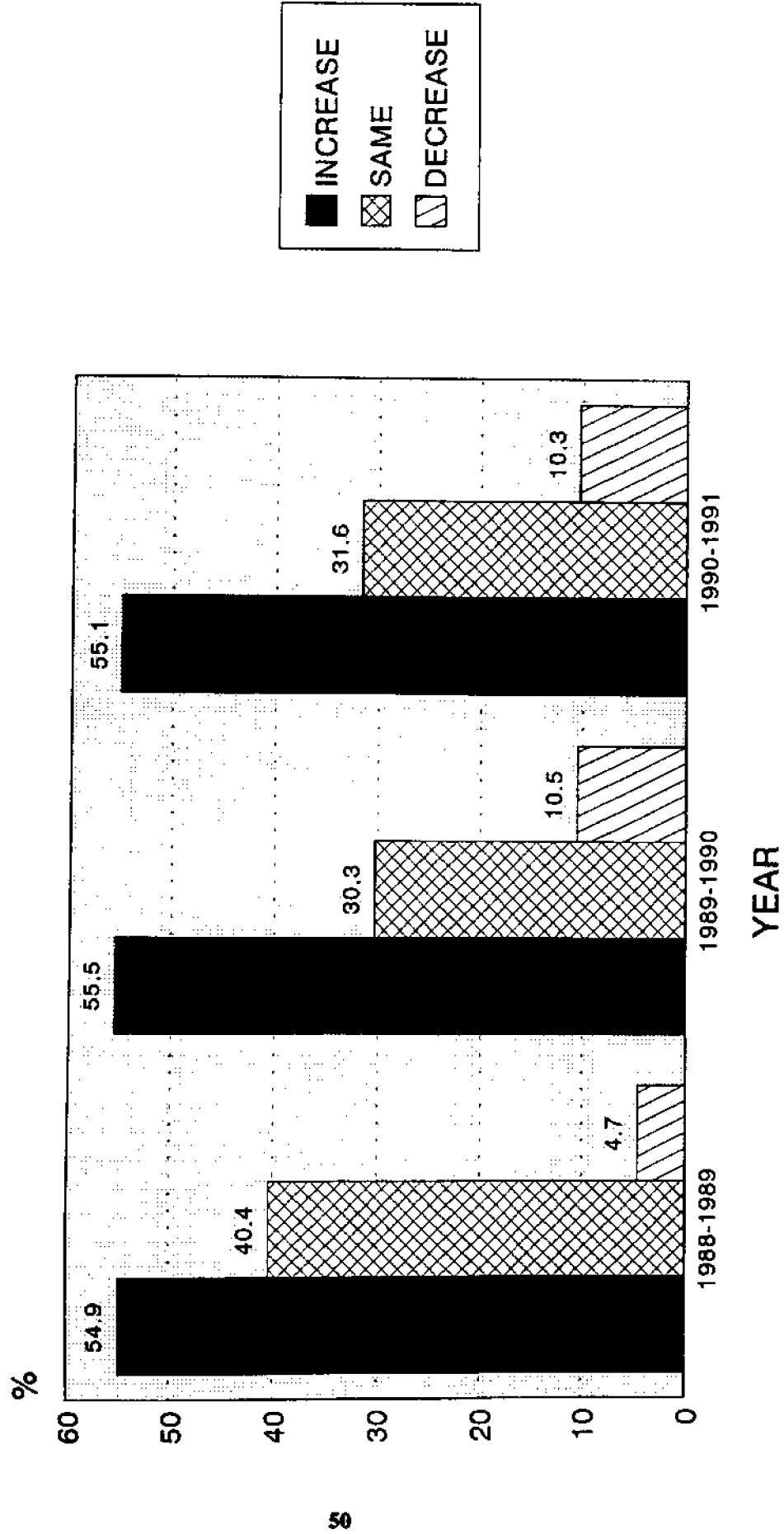


TABLE 3-3

# TRENDS IN ATTENDANCE LEVELS 1988-1991

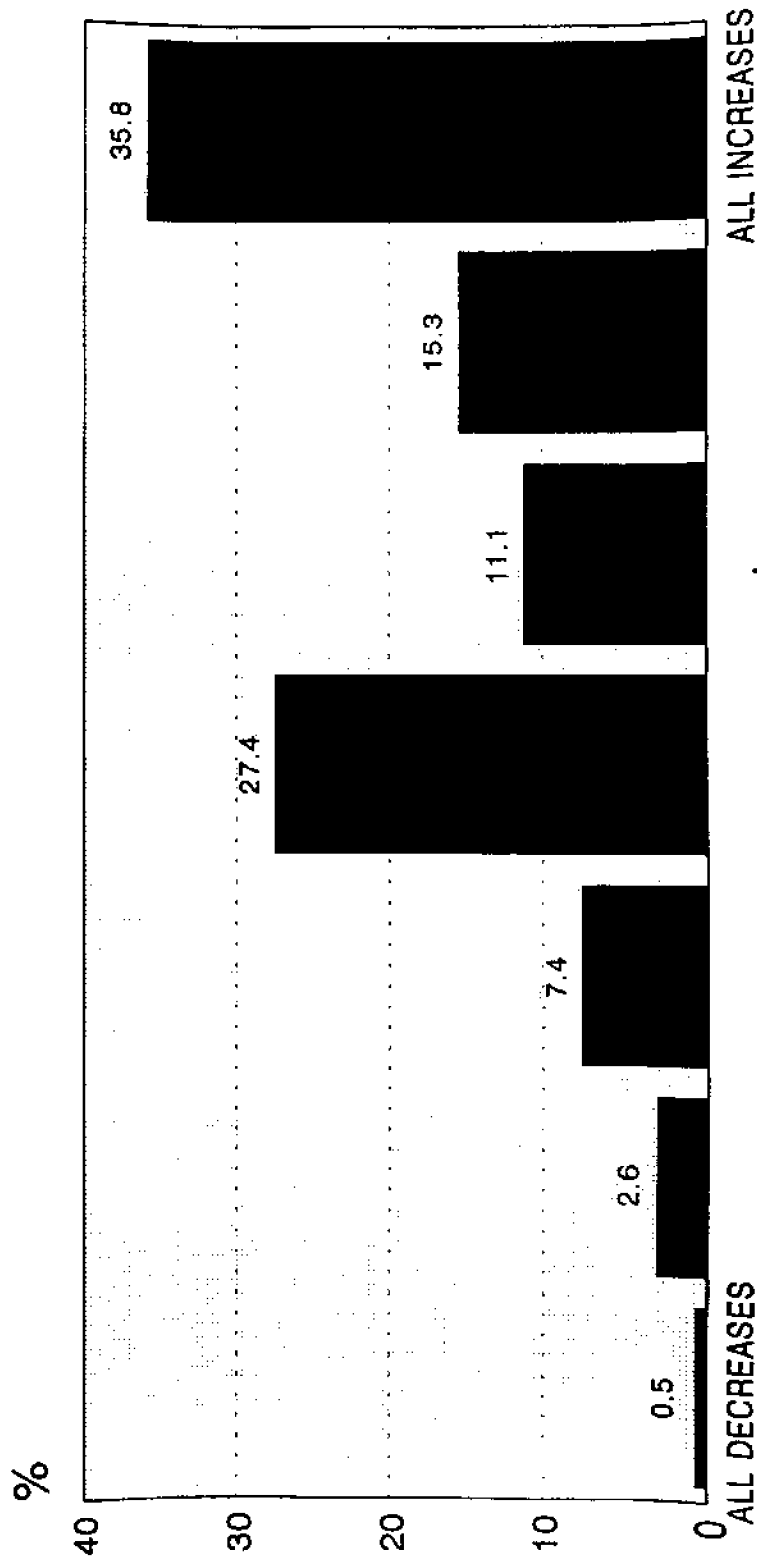


TABLE 3-4

**Question 19:** If your attendance has increased or decreased, please give the reason(s):

**Objective:** To explain any increases or decreases in attendance that were identified in Question 18.

**Rationale:** Specific situations may affect whether an event experiences increases or decreases in attendance from one year to the next. There may be many reasons why attendance levels are perceived by event managers to change. Because the number of possible reasons far exceeds the page space available to list alternatives, each event manager was asked to include two open-ended responses. Knowing the reasons for growth or decline may assist state tourism officials and others interested in these events to help event managers.

**Results:** As Table 3-5 indicates, respondents most often attributed positive changes in attendance to improved promotion, including marketing and advertising (50.8%). This finding demonstrates how important event managers perceive promotion to be for a successful event.

When combined, added activities and/or a change in the event's quality contributed to increases in attendance by 23.4% of the respondents. Low admission fee was reported as a factor for attendance increase by only three events, indicating that price is not widely perceived as a factor for attendance increases.

Better location was given as a reason for increased attendance by five events (2.6% of events with increases). Two of these events were held at a beach or waterfront, three were in parks, two were in parking lots, two were on a street, one was at a school, and one was at an auditorium. (These numbers are due to multiple locations of events.) This low number may be attributed to the fact that most events maintain a location over the years, and only events with undesirable locations move.

Of the four events that attributed changes in attendance to the fact that they target a specific audience, two reported that their target audience is families, one had a target audience of people interested in fishing, and one targets people interested in antique cars.

Six respondents, or 6% of events with coastal themes, explained attendance decreases were due to less fish stocking and/or water pollution problems. Not surprisingly, greatest attendance decreases were attributed to weather 52.8% of the time (by 38 events). Events held in the summer months (most notably, July and September) tended to have weather as a major influence on attendance.

Economy was given as a factor for attendance decreases by twelve respondents, or 16.7% of events with decreasing attendance. Similar to increases, attendance decreases were reportedly due to changed admission fees by only 1.39%, or one event. A complete list of reasons given for attendance change can be found in Appendix B.

**Conclusions:** Event organizers gave several different reasons for attendance change. Increases in attendance tended to be associated with attempts to deliberately change attendance rates-- promotion, activities, and product quality. The high percentage of respondents attributing attendance increase to improved promotion suggest a tendency to focus on the promotional aspect of marketing. However, product and promotion ideally should go hand in hand. There is a need for state and other tourism agencies to continue or expand efforts to assist event managers in the marketing of special events.

That 69.5% of attendance decreases were attributed to weather or economy suggests that most decreases are uncontrollable and temporary, rather than suggesting a steady decline over the years.

**Table 3-5**  
**REASONS FOR ATTENDANCE INCREASES**

	<u>%</u>	<u>n</u>
Improved promotion	50.78	98
Added activities	13.00	25
Product quality	10.40	20
More interest	5.7	11
Increased population	3.11	6
Improved reputation	5.7	11
Target a specific group	2.07	4
Better location	2.59	5
Low admission fee	1.55	3
Others involved	2.59	5
Other	2.59	5
<b>Total</b>	<b>100.08</b>	<b>189</b>

**Table 3-6**  
**REASONS FOR ATTENDANCE DECREASES**

	<u>%</u>	<u>n</u>
Economy	16.70	12
Changed admission fee	1.39	1
Weather	52.78	38
Decreased fish stocking/pollution	8.33	6
Lack of support	8.33	6
Decreased promotion	2.78	2
Less interest	4.17	3
Decreased scale	1.39	1
More competition	4.17	3
<b>Total</b>	<b>100.04</b>	<b>72</b>
(Multiple responses)		

# REASONS FOR ATTENDANCE INCREASES

## Frequencies

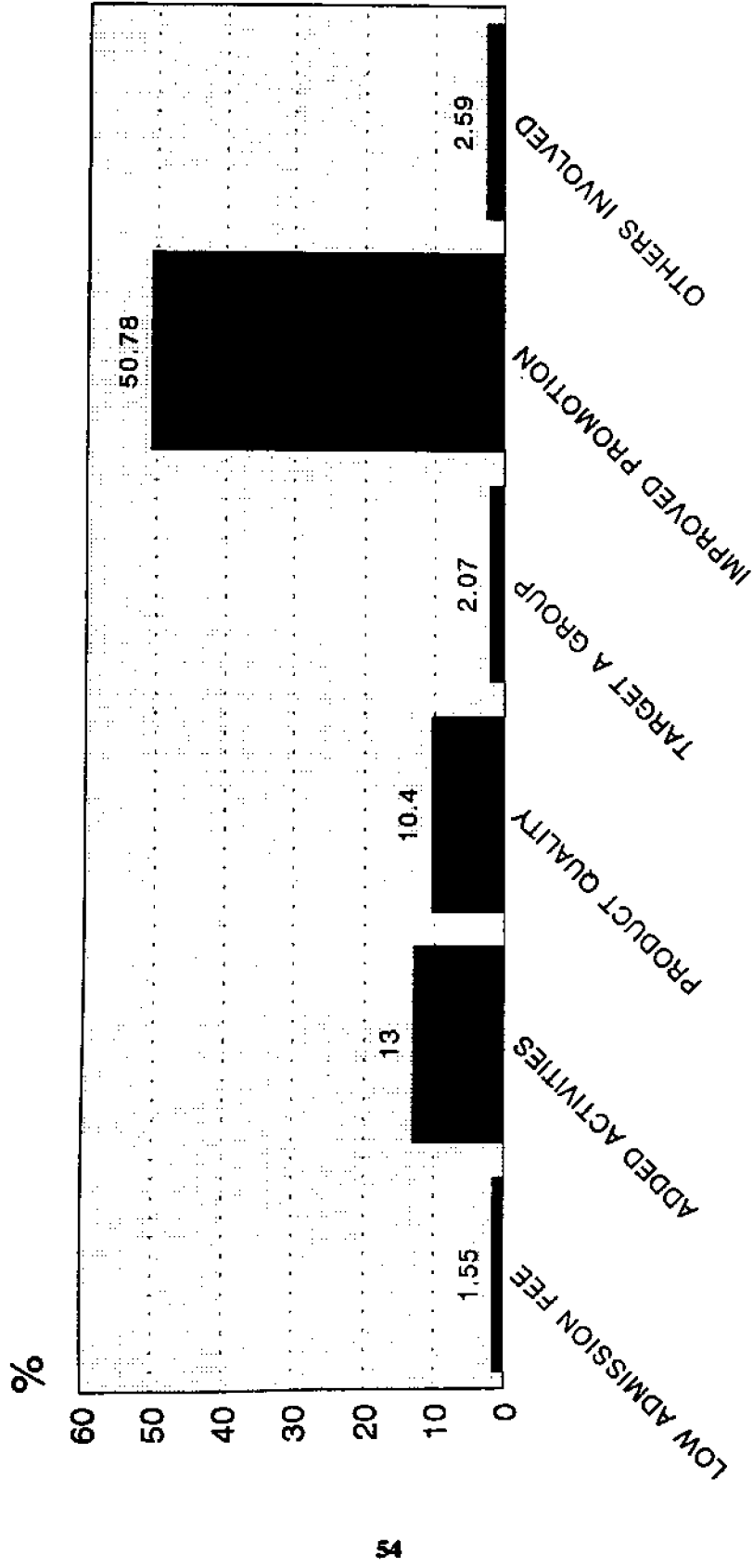


TABLE 3-5(TABLE 1 OF 2)

# REASONS FOR ATTENDANCE INCREASES

## Frequencies

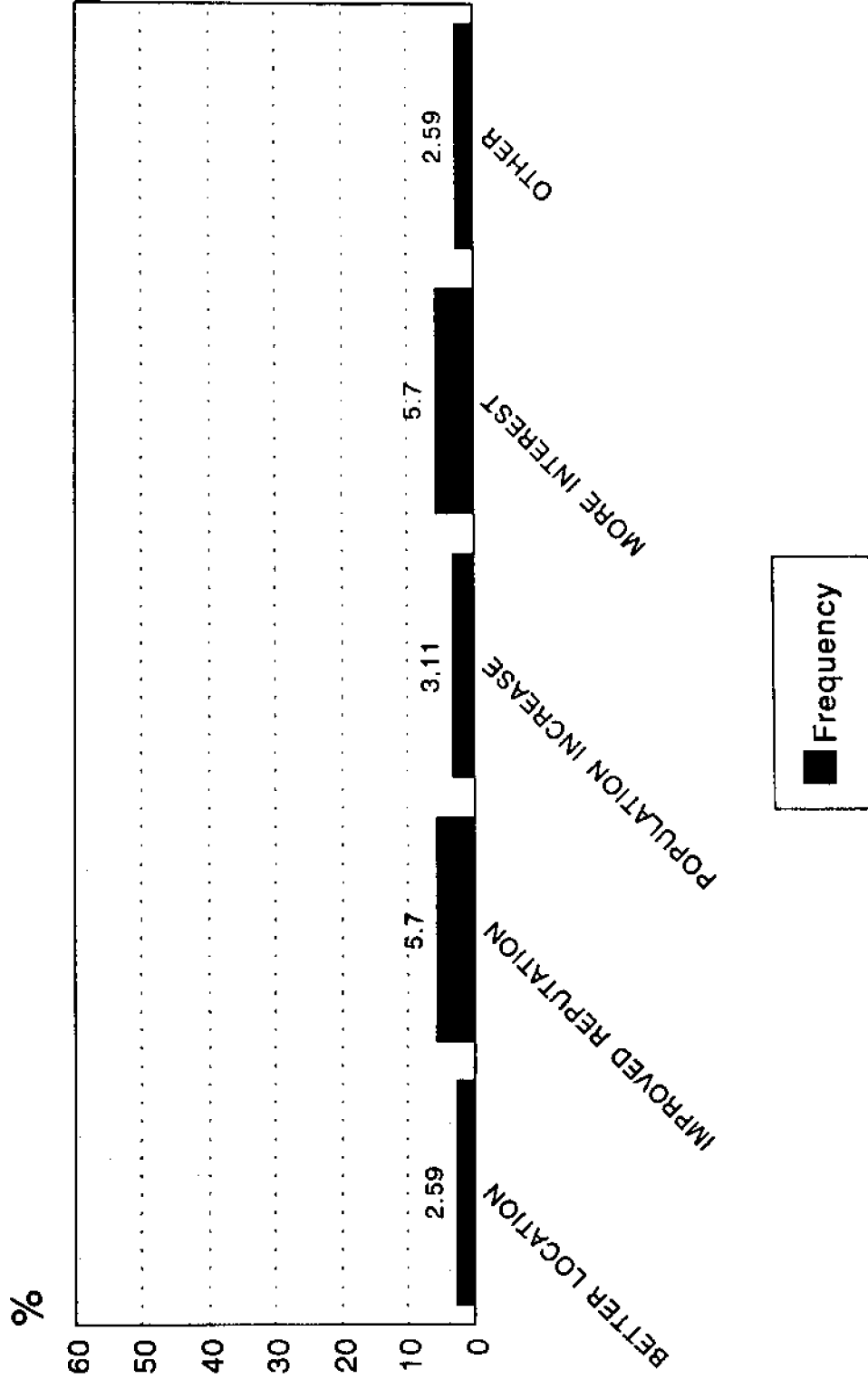
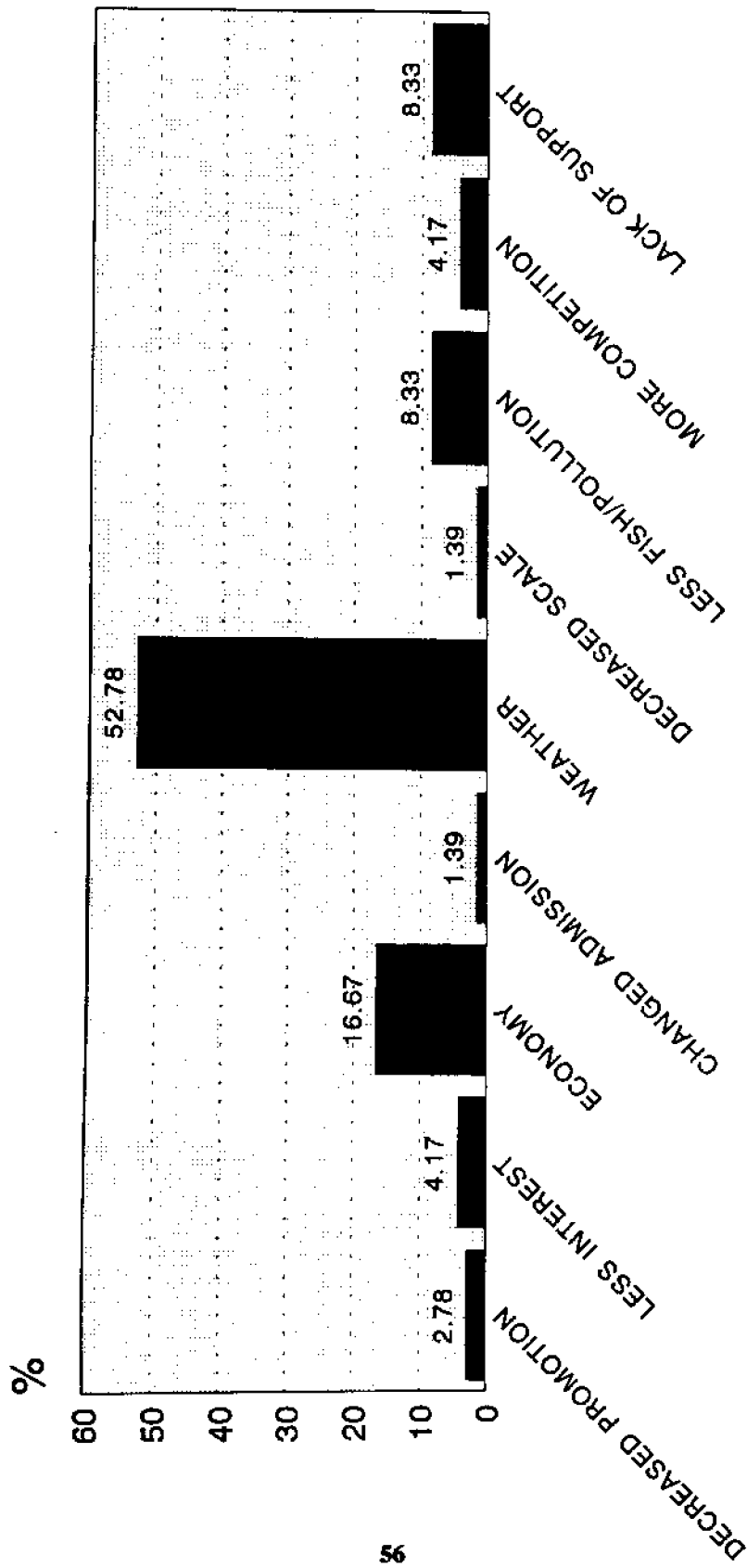


TABLE 3-5(TABLE 2 OF 2)

# REASONS FOR ATTENDANCE DECREASES

## Frequencies



■ Frequency

TABLE 3-6

#### IV: PROMOTION OF SPECIAL EVENTS

This section sought information about the promotion of the special event.

**Question 20:** Whom do you consider to be the target or main audience for your special event?

**Objective:** This question was asked to determine who respondents considered to be the target or main audience for their special event.

**Rationale:** By identifying the main audience, this question attempts to outline what, if any, market segments the event organizers are trying to attract, and how market segmentation influences what group or groups that actually attend. Up to two responses were coded. Identifying and then targeting markets with selected promotional techniques is a fundamental concept of marketing. However, it is often difficult for event managers to differentiate among markets because most events appeal to such a wide and diverse audience. How markets are perceived should then direct promotional activities.

**Results:** Families were the largest target audience, being given as an answer by 20% of the respondents. Other target audiences often mentioned were people with certain special interests (13.2%) and people of specific age groups (9.4%). Seven percent of the events were marketed to people interested in marine activities, including fishing, boating, and other maritime pursuits (see Table 4-1).

Target audiences came from a relatively small geographical radius for 16.9% of the respondents, often including county residents, or an even smaller radius from the event locale.

Marketing to a particular geographical audience seems effective. For example, when events targeted a local audience, the data show that they were more likely to have a large percentage (over 75%) of attendees from the host community. Those events with a target audience from within the region of the state were likely to have somewhat lower numbers of local attendees (46-60%).

Surprisingly, 11.6% of the respondents said that everyone is their main audience. Looking at it another way, it really indicates that there is no main audience, in that no particular group of people is targeted. When all the non-specific markets were combined, the events with Lake Michigan as a major theme tended to have no target audience (saying that everyone was their target audience), as compared to events without Lake Michigan as a theme or with it as a minor theme.

For purposes of analysis, combining categories of special interests, sporting interests, and marine activity interests results in 78, or 24.4% of the responses. This percentage is not surprising. Special events have themes and purposes, and tend to reflect special interests.

A complete listing of responses given for this question can be found in Appendix B. 146).  
**Conclusions:** When asked who their target audience was, event organizers answered in terms of geographical radius from event, demographic qualities (ie: ethnicity, age), and/or special interests. If the question had been asked more specifically, it is likely that many respondents could have identified target audiences in each of the three categories.

Events reporting everyone as a target audience face the problem of how to promote to everyone, and how to make an event program knowing no specific details about those who will be attending. Having multiple audiences is common for special events, but in such cases, multiple promotional strategies are needed. It is possible that those event organizers reporting everyone as their audience have not recognized the fact of the multiplicity of their audiences.

The overall lack of target marketing in the responses to this question reflect either little marketing savvy on the part of event organizers or the recognition that their markets cannot be



differentiated. For those unaware of their markets, a market analysis study should be conducted. For events that defy segmentation, additional work should be conducted to identify sub-markets and/or to find the most efficient ways to mass market.

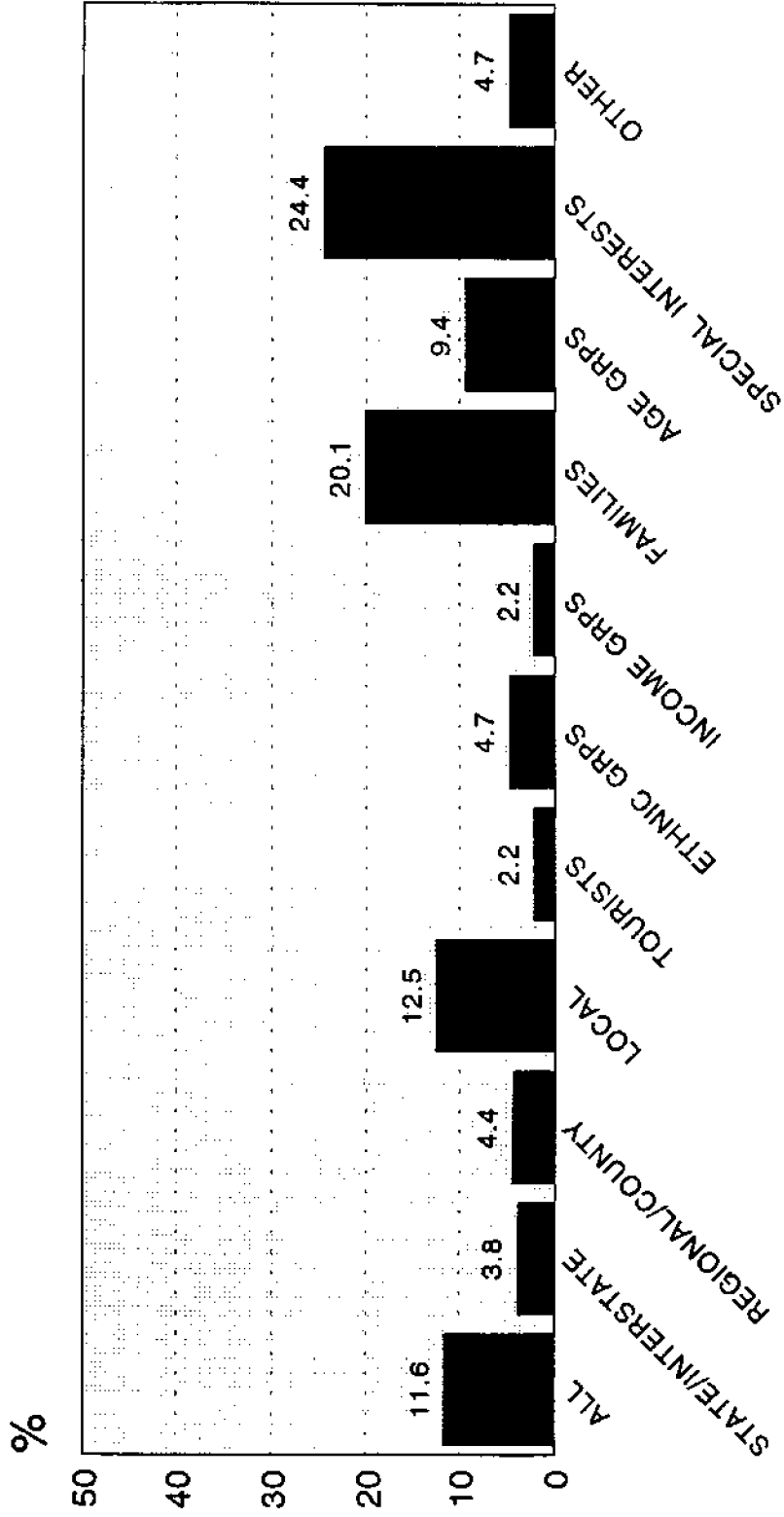
Some responses to the question were quite specific. For example, one boat show identified a target audience of "Men 25-54 years old. Married. Homeowner. Working spouse." This type of response, however, was atypical, yet a somewhat more likely response for single-purpose events.

**Table 4-1:  
TARGET AUDIENCE**

	<u>%</u>	<u>n</u>
All	11.6	37
State/Interstate Radius	3.8	12
Regional/County Radius	4.4	14
Local community/city	12.5	40
Tourists	2.2	7
Ethnic groups	4.7	15
Income specific	2.2	7
Families	20.1	64
Specific age groups	9.4	30
Special interests	13.2	42
Sporting interests	4.4	14
Marine activity interests	6.9	22
Other	4.7	15
<hr/>		
Total (Multiple responses)	100.1	319

# TARGET AUDIENCE

## Frequencies of Responses



**FREQUENCY**

TABLE 4-1

**Question 21:** What are the sources of promotion which you use to advertise your special event? On the following list, please indicate whether or not you use these sources. If so, please rate the importance of each source from very important to very unimportant.

1. Tourism Office Calendar of Events
2. Direct mail
3. Paid magazine advertisements
4. Magazine feature articles
5. Billboards
6. Posters
7. Vendors
8. Brochures or flyers
9. Newspaper ads
10. Newspaper feature articles
11. Radio
12. Television
13. Organizational memberships
14. Event program
15. Word of mouth
16. Visitors' past experience
17. Other (please specify)

**Objective:** To identify the range of different promotion sources used by special event organizers.

**Rationale:** Travel decisions rarely are made on the basis of one information source. Tourists seek out multiple sources of data and respond to a variety of externally generated stimuli. This question asked event managers which of sixteen (plus other) promotional methods they employed.

**Results:** The data shown in Table 4-2 indicates that the two forms of promotion identified as most important were visitors' past experiences and word of mouth. No respondents identified either of the two sources as very unimportant or unimportant. It is interesting to note that these two promotional sources used by the most respondents and identified as most important are those of no direct cost to event organizers, nor can they be directly manipulated by them. Word of mouth was considered important by 43 respondents (20%) and as very important by 172 respondents (80%), with a mean importance score of 4.8. Those reporting word of mouth as very important tended to be events which had experienced recent attendance increases, whereas those events which have had no change or attendance decreases between 1990 and 1991 tended to rate word of mouth as important. This may suggest, that while word of mouth may not cost the sponsoring group anything, it may have a tremendous impact on attendance.

Listed as next important were promotional efforts typically associated with special events, namely newspaper articles (mean of 4.75), newspaper advertisements (mean of 4.73), brochures (mean of 4.71), and magazine articles (4.31). Magazine articles ranked high in importance and were used by 58% of the respondents. Radio was another media source identified as important (mean of 4.57). Not surprisingly, posters were ranked as important (mean of 4.54) and used by 85.5% of events, probably because of their low cost.

Other forms of written promotion were considered fairly important. Event programs had a mean of 4.5, and tourism office calendar of events had a mean of 4.42. Magazine advertisements were used by only 39.5% of event organizers. One explanation is that magazines tend to be not as local as other sources of promotion, and have audiences that are bigger than the event itself, given the event's locality. Magazine articles also tend to be quite expensive and require early submission of advertisements in order to meet printing deadlines. When they were used, however, they were identified as an important promotional source, with a mean of 4.05.

Organizational memberships and direct mail were used less frequently. Seventy-one percent of events used organizational memberships, and 70% used direct mail. When used, they had means of 4.38 and 4.47, respectively. These types of promotion sources tend to be sophisticated, and may be appropriate for events with very specific target audiences. For an event to use these sources, a target audience needs to be clearly specified, which as reported above was not done by most organizers.

Vendors were used as a means of promotion by over two-thirds of the respondents (70.2%) and had a mean importance of 4.28. This finding was somewhat surprising as other research has not identified the practice as important, and suggests a reliance upon vendors by event organizers that has been overlooked. Vendors may have their own audience to which to promote, and/or their own promotional methods and sources.

Using cross-tabulation methods, data indicated that event organizers that identified increased promotion as a reason for attendance increases were more likely to rank all sources of promotion as higher in importance than those not identifying increased promotion as a reason for attendance increases.

When respondents were broken down into groups having the lake as a theme and those not having it as a theme, it was found that their mean importance scores for each promotional method did not differ (t-test; prob. .05). These findings suggest that event managers use the same communication tools, irrespective of event theme.

A complete list of responses to the category of "Other (please specify)" can be found in Appendix B.

**Conclusions:** All sources of promotion listed in this question, except billboards, were found to be considered important or very important by most of the respondents. This finding supports the earlier responses of increased promotion as a cause of attendance change. It appears advantageous for event managers to take promotion sources seriously and regard them as important for event success.

The use of magazine articles by 58% of the respondents is a substantial number, given that magazines must be persuaded, or at least attracted, in some way before publishing an article on a particular event. This suggests that event managers may have links with travel writers. In cases where magazine articles are not used as a promotional source, event managers should consider working with the press, if needed, to capitalize on the free promotion.

The relatively large percentage (70.2%) of respondents using vendors as a source of promotion suggests that event organizers should use vendors to the largest extent possible. Vendors may have contact with a larger, and perhaps different, audience. If given promotional material, vendors may well expand event managers' promotional efforts.

The high ranking of word of mouth and visitors' past experiences are subjective, and may not be correct, because those promotion sources cannot be measured. However, the perceived importance of those sources supports the idea that service quality and on-site experiences, as in most tourism activities, are critical for special events. The focus on the special event "product" as a reason for attendance increases (for example, increased activities) indicates a knowledge of this importance for repeat visits and positive recommendations. Service quality and on-site experiences may also serve as an evaluative tool for event managers, indicating what visitors are unhappy with at an event.

**Table 4-2**  
**SOURCES OF PROMOTION**

<u>Source</u>	<u>Mean Importance</u>	<u>n</u>
Tourism Office Calendar of Events	4.42	199
Direct Mail	4.47	144
Paid Magazine Advertisements	4.05	78
Magazine Feature Articles	4.31	117
Billboards	3.95	64
Posters	4.54	183
Vendors	4.28	140
Brochures or Flyers	4.71	209
Newspaper Advertisements	4.75	205
Newspaper Feature Articles	4.73	173
Radio	4.57	192
Television	4.18	125
Organizational Memberships	4.38	144
Event Program	4.50	163
Word of Mouth	4.80	215
Visitors' Past Experience	4.85	201

(Does not equal 100% due to multiple responses)

# SOURCES OF PROMOTION

## Frequency and Level of Importance

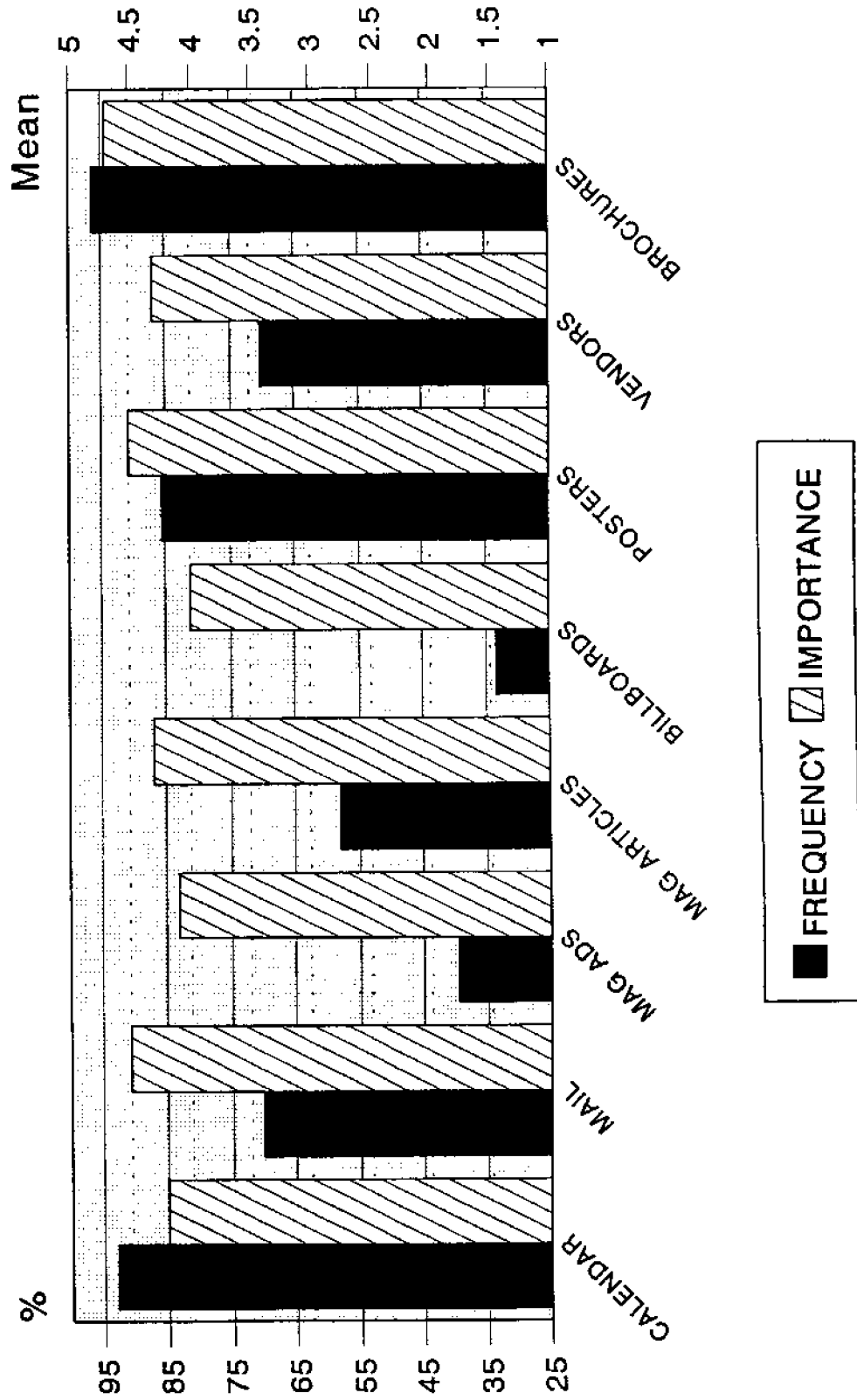
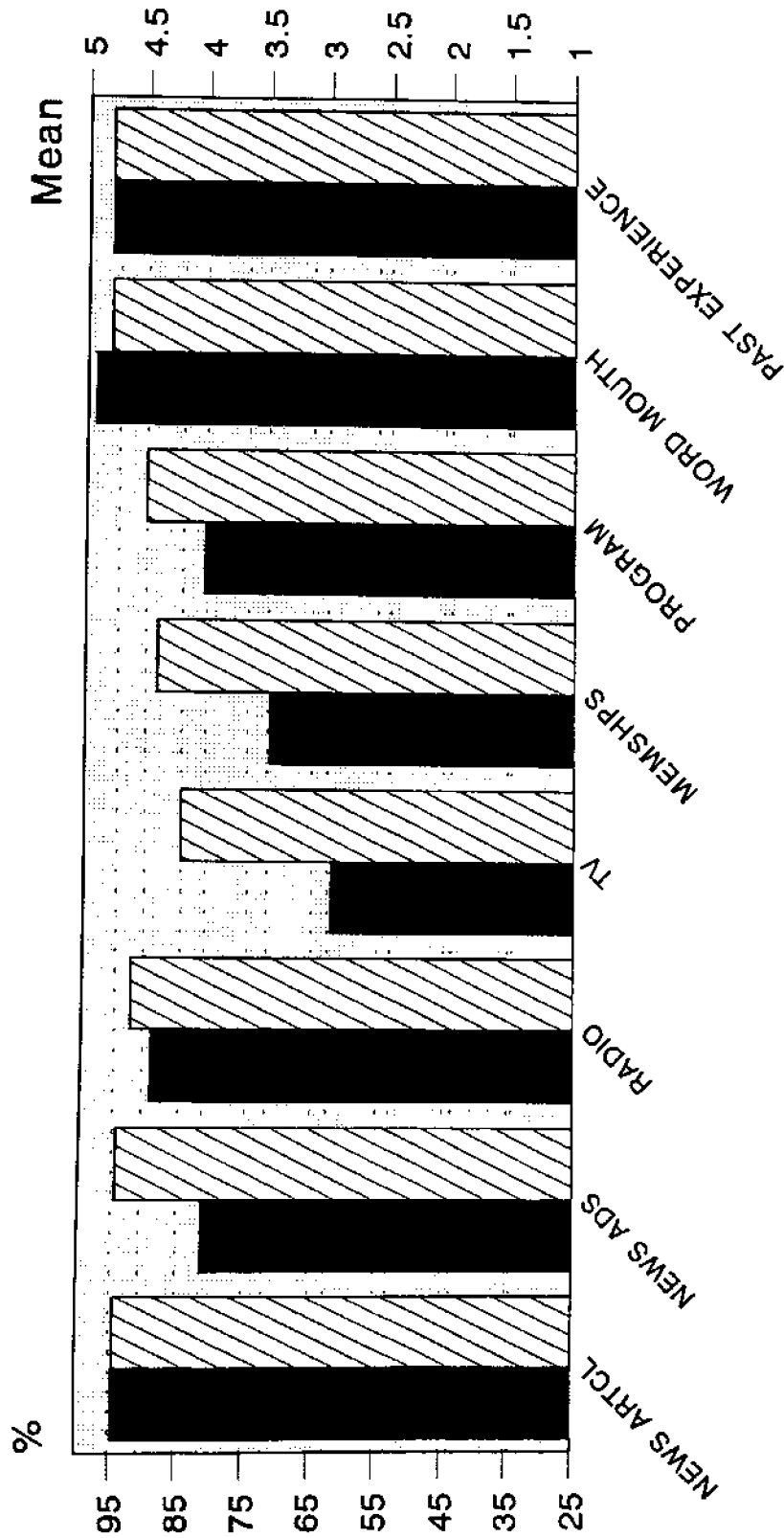


TABLE 4-2 (TABLE 1 OF 2)

# SOURCES OF PROMOTION

## Frequency and Level of Importance



Frequency
  Importance

TABLE 4-2 (TABLE 2 OF 2)

## V: RESOURCES AND REVENUES

This section sought information about the scope of resources and community support received for special events.

**Question 22:** How many people were engaged in planning and conducting the special event? On part A below, please indicate the number of people involved in planning the special event (including volunteers and committees). On Part B below, indicate those engaged in conducting the event (including volunteers and committees).

**Objective:** To determine to what extent employees and volunteers plan and conduct special events.

**Rationale:** The success of a special event is dependent on sufficient human resources. Months of preparation are required in order to plan an event, and, once it is in progress, people are needed to assist in conducting activities. Some events, perhaps those that are larger or more diverse, may demand more human resources than others. Knowing the number of employees and volunteers that plan and conduct an event, as well as the number of person days per year, may give some insight into what is needed to successfully stage a special event. Information on the extent to which employees are used may give an indication of the importance of special events to the economy of the area.

**Results:** Over eight times as many volunteers help plan special events than do full- or part-time employees (a total of 6379 volunteers, compared to 739 employees). The average (mean) number of employees engaged in planning the special event was 4.1, with a median of 1. Special event managers indicated a strong reliance on non-employees to plan their events, with a mean of 32.1 and a median of 13 volunteers. Only 13.6% of the respondents indicated that they use no volunteers to plan the event. The event responding with the most employees planning it (50) was an Illinois festival sponsored by a recreation department. Forty-two events (23.5% of those responding) indicated that they depend solely on volunteers to plan the events, having no employees engaged in the planning process.

When employees were involved, they worked a mean of 140.3 days, or approximately seven months per year, on the planning of the special event. The mean number of person days per year was lower for volunteers, with a mean of 118.4 days. This is not surprising, given that they are not employed with the event, and thus have other commitments. A total of 17,408 person days per year (46.8% of total person days per year spent planning) were contributed by volunteers in order to plan special events, compared to a total of 19,779 days per year worked by employees. This indicates that while volunteers on average may have less time to devote to the planning of a special event, they outnumber employees and thus end up devoting almost as many days per year as do part-or full-time employees.

Event managers indicated that additional human resources are needed to actually conduct the event. Events had means of 28.02 employees and 108.28 volunteers engaged in conducting events. The ratio between paid workers and volunteers was smaller than it was for the planning of events, with four times more volunteers conducting the event than employees (a total of 21,114 volunteers, compared to 4736 employees). One event, a Wisconsin ethnic festival, uses 5000 volunteers to help conduct the event, more than any other event studied. Eighteen and nine-tenths percent of special events use no employees to conduct the event, while only 6.7% use no volunteers.

Another difference found in responses about the conducting of events compared to event planning is that the mean person days per year worked by volunteers (a mean of 183.28) was higher than that worked by employees (a mean of 159.79). Over half (27492, or 55.9%) of the



total person days per year were worked by volunteers, compare to the 21,731 total person hours per year that event managers indicated employees spent conducting special events.

**Conclusions:** The total number of employees (739 to plan and 4,736 to conduct the event) is a figure for the two-thirds of the sample which responded to this question. If all 234 respondents would have answered this question (assuming random error), the sum would be even larger. This indicates the economic importance of festivals and special events, in that they create jobs for large numbers of people in the community. Not only is the local economy boosted by proceeds from tourists and local visitors, but it also stands a chance to improve by an increase in the number of local jobs. It would then be beneficial for local officials to promote special events in their community. Likewise, event managers should use these findings as a point to support the staging of a special event.

The low percentage of events reporting that they did *not* use volunteers and the large number of person days per year volunteers dedicate towards events indicate a high dependency on organization members and/or the community to assist in the planning and conducting of an event. The use of such volunteers results in fewer salaries paid for those services. This suggests that visitors to special events often get more than they pay for. Visitors get an experience that is heavily subsidized through volunteer labor. This is probably deemed to be acceptable by local leaders and volunteers, given that many feel that the purpose of conducting these events is to improve the community image and build local pride.

**Table 5-1**  
**HUMAN RESOURCES USED TO PLAN AND CONDUCT AN EVENT**

	<u>Mean</u>	<u>Median</u>	<u>Max. Value</u>
Planning:			
Number:			
Employees	4.13	1.00	50.00
Volunteers	32.06	13.00	998.00
Person days per year:			
Employees	140.28	15.00	2880.00
Volunteers	118.42	20.00	5000.00
Conducting:			
Number:			
Employees	28.02	3.00	1300.00
Volunteers	108.28	32.00	5000.00
Person days per year:			
Employees	159.28	5.00	6000.00
Volunteers	183.28	15.00	5000.00

**Question 23:** What are the total sources of revenue generated by your special event? On the following list of categories of revenue, please indicate the total amount generated for each source.

**Objective:** To document the levels of revenue generated by activity and source.

**Rationale:** Questions of economic mass and the impact of events on the local economy is of vital interest to managers, promoters, sponsors, elected officials and members of the tourism industry. This question attempted to account for the magnitude and sources of event-generated revenue. Of special interest was the difference between total or net revenues for the entire event including all vendors and that just accruing to the event manager for operating expenses. The sources of such income (tickets, sponsorships, souvenir sales, food sales and product sales) are also important indicators of economic vitality.

**Results:** The data reported by respondents on this question was disappointing, as non-response rates were very high, ranging from a low of 46% for total of all revenue generated to a high of 80% for vendor income. This may in fact be indicative of respondents not knowing these answers and subsequently leaving them blank. If that assumption is correct, it indicates: 1) the general lack of accurate accounting procedures employed by event managers; 2) that relatively little is known about the activities of vendors; and 3) the economic impact figures often reported may be "guesstimates" rather than hard facts.

The data that are reported below reflect high non-response rates and therefore may be less generalizable to the entire or other population(s) than other findings reported in this study. However, for the purposes of this report, it will be assumed that the non-responses are random and thus that this sample is representative.

Table 5-2 shows that there is a great difference between events in their size and revenue generating capabilities. The range of reported revenue directly flowing through the event organization ranged from \$0 to \$4 million with the total revenue generated by all sources peaking at \$45 million. The average (mean) amount of receipts collected by the event organization was almost \$97,000 with the median value a much more modest \$15,000. The large differences between mean and median values demonstrates the effects of very small events with limited budgets and a few mega-events being included in the sample. The economic mass of the largest events inflates the mean expenditure values, whereas the very small ones reduce the median value.

Using the mean total income generated by the event to calculate the overall economic mass of the events studied, the data show that for the total sample (n=371) the combined revenues would be \$50,813,273 and for the proportionate sample of events with coastal themes (calculated n of 151), their total was projected to be \$20,790,243.

A complete list of responses to the category of "Other (please specify)" can be found in Appendix B.

**Conclusions:** Special events generate large sums of money to sustain the operation of the event and for the wide variety of vendors participating. It appears, however, that getting precise estimates of revenues is not possible because so many events do not collect this data or maintain detailed accounting records.

The fact that special events held in close proximity to the southern Lake Michigan shore were calculated to generate over \$50 million in revenues annually without adding other travel related expenditures, attests to their importance as a potential generator of tourism revenues and/or to keep recreational purchases of local residents in their economy. At present levels of research sophistication, it is not possible to allocate revenue totals to specific subsystems, but it is assumed that the amount of money flowing to governments through tax revenues and to civic organizations which sponsor or participate in these events is not insignificant.

**Table 5-1**  
**INCOME SOURCES FOR EVENT ORGANIZATIONS**

**SELF-GENERATED**

	<u>Mean</u>	<u>Median</u>	<u>Max. Value</u>
Tickets	\$7,582	3,250	4,000,000
Sponsorships	15,042	2,350	250,000
Souvenir Sales	2,839	80	33,876
Food sales	27,815	550	700,000
Other	22,632	975	800,000
<hr/>			
Total (52%)	96,963	15,000	4,000,000
<hr/>			
<b>FROM ALL SOURCES (COMMISSIONS AND VENDOR REVENUES)</b>			
Total (54%)	136,679	19,100	4,500,000

**Question 24:** What sources of revenue do you use to fund your special event? On the following list, please indicate whether or not you use these sources. If so, please rate the importance of each source from very important to very unimportant.

1. Grants
2. Corporate sponsorship
3. Admission fees/entrance fees
4. Parking fees
5. Rental of exhibition space or stands
6. Food and/or beverage sales (management operated)
7. Commission from vendors
8. Featured entertainment (dances, bands)
9. Competitions/tournaments
10. Donations - financial
11. In-kind contributions (public sector)
12. In-kind contributions (private sector)
13. In-kind contributions (non-profit sector)
14. Other

**Objective:** To indicate how events raised operating expenses, and to rank the importance of those sources.

**Rationale:** Although huge sums may change hands, the managers of special events typically get a small portion. Therefore, how they get operating money is very important to the survival of the events. This question sought to measure the frequency of use and level of importance of thirteen revenue sources used by event managers to conduct their event. This question would indicate the extent of support toward the event from other agencies, and the organizers' perception of the relevance of different sources of revenue and resources.

**Results:** As Table 5-1 indicates, corporate sponsorship and financial donations were most often used by respondents (63.7% and 61%, respectively). These, along with grants, suggest high importance of non-participant revenue sources. Space rental was used by 58% of event organizers, and management operated food or beverage sales were used as a revenue source in 55% of the special events. Entrance fees, used by 52.9% of events studied, were given the highest rank of importance, with a mean of 4.69.

Specialized fees were not frequently used as a revenue source by event managers. Entertainment, while used by only 28.3% as a revenue source, was ranked as very important by those who did use it for that purpose (a mean of 4.61). Parking was used as a source of revenue by only 13.6% of events. A complete list of responses to the category of "Other (please specify)" for this question can be found in Appendix B.

Virtually all revenue sources were ranked as important or very important, with the exception of parking, with a mean of 3.56.

The extent to which individual events regarded commission from vendors as a source of revenue related to the relative importance they placed on the use of vendors as a source of promotions. Those regarding commission from vendors as a very important revenue source also tended to rate vendors as a very important source of promotion. Events reporting vendors as neither important nor unimportant tended not to use commission from vendors as a revenue source.

**Conclusions:** The high importance rankings of revenue sources, and the wide use of multiple revenue sources, indicate the necessity of financial stability in order to conduct an event.

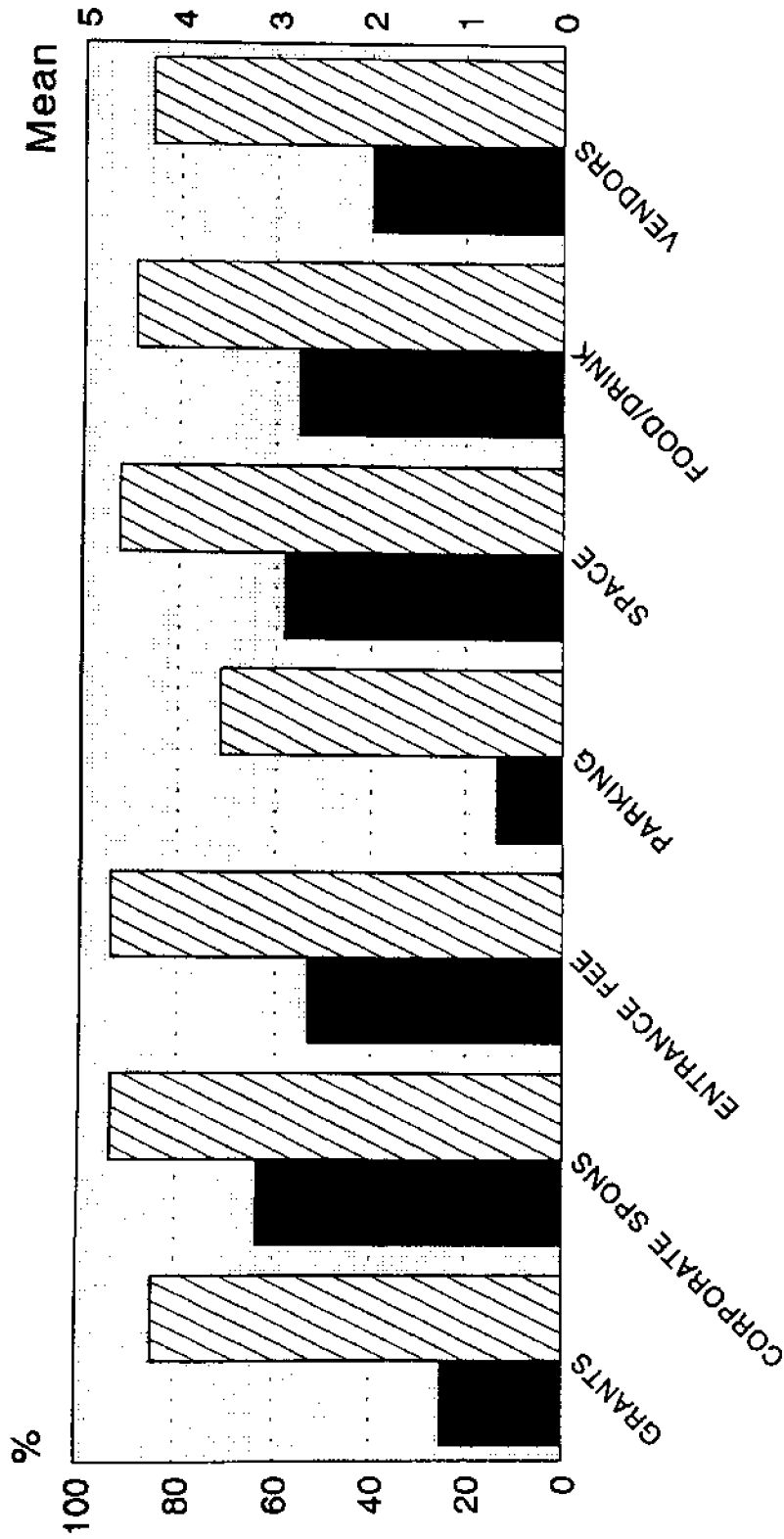
The frequent use of corporate sponsorship may explain the high percentage of events with cosponsors. If corporate sponsorship produces increased revenue, it would be advisable for event organizers to seek it out.

The findings of Table 5-1 suggest a general image of events with free parking, a fee to enter, and (once inside) different booths for attendees to see, some having food to buy, with major entertainment not being free.

These data show that many events are clearly not break-even endeavors when participant contributors are the sole source of revenue. Grants, donations of many kinds and corporate sponsorship are heavily relied upon by event managers. When the frequent use of public lands (streets and parks) and the dependence upon volunteer labor are added to the production cost analysis, it appears that in many instances participants pay a very small proportion of the actual cost of producing events.

# SOURCES OF REVENUE

## Frequency and Level of Importance



■ Frequency    ▨ Importance

TABLE 5-1 (TABLE 1 OF 2)

# SOURCES OF REVENUE

## Frequency and Level of Importance

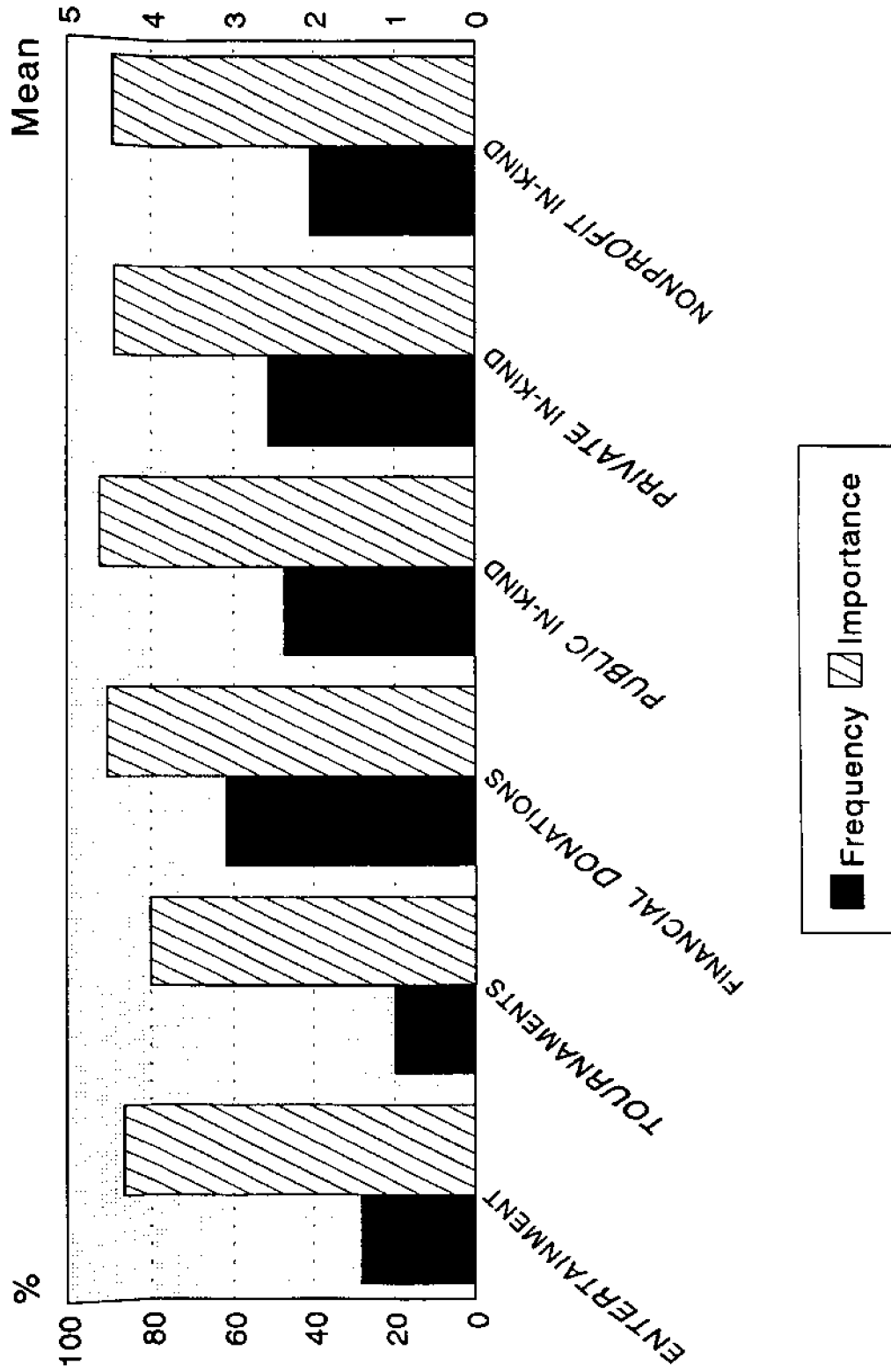


TABLE 5-1 (TABLE 2 OF 2)

## SECTION IV. IMPLICATIONS

This section of the report will focus largely on how organizations concerned with Lake Michigan and/or promoting tourism in that region can better reach such goals through the many festivals and events conducted there. Those wanting more specific information and recommendations are referred to the text of this report which includes a conclusion section with each question.

Among many other objectives, this study sought to document the significance of special events held along the Lake Michigan shore, particularly those having coastal themes. When projected to the entire population of events, the data collected show that the total annual festival day participation in this region exceeded 23.5 million, with attendance at events with some coastal theme surpassing 12 million annually. Projected gross revenues for these events was large with the annual total for all events approaching \$51 million, and for marine events the sum was over \$20 million. The significance of this data is that special events conducted in the southern Lake Michigan region are massive undertakings, provide recreational opportunities for many residents and tourists, and generate significant revenues helping sponsoring organizations, community groups, small businesses and local governments through tax revenues.

The enormous scale of festivals and events conducted on Lake Michigan's perimeter suggests they may represent an untapped opportunity for those interested in promoting values associated with the wise and productive use of coastal resources. Where else could so many persons be reached who are in a receptive mood? Mixing fun and positive family recreation with messages promoting coastal values may have enduring effects. Separated from their coasts by highways, railroads, shipping and industry, the masses often do not experience the coast except through important special events.

Based upon the responses of 234 event managers conducting events with and without coastal themes, the following recommendations are made for those wishing to capitalize on this opportunity to better communicate coastal values:

1. Work with all event managers to ensure that coastal heritage and culture are not forgotten. Managers of events with coastal themes reported less focus on culture, history and ethnicity than did the other managers. Further, when event managers with non-coastal themes were asked why the coast was not included in their event, many responded that their event had a cultural purpose, implying that the two were not compatible. This is simply not the case and may reflect a lack of sensitivity to coastal issues by many.
2. Help all event managers identify and solicit marine-related businesses and corporations for sponsorships. Corporate sponsors play a key role in finding special events. These firms could play a larger role in promoting the coast through special events.
3. Communicate to the tourism industry that events with coastal themes are more likely to have wider markets and include more out-of-town travelers. Generating tourism revenues is one of many event purposes that managers may adopt, and events with coastal themes tend to be focused on this industry.
4. Develop a package of educational materials that can be used by event managers. Conducting an event is very complicated and time-consuming. Managers may just run out of time before they can get to including educational material or programming relative to the coast. Similar to providing teachers' predeveloped lesson plans, it is likely that event managers would be amenable to including this material if it were easier to do so. To illustrate this point, one respondent commented, "We have no one available to provide the exhibit. We would love to have an exhibit on Lake Michigan."

5. Prepare lists of resources and vendors that would support more events' coastal themes. Specific programmatic activities like marine arts and souvenirs, seafood, and visual effects are underutilized by event managers. This may be a result of few such providers and limited knowledge about them. A widely circulated list would help managers identify these resources and perhaps encourage new groups to participate.
6. Provide special promotional literature for events with coastal themes or provide formal assistance to these events. Event managers report that adequate promotion is the most important determinant of high attendance, and data suggest that such a link does exist. Thus, any assistance with promotion would be likely to boost attendance and serve the goals of the event manager and those promoting coastal values.
7. Target middle-aged (10-18 years) events with stagnant or declining attendances for special help. There is some evidence to suggest that the product life cycle concept is operational in event evolution. That is, after a period of time the event loses its uniqueness or is upstaged by a newer event and attendance levels off or declines. Managers of events that are at this stage where rejuvenation is needed might welcome assistance that adds coastal themes to their program.
8. Conduct further research to demonstrate how coastal events may reinforce positive values of the coast. Events do have the potential to reach great numbers of persons, but their effectiveness in communicating coastal values is largely unknown.



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**APPENDIX A**  
**QUESTIONNAIRE RESULTS: PERCENTAGES**

This questionnaire is divided into six sections and applies to your most recent special event. Please respond to each question in each section by writing your response in the space provided or checking  the box that corresponds with the answer you select.

**Section 1: General Background**

*These questions ask about the location and type of the special event, and who organizes the special event.*

1. Is this the official name of your special event? Yes No

\_\_\_\_\_

If no, please state the correct name.

2. What is the name of the sponsoring organization?

\_\_\_\_\_

3. Do other organizations cosponsor the special event with you? Yes 36.9%  
No 62.7%

If yes, please list the cosponsors.

\_\_\_\_\_

4. How would you describe your special event? Please choose a word or phrase (for example carnival, festival, or county fair, etc.)

\_\_\_\_\_

5. Where was your special event held? On the following list please check **all** those places that were used as venues.

**Sites at which the special event was held were**

Public parks or recreation areas	59.0%	Convention center or auditorium	16.1%
Fairgrounds	4.1%	Community street	24.0%

School grounds or facilities . . .	12.0%	Church grounds . . . . .	5.5%
Facility owned by organizers . . .	12.0%	Private property . . . . .	12.9%
On beach . . . . .	10.6%	On the waterfront . . . . .	32.7%
In Lake Michigan . . . . .	14.3%	On a farm or in a garden . . .	2.3%
In parking lot . . . . .	20.3%	In shopping malls . . . . .	5.1%
Other (please specify) _____			

6. What were the most recent dates of this special event? \_\_\_\_\_
7. How many days did this event operate? \_\_\_\_\_ days
8. How many years has your special event been in operations? (including 1991)  
\_\_\_\_\_ years
9. Please Provide name(s) of the host community, or communities, the nearest town(s) and zip code(s) where this event was held.

Name of Host Community(ies)	Nearest Town(s)	Zip code(s)
_____	_____	_____
_____	_____	_____

**Section 2: Themes and Focus of the Special Event**

*This section is especially interested in the purpose of the special event, its theme, and how Lake Michigan might or might not feature in your special event.*

10. What are the purposes of conducting your special event? On the following list please indicate whether these purposes apply to your event and, if so, please rate the importance of each category from very important to very unimportant.

<u>Purposes</u>	does not	very			very	
	apply	important	important	neither	unimportant	unimportant
Raise revenue for civic projects . . . . .	54.7%	54.2%	28.1%	8.3%	7.3%	2.1%
Enhance community image to outsiders . . .	10.5%	60.7%	31.9%	4.7%	2.6%	0%
Educational - make people aware . . . . .	18.1%	47.0%	41.5%	9.8%	1.2%	.6%
Provide recreational opportunities . . . . .	11.7%	50.3%	40.1%	7.5%	2.1%	0%
Promote local culture - arts/music/ethnic . .	20.5%	60.8%	28.3%	7.8%	3.0%	0%

Provide participation in sports . . . . .	49.0%	34.3%	32.4%	15.2%	13.3%	4.8%
Increase tourism revenues to your community	2.2%	49.2%	35.7%	8.6%	4.3%	2.2%
Build community pride . . . . .	10.0%	63.5%	30.2%	4.2%	2.1%	0%
Promote your organization or business . .	13.5%	66.5%	26.9%	5.5%	1.1%	0%
Promote lifestyles on Lake Michigan . . .	37.5%	32.6%	29.5%	29.5%	7.0%	1.6
Offer family-based recreation activities . .	11.5%	52.9%	27.4%	3.1%	.9%	.4%
For private enterprise (for profit) . . . . .	57.7%	39.3%	20.2%	14.3%	11.9%	14.3%
Other (please specify) _____						

11. What are the themes of your special event? On the following list, please indicate whether these themes apply to your event and, if so, please rate the importance of each category from very important to very unimportant.

<u>General Themes</u>	does not apply	very important	important	neither	unimportant	very unimportant
Agriculture or horticulture . . . . .	75.1%	40.4%	14.9%	17.0%	10.6%	17.0%
Sports . . . . .	56.5%	46.5%	32.6%	9.3%	5.8%	5.8%
Historical . . . . .	49.0%	38.4%	42.4%	12.1%	6.1%	1.0%
Cultural . . . . .	33.7%	59.1%	30.3%	6.8%	3.0%	.8%
Arts and Crafts . . . . .	33.2%	50.4%	30.4%	13.3%	5.2%	.7%
Entertainment, music or drama . . . . .	20.2%	62.0%	30.7%	4.3%	2.5%	.6%
Fishing, boating, or other marine . .	53.9%	55.7%	18.2%	12.5%	8.0%	5.7%
Ethnic . . . . .	53.1%	48.9%	23.9%	17.4%	7.6%	2.2%
Food . . . . .	25.6%	52.3%	33.5%	9.0%	4.5%	0.6%
Fun, relaxation and pleasure . . . . .	4.3%	76.6%	22.9%	0.0%	0.0%	0.0%
Seasonal . . . . .	31.4%	69.5%	20.6%	8.4%	0.0%	1.5%
Other (please specify) _____						

12. Do you feature Lake Michigan as a theme in your special event? Please indicate one of the following.

Major Feature 22.5%      Minor Feature 18.0%      Not Featured 59.5% (132)

**If Lake Michigan is not featured as a theme of your event, please skip to Question 15.**

13. How do you feature Lake Michigan in your special event? On the following list, please indicate whether these coastal themes apply to your event and, if so, please rate the importance of each category from very important to very unimportant.

<u>Coastal Themes</u>	does not apply	very important	important	neither	unimportant	very unimportant
Marine species (for example, bass) . . . .	59.7%	41.9%	29.0%	22.6%	3.2%	3.2%
Marine industry (boating, boat shows) . .	34.6%	64.7%	17.6%	11.8%	3.9%	0.0%
Natural features of the coast (dunes) . . .	40.3%	32.6%	39.1%	23.9%	4.3%	0.0%
Lake or water based recreation (fishing) .	33.3%	71.2%	19.2%	7.7%	0.0%	1.9%
Historical event (shipwreck) . . . . .	70.3%	18.2%	22.7%	40.9%	13.6%	4.5%
Cultural (ethnic or heritage festival) . . . .	57.3%	40.6%	28.1%	18.8%	9.4%	3.1%
Education about coast (museum exhibit) .	62.3%	20.7%	34.8%	31.0%	10.3%	3.4%
Environmental concerns (beach cleanup) .	61.3%	24.1%	37.9%	34.5%	0.0%	3.4%
Seafood (fish fry) . . . . .	59.2%	32.4%	19.4%	29.0%	16.1%	3.2%
Other (please specify) _____						

14. In your special event program, do you include the following activities? On the following list, please indicate whether or not these activities apply to your event and, if so, please rate the importance of each category from very important to very unimportant.

<u>Activities</u>	does not apply	very important	important	neither	unimportant	very unimportant
Vendors selling marine items . . . . .	56.8%	46.2%	20.5%	20.5%	10.3%	2.6%
Logo, representing marine theme . . .	46.0%	55.3%	29.8%	10.6%	4.3%	0.0%
Boats or ships on the lake . . . . .	35.2%	66.7%	19.3%	10.5%	1.8%	1.8%
Vendors selling seafood from lake . .	68.6%	18.5%	33.3%	29.6%	11.1%	7.4%
Fireworks . . . . .	65.9%	43.3%	23.3%	16.7%	13.3%	3.3%
Sporting activities . . . . .	42.7%	66.7%	29.4%	3.9%	0.0%	0.0%
Marine arts and crafts . . . . .	57.8%	36.8%	34.2%	18.4%	7.9%	2.6%
Costumes or native dress . . . . .	68.6%	22.2%	40.7%	22.2%	11.1%	3.7%
Other (please specify) _____						

Please now skip to Section 3, question 16.

15. If you do not feature Lake Michigan, please give your reason(s) why it is not.

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### Section 3: Attendance

*This section seeks information about your special event attendance.*

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16. How many people attended your most recent special event? \_\_\_\_\_
17. Were visitors to your special event from the host community or elsewhere? On the following list, please indicate the approximate percentage of visitors.

\_\_\_\_\_ % from the host community  
\_\_\_\_\_ % other people from your state  
\_\_\_\_\_ % from other states  
\_\_\_\_\_ % international visitors  
\_\_\_\_\_ Do not know

18. Has there been any change in attendance in the past three year period? On the list below, please indicate any trends in attendance.

<u>Changed from</u>	About the same	increased	decreased
between 1988-1989 . . . . .	40.4%	54.9%	4.7%
between 1989-1990 . . . . .	34.0%	55.5%	10.5%
between 1990-1991 . . . . .	34.6%	55.1%	10.3%

19. If your attendance has increased or decreased, please give the reason(s):
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Section 4: Promotion of the Special Event

*This section seeks information about the promotion of the special event.*

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20. Whom do you consider to be the target or main audience for your special event?
- \_\_\_\_\_
- \_\_\_\_\_

21. What are the sources of promotion which you use to advertise your special event? On the following list, please indicate whether or not you use these sources. If so, please rate the importance of each category from very important to very unimportant.

<u>Sources of Promotion</u>	not used	very important	important	neither	unimportant	very unimportant
Tourism Office Calendar of Events . . .	7.1%	51.3%	42.2%	5.0%	.5%	1.0%
Direct mail . . . . .	30.0%	57.6%	33.3%	6.9%	2.1%	0.0%
Paid magazine advertisements . . . . .	60.5%	33.3%	47.4%	11.5%	6.4%	1.3%
Magazine feature articles . . . . .	42.0%	36.8%	59.0%	2.6%	1.7%	0.0%
Billboards . . . . .	66.5%	34.4%	39.1%	17.2%	6.3%	3.1%
Posters . . . . .	14.5%	58.5%	38.8%	1.1%	1.6%	0.0%
Vendors . . . . .	29.8%	42.1%	45.7%	10.0%	2.1%	0.0%
Brochures or flyers . . . . .	3.5%	73.2%	25.4%	1.0%	.5%	0.0%
Newspaper ads . . . . .	5.5%	75.6%	23.4%	1.0%	0.0%	0.0%
Newspaper feature articles . . . . .	18.9%	77.5%	18.5%	3.5%	.6%	0.0%
Radio . . . . .	11.1%	63.5%	31.8%	3.1%	1.6%	0.0%
Television . . . . .	38.0%	43.2%	38.4%	12.8%	4.8%	.8%
Organizational memberships . . . . .	28.4%	50.7%	38.9%	9.0%	.7%	.7%
Event program . . . . .	18.4%	58.3%	35.0%	4.9%	1.8%	0.0%
Word of mouth . . . . .	1.3%	80.0%	20.0%	0.0%	0.0%	0.0%
Visitors' past experience . . . . .	3.7%	85.6%	13.4%	1.0%	0.0%	0.0%
Other (please specify) _____						



## Section 5: Resources and Revenues

*This section seeks details in the scope of resources and community support received for your special event.*

22. How many people were engaged in planning and conducting the special event? On Part A below, please indicate the number of people involved in planning the special event (including volunteers and committees).

A. Planning the event	Number of People	Number of person days per year
Full time/part time employed	_____	_____
Volunteers	_____	_____

On Part B below, indicate those engaged in conducting the activities (including volunteers and committees)

B. Conducting the event activities	Number of People	Number of person days per year
Full time/part time employed	_____	_____
Volunteers	_____	_____

23. What are the total sources of revenue generated by your special event? On the following list of categories or revenue, please indicate the total amount generated for each source.

Income Source	Generated by Special Event	Commission Generated	Income of vendors or Operators
Tickets	_____	_____	_____
Sponsorship	_____	_____	_____
Souvenir sales	_____	_____	_____
Food sales	_____	_____	_____
Other Products	_____	_____	_____
Other Sources (please specify)	_____	_____	_____
_____	_____	_____	_____

24. What sources of revenue do you use to fund your special event? On the following list, please indicate whether or not you use these sources. If so, please rate the importance of each source from very important to very unimportant.

<u>Sources of Revenue and Resources</u>	not a	very		neither	unimportant	very
	source	important	important			unimportant
Grants . . . . .	75.1%	46.0%	36.0%	12.0%	6.0%	0.0%
Corporate sponsorship . . . . .	34.3%	73.8%	21.5%	3.8%	.8%	0.0%
Admission fees/entrance fees . . . . .	47.6%	77.8%	13.9%	7.4%	.9%	0.0%
Parking fees . . . . .	88.6%	33.3%	14.8%	33.3%	11.1%	2.4%
Rental of exhibition space or stands .	42.0%	71.4%	21.8%	3.4%	2.5%	.8%
Food and/or beverage sales (management operated) . . . . .	45.0%	62.7%	27.3%	2.7%	6.4%	.9%
Commission from vendors . . . . .	60.0%	44.4%	45.7%	3.7%	6.2%	0.0%
Featured entertainment (dances, bands)	72.0%	57.4%	20.4%	18.5%	3.7%	0.0%
Competitions/tournaments . . . . .	80.2%	48.7%	23.1%	15.4%	5.1%	7.7%
Donations - financial . . . . .	38.3%	65.9%	22.8%	7.3%	3.3%	.8%
In-kind contributions (public sector) .	53.2%	70.2%	21.3%	6.4%	1.1%	1.1%
In-kind contributions (private sector)	49.5%	61.0%	27.0%	6.0%	5.0%	1.0%
In-kind contributions (non-profit sector)	59.5%	63.6%	22.1%	10.4%	2.6%	1.3%
Other (please specify) _____						

**Section 6: General Comments**

*This section is for your comments about special events on the shores of Lake Michigan.*

25. Are there any other important aspects of special events held on Lake Michigan which are significant to coastal activities and community life?

**Thank you for your participation. Please put the completed survey in the enclosed pre-addressed, postage paid envelope and return it to us as soon as possible.**

**APPENDIX B**  
**RESPONSES TO OPEN-ENDED QUESTIONS**

**APPENDIX B  
RESPONSES TO OPEN-ENDED QUESTIONS**

Question 2: What is the name of the sponsoring organization?

Question 3: Do other organizations cosponsor the special event with you? If yes, please list the cosponsors.

Question 4: Where was your special event held? Responses to "Other (please specify)"

Question 10: What are the purposes of conducting your special event? Responses to "Other (please specify)"

Question 11: What are the themes of your special event? Responses to "Other (please specify)"

Question 13: How do you feature Lake Michigan in your special event? Responses to "Other (please specify)"

Question 14: In your special event program, do you include the following activities? Responses to "Other (please specify)"

Question 15: If you do not feature Lake Michigan, please give your reason(s) why it is not.

Question 19: If your attendance has increased or decreased, please give the reason(s).

Question 20: Whom do you consider to be the target or main audience for your special event?

Question 21: What are the sources of promotion which you use to advertise your special event? Responses to "Other (please specify)"

Question 23: What are the total sources of revenue generated by your special event? Responses to "Other (please specify)"

Question 24: What sources of revenue do you use to fund your special event? Responses to "Other (please specify)"

Question 25: Are there any other important aspects of special events held on Lake Michigan which are significant to coastal activities and community life?

Question 2. What is the name of the sponsoring organization?

1890's Centennial Committee  
Amerital Unico of Chicago  
Annunciation Greek Orthodox Church  
Antioch Chamber of Commerce & Industry  
Association of Artists & Craftsmen of Porter County  
Barker Civic Center Guild  
Budweiser & Nielsen Inc.  
Burns Harbor Lions  
Cedar Creek Settlement  
Chicago Yacht Club  
Chicago Park District  
Chicago Maritime Society  
Church of God  
City of Sheboygan, WI  
City of Northlake/Commission of Community Events-Affairs  
City of Festivals Parade, Inc.  
City of Chicago, Mayor's Office of Special Events  
City of Chicago (2)  
City Fest Committee, Inc.  
City of Waukegan  
Civic Center Foundation of Libertyville, Inc.  
Clementines  
Coast Guard Festival, Inc.  
College Student Assembly  
Cook Energy Information Center (9)  
County Parks  
County of Muskegon  
Custer Street Fair, Inc.  
D'Lustig'n Wendlstoana  
Danish Brotherhood Lodge # 14  
Deer Path Art League  
Discover Stevensville Festival  
Downtown Racine Corporation (4)  
Duneland Woodcarvers  
Dunes Country Quilters  
Dwerdenfeler Schuhplattler  
East Chicago Park and Recreation District  
East Town Association, Inc.  
Evanston Arts Council, City of Evanston  
Evanston Recreation Department  
Everyone in the community helps with sponsorship.  
Festival of the Dunes  
Festivals, Inc. of Milwaukee  
First Wisconsin National Bank of Milwaukee (2)  
Forest Preserve District of Cook County  
Fox Lake Area Chamber of Commerce  
Fraternal Order of Eagles Aerie 3817  
Friends of Art of Milwaukee Art Museum (2)  
Friends of the Lake Festival

Friends of Boerner Botanical Gardens  
Friends of the Feaste  
FUN, Inc. (Festival Unified Network)  
Gary Historical & Cultural Society, Inc.  
Gillette Natural History Association (2)  
Grand Haven Area Jaycees  
Grand Haven/Spring Lake Area Visitors Bureau  
Gurnee Days Corp. Inc.  
Hammond Parks & Recreation Dept.  
Hammond, Ind.  
HarborFest Committee  
Hmong Mutual Assistance Asscn.  
Holland Guild  
Holland Area Arts Council  
Holland Friends of Art  
Hoosier Coho Club  
Illinois Saint Andrew Society  
Indian Summer Festival, Inc.  
Indiana Dunes Nat. Lakeshore (National Park Service) (2)  
International Institute of Wisconsin  
Inter-organizational Council of Bay View  
Italian Community Center  
Italian Business & Professional Assoc.  
John Michael Kohler Arts Center  
John G. Blank Center for the Arts  
Jubilee Days Festival, Inc.  
K. Mashura & Assoc.  
Kenosha AFL-CIO  
Kettle Moraine Bass Anglers- Sheboygan  
Kiwanis Club of Western Kenosha  
Lake Vieweast Development Corp.  
Lake County Family YMCA  
Lake County Fishing Council  
Lake County Fair Association  
Lake Erie Marine Trades Association  
Lakeshore Historic Districts  
Lighthouse Place  
Lincoln Park Chamber of Commerce  
Local Committee of Individuals  
Ludington Area Chamber of commerce  
Maywood Environmental Park  
Mercy Hospital & The Frauenthal Center  
Michigan City Summer Festival, Inc. (2)  
Michigan City Mainstreet "Downtown Business Association"  
Michigan Maritime Museum  
Milwaukee World Festival, Inc.(2)  
Milwaukee Public Schools - Recreation Dept. & World Festivals Inc.  
Milwaukee County Zoo  
Mitchell Indian Museum at Kendall College  
Montague - Whitehall Rotary  
Monument Square Art Fair, Inc.  
Munster Parks & Recreation  
Muskegon County Fair Association

Muskegon Bicycle Club (2)  
Muskegon Heights Festival in the Park, Inc.  
Muskegon Country Steelheaders  
National Marine Mfg. Assoc.  
National Kidney Foundation  
National Marine Manufacturers Association  
National Blueberry Festival Committee  
Nealson Enterprises  
Norton Shores Parks & Rec  
Nostalgia Days, Inc.  
OPT  
Ottawa County Fair Assoc.  
Ottawa County Tourism Council  
Parade/White Lake Area Chamber of Commerce  
Party in the Park Committee  
Paw Paw Lake-River Ventures, Inc.  
PEMCO (Prof Expo Mgmt Co.)  
Polish Festivals, Inc.  
Port Authority  
Port Washington Lions Club  
Port Washington American Legion Post 82  
Port Washington Fish Day Committee  
Professional Bass Fisherman  
Racine Juneteenthday Celebration Committee/ City of Racine  
Racine Rotary Club (Downtown)  
Racine Founders Rotary Club  
Racine on the Lake Lakefront Air Show  
Racine Jaycees  
Racine Montessori School  
Racine Fourth Fest Inc.  
Recreation Dept. Vlg of Winthrop Harbor  
Redman Operation Bass  
Rod's Plus  
Roma Lodge  
Rotary Club of Racine, Inc.  
Salmon Unlimited, Inc.  
SAS Scandinavian Airlines  
Saukville Chamber of Commerce  
SEWI Jazz Jubilee, Inc.  
Sheboygan County Historical Society  
Sheboygan Area Great Lakes Sport Fishermen  
Sheboygan Rotary Foundation  
Sheboygan Falls Jaycees  
Sheboygan Falls Main Street  
Showspan, Inc.  
South Loop Neighbors Association  
South Haven Chamber of Commerce  
South Haven Art Assoc.  
South Haven Steelheaders  
Southport Silent Sports Club  
St. Catherines H.S.  
St. Spyridon Greek Orthodox Church  
St. Mesrob Armenian Church

St. Joseph Today (4)  
St. Mary's Church  
Summerfaire, Inc.  
Team Yogurt  
The Berghoff Restaurant  
The Park People  
The Muskegon Chronicle  
The Blossomtime Festival  
The Retail Association (div. of Kenosha Area Chamber of Commerce)  
The Herb Barn  
The Mayor's International Committee  
The Ryan Group, LTD.  
The Old Town Chamber of Commerce  
The Lakeside Group, Inc.  
Tower, Inc.  
Tri State Bass  
TUBRAW, Inc.  
Tuesday Optimist Club of Racine  
UMOS, Inc.  
Union Grove Congregational Church, UCC  
United German Societies of Milwaukee (2)  
V.F.W. Post #7448/Village of Winthrop Harbor  
Van Buren United Civic Org.  
Venetian Festival on the St. Joseph River, Inc.  
Viking Foods, Inc.  
Villa Olivia Ski Area  
Village of Antioch  
Village of Buffalo Grove  
Village of Hanover Park  
Village of Mundelein  
Volo Bog State Natural Area (IL Dept. of Conservation)  
Waukegan News-Sun, Budweiser, Outboard Marine  
WGN Radio  
White Lake Area Chamber of Commerce (2)  
White Lake Area Footracing Association (2)  
Whiting Parks Dept.  
Whiting Parks & Recreation  
WIND Radio  
Winnetka Chamber of Commerce  
Wm Horlick H.S.  
YWCA - River Bend Nature Center  
Zion Chamber of Commerce  
Zion Park District



Question 3. Do other organizations cosponsor the special event with you? If yes, please list the cosponsors.

American Legion and Mundelein Park District  
Anheiser-Busch, Champion Boats, Mercury Outboards, Trailmaster Trailer, ZEBSCO/ Motorguide,  
Dand R Sports Center Inc.

Any Muskegon Heights church or community-based organization may cosponsor. They include but are not limited to the V.F.W., minority business owners, economic development committee, downtown development committee, etc.

Bank One, Racine NA. Every year changes.

Bay View- Lions Club

Berrien Count Quilting

Blossomland Doll Club

Blossomland Jr. Achievement

Brunswick Corp. & City of Chicago

Bud Meier Cleaners, City of Muskegon, Curtis-Ferrell Office, Great Lumbertown Music Festival, Hackley Hospital, LaFarge Corporation, Luckey Auto & Boat Works, Matson Oldsmobile-Cadillac Co., Mercy Hospital, Mills Construction, Inc., Muskegon County Board of Commissioners, Muskegon General Hospital, Muskegon Mall, Muskegon Chronicle, Muskegon Air Fair Board, Muskegon Economic Growth Alliance (MEGA), Muskegon County Community Foundation, Muskegon Rotary Club, Muskegon Harbor Hotel, National Car, Pak Sak Industries, Park Plaza Hotel, Port-O-Let--Division of WML, Pro-Phone Communications, Vanderveelde's Furniture & Carpet, Wesco, WMUS, & WZZM TV 13.

Business Community & Park District

Cedarburg Chamber of Commerce

Charles H. Shaw/ Evanston Research Park

City of Grand Haven & numerous financial sponsors

City of Racine Parks Dept.

City of Michigan City

Concordia- Sheboygan & DANK (German American National Congress)

Damis St. Fishmarket, Pioneer Press Evanston Review

Donations are received from Downtown Racine businesses who are then listed as event sponsors.

Downtown businesses sponsor certain areas of the event (a certain band, a popcorn wagon)

Each year a few downtown businesses give money to sponsor part of the event (i.e.- Santa's Workshop, free trolley rides for the day)

ESPN

Festival Events, Inc.

Friends of Indiana Dunes

Friends of Volo Bog

Friends of Indiana Dunes

General Mills/ La Raza Newspaper/ American Airlines/ Channel 4

Grand Haven Golf Club, Harbor Steamer, YMCA, Mackinaw Kite Company

Gull Lake Hobie Assoc.

Heritage Bank and Trust, The Journal Times, Racine YMCA

Heritage Boat Club of Chicago & SW Michigan Heritage Boat Club

Holland Visitors Bureau & Grand Haven Visitors Bureau

Intercontinental Hotel & Nordic Chambers of Commerce

K. Mashura & Assoc. (4)

Lacare' Arts Assoc.

LaPorte Co, Tourism Bureau  
Leinienkugel Beer, Unlimited Jazz LTD., Marquette Electronics Foundation, 88.9 WYMS- Milw.  
Public Schools Radio, Miller Brands Distrs.

Lions Club, Rotary, Township, Local Churches, Woman Club, Jr. Woman's Club  
Major Activities Board (MAB) (only the central party, not the week)  
Mercy Hospital & The Frauenthal Center  
Metro Area Park & Rec. Depts, WTMJ-TV & Milwaukee Safety Commission  
Michiana Orchid Show  
Miller Brewing, Old Style Brewing, Waste Management, Etc.  
Miller Brewing Co., Inc & Milwaukee County Dept. Parks, Recreation & Culture  
Milwaukee County Dept. of Parks, Recreation & Culture  
Milwaukee Journal & Milw. County Dept. of Parks, Recreation & Culture  
Northwest Region Sports Car Club of America  
Official Beer Miller Highlife, WXRT, ATT, Dad's Root Beer  
Parks Division- Mich. DNIZ  
Public & private institutions or businesses within the National Register Districts & Downtown B.I.D.  
Racine City Park & Rec & Racine Journal Times Newspaper  
Racine Journal Times & Old Style Beer  
RAMAC, Racine Park Recreation and Cultural Services Department, Salmon Unlimited  
Ranger Boats, Hummingbird, STren, Poe's, Evinrude, OMC  
Rock n Road Cycle & Kirby Grill  
Rotary West, Rotary Founders Club & Racine Clubs  
Skipper Buds  
Southport Rigging, Bank One, 1st National Bank, Kenosha Jaycees and Sportainment  
Southwestern Michigan Stamp Club  
St. Mary's Hospital  
The Chicago Historical Society (manpower in return for a \$20,000 donation)  
Tourism Corp., Historical Museum, Kemper Center, Public Museum, Public Library & others  
United Auto Workers, City of Kenosha & Kenosha County  
United Airlines  
United Airlines & WGN AM Radio  
Watervliet Business Assoc.  
Waukegan Port District and North Point Marine

We did borrow objects from private collectors and the Ojibwe Museum & Cultural Center at the Lac du Flambeau, Wisconsin.

White Lake Area Elks  
White Lake Area Elks & Montague-Whitehall Lion's  
WSJM/WIRX Radio & downtown merchants  
Zion Chamber of Commerce & Winthrop Harbor Chamber of Commerce  
15 cooperating agencies  
A variety of vendors, including Illinois Beach State Park & Budweiser  
About 20 cosponsors  
Approximately 3 dozen corporate sponsors  
Many corporate sponsors- changes every year  
No, but we accept commercial sponsors for advertising  
Several (15) local businesses & individuals  
Variety of sponsors, one for each party. The PIPC is just a structural committee to provide support with organization and advertising. Sponsors conduct the event and raise the money.

Various

We have several levels of sponsorship, but none listed as cosponsors.

Question 4: How would you describe your special event? Please choose a word or phrase (for example, carnival, or county fair, etc.)

2-Day Regatta  
3 Day Community Festival  
Air Show (2)  
Animated Laser Light & Sound Show  
Annual Patriotic & Retail Event  
Annual Juried Art Fair  
Art & Craft Fair (6)  
Art & Craft Show & Sales  
Art Festival (2)  
Art fair  
Bass Fishing Tournament (2)  
Bicycle Tour (2)  
Bicycle Ride/Tour  
Bicycle Ride  
Bicycle  
Block Party  
Boat show  
Business Trade Fair  
Car Festival  
Cardboard Boat Races  
Carnival, festival, drum and bugle show  
Carnival, food booths, family, entertainment, bingo, arts & crafts, festival  
Christmas Tour  
Collection of special events in October  
Combined Run/Bicycle Race  
Community Festival (2)  
Community Event (2)  
Community Get Together  
Consumer Show  
Consumer Exposition (2)  
Consumer Boat Show  
Country Music & Dance Festival  
County Fair (4)  
Craft Show (2)  
Craft Fair & Danish Breakfast  
Crafts Fair  
Cultural/Historical Open House  
Dance-- A Senior "Prom"  
Educational (seminars & demonstrations) & retail  
Ethnic Festival (5)  
Ethnic Society Anniversary Festival  
Exhibit with lectures & demonstration  
Exhibition  
Family Festival (2)  
Family Oriented Festival  
Family Oriented Fishing Derby

Festival (71)  
 Festival of Arts and Crafts  
 Festival & Auto Cross Race  
 Festival Celebration of American Indian Culture  
 Festival/Dance  
 Festival Directed to Children & Families  
 Festival of ethnically diverse original art and musicians  
 Festival geared to the family  
 Festival of Great Food and Music  
 Festival/History Celebration of Emancipation Proclamation Signing  
 Festival Quilting Show  
 Festival (summer)  
 Fine Art & Craft Fair (2)  
 Fine Art Fair  
 Fireworks Display  
 Fireworks & Symphony Concert  
 Fish Boil (2)  
 Fishing Derby  
 Fish Derby with Food & Beverage at the Lakefront  
 Fishing Tournament (3)  
 Fishing Contest  
 Food Festival (2)  
 Food & Music Festival  
 Food/Wine Festival  
 Hmong New Year Celebration  
 Holiday Observance  
 Holiday Open House  
 In the water boat show  
 International Food Fair & Craft Fair  
 Juried Art Festival  
 Juried Arts & Crafts Festival  
 Juried Art Fair  
 Las Vegas Night  
 "Low-key" festival  
 Madrigal Feaste  
 Maritime Festival  
 Music Concerts  
 Music Festival (2)  
 Musical Chapel Service, Procession, Costumed Dinner (Feast) with period entertainment  
 No-alcohol New Year's Eve & Day Celebration  
 Open house at 15 cultural, educational & social service organizations  
 Orchid Show  
 Outdoor demonstrations  
 Parade (2)  
 Parade, Carnival & Fireworks  
 Quilt Show  
 Road Race  
 Run  
 Salmon & Trout Fishing Contest & Family Festival  
 Show  
 Show (Antique Boat & Model Show)  
 Sidewalk Sale with Entertainment  
 Social event- happy hour

Special Distance Footrace  
Sport Show & Seminars  
Sport Show  
Sporting Event (4)  
Sports Tournament and Family Festival  
Stamp Show  
Tournament  
Trade show (2)  
Traditional Ethnic Festival  
Traditional Ethnic (Bavarian) Festival  
Two day celebration of cultural diversity through the arts  
Very nice  
Water Festival  
Waterfront Event  
Week long celebration of winter  
Week-end Event  
Winter Festival  
Winter Fair/ indoor and outdoor  
Winter Sporting Event  
Woodcarving  
Woodcarving Show or Exhibition  
Yacht race

Question 5: Where was your special event held? On the following list please check **all** those places that were used as venues. Other (please specify)

Bandshell  
Botanical Garden  
City-owned Mansion  
Downtown (3)  
Future Site of North Point Marina  
Hotel  
Intercontinental Hotel in Chicago & Up Front Tavern & Grill  
Motel  
Mouth of St. Joseph River  
Museum (3)  
Nature Center Grounds (2)  
Polo & Equestrian Club  
Public Square in Town Center  
Retail Stores & Shopping Areas  
Riverfront  
Saugatuck Woman's Club  
Sheboygan River  
Turn of Century Farm and 1820's Fur Trade Post  
Village Hall Campus  
YFCA  
Zoo (2)

A number of events spread across town

Question 10: What are the purposes of conducting your special event? On the following list please indicate whether these purposes apply to your event and, if so, please rate the importance of each category from very important to very unimportant. Other (please specify)

- Celebration of Italian American life
- Children & youth
- Community Program
- Cultural/artistic opportunity for young people
- Educate about orthodoxy
- Educate motorists
- Enhance business community
- Enhance church revenue
- Entertainment
- Event for senior citizens
- Fund Raiser
- Fund raiser- funds help cover organization's operating expenses
- Fund raiser for non-profit groups
- Funds raised are used for restoration of the buildings in this historic park & the development of educational programs
  
- Honor the men/women of the United States Coast Guard
- Increase racial, ethnic, cultural understanding, cooperation, appreciation
- Non-profit
- Non-profit fund raisers
- Offer opportunity for others to purchase wood carving supplies and tools and books locally, not from catalogs
  
- Preserve & promote ethnic heritage & raise revenue for organization
- Preserve & promote our ethnic heritage (2)
- Promote Agriculture
- Promote downtown's retail sector (3)
- Promote retail sales
- Promote village business (restaurants in particular)
- Provide an escape from the doldrums of winter
- Provide opportunities for marine and marine-related manufacturers to sell & to trade
- Raise money for our Ladies Ministries
- Raise revenue for scholarships
- Raise money for charity
- Social get-together
- St. Mary's School
- To exemplify the wonders & excitement of nature

Question 11: What are the themes of your special event? Responses to category of "Other (please specify)":

Background music of the 50's and 60's  
Celebration  
Create Business Environment  
Educate re:Coast Guard  
Family Event (2)  
Flying  
Labor Day Week-End  
Valentine Ball  
Water Fowl

Question 13: How do you feature Lake Michigan in your special event? Responses to category of "Other (please specify)":

Artists and visitors love the view of the Lake. We encourage people to visit marinas, the zoo, downtown shops and other events held at the lakefront.  
Backdrop- want to start using Lake more- may try water ski show this year  
Backdrop for fireworks and concert- each year 500,000 line the shore, thousands more are on boats  
Beauty/setting (2)  
Boat races  
Door County-style fish boil with fresh whitefish from Door County  
Fall colors  
Group's name and logo use the Sand Dune theme  
Musicians use Great Lakes themes  
Runners' course is along Lake Michigan  
Scenery  
Scenic tours of White Lake and Lake Michigan  
Show film "The Rise and Fall of The Great Lakes" (A Canadian film)  
Volleyball on sand, sand castle contest, & bonfire dance  
Waterskiing, wind surfers & water show

Question 14: In your special event program, do you include the following activities? Responses to "Other (please specify)":

Boat parade, beach activities, & water activities  
Ice sculpting, donut & coffee breakfast, Sunday brunch & festival party  
Fall color tours  
Lake shown on event poster  
Music  
Regatta  
Vendors sell ethnic foods



Question 15: If you do not feature Lake Michigan, please give your reason(s) why it is not.

Didn't think of it.

Never really considered it.

We have no one available to provide the exhibit. We would love to have an exhibit on Lake Michigan.

Laborfest- History at inner city park - consider lake front in future.

We cannot hold the event at a lake front site which we can control the gate and raise funds to cover cost and, hopefully, donate to the Scottish home.

The only way would be if I had a Lake Michigan fishing charter service.

Building not on Lake Michigan

We are not directly on lake front.

Art & craft fair- is not directly on Lake Michigan beach front

We are not located on the lake front.

Event goes close to the lake but it isn't on the lake.

Not part of our geographic range (no Forest Preserves in Cook County are on Lake Michigan).

Cedarburg is not a lake front community.

This is a holiday parade that runs on Main Street (2 blocks from Lake Michigan).

Event is set on Main Street and has a retail focus (2 blocks from Lake Michigan).

Event takes place on 6th Street in downtown Racine which is 2-6 blocks from Lake Michigan.

Because our event is held 5 blocks away

6 blocks away- out of our service area

Street fair 8 blocks away from the lake

Because it is a mile away

Event isn't close to Lake Michigan- maybe 1 mile away

Because we are over 1 mile from Lake and 5 miles from nearest beach.

We are located 2 miles from Lake Michigan. Most events are on site- but we try to include importance of Great Lakes in music, crafts, historic programs and there are sometimes held on beach for effect.

We're a good three-four miles from the lake front.

Event held in park- lake is 5 miles away.

The lake is several miles away.

FallsFest is in the city of Sheboygan Falls which is 8 miles west of Lake Michigan- too far.

We are 10 miles from Lake Michigan.

Church is located approximately 10+ miles inland. The city of Milwaukee does an adequate job of promoting the lake. We concentrate on our unique attractions to entertain visitors once they are in the city.

Proximity to Lake Michigan is about 12 miles, which is too far away.

We are 25 miles west of Lake Michigan.

Trimborn Farm is located some distance from Lake Michigan. Its history is concerned with lime production and sales and industrial farming.

We - Boerner Gardens- is a distance from the lake. Our mission is to provide educational opportunities and activities that relate to gardening.

Because Muskegon Heights is not in close proximity to the lake, the lake has not been selected as an attraction. Our resources have come from within the community.

Proximity to the village of Libertyville

This is our 100th Centennial Celebration of our village. We are not located near Lake Michigan.

We are nowhere near Lake MI.

This is a downtown event.

It's a downtown celebration.

Festival is located on Jefferson Street- Downtown Milwaukee.

Geography- while it is close to Lake Michigan the park has no relevance to what the Lake provides as a source of attraction.

The exhibit was about the Ojibwe people up in northern Wisconsin, Michigan & Minnesota. Lake Michigan fishing was only incidental in the exhibit-the fishing decoys used in the small lakes were featured.

This is a Scandinavian week- with no reference to the lake.

This is a cultural event. It happens to be celebrated in a city located by Lake Michigan.

The theme of Libertyfest is cultural diversity through the arts.

Not relevant to our cultural heritage.

Not relevant to our ethnic heritage. (2)

Not conducive to our ethnic theme

It is an ethnic-cultural event. No need to stress lake.

It really has nothing to do with the historic enjoyment of Oktoberfest as it is celebrated in Bavaria.

Historical event taking place during reign of Elizabeth I

This festival celebrates Cinco de Mayo which is "May 5th". This is the date where Mexico won its "Batalla de Puebla" a battle that contributed to its independence. It is an indoor festival & Lake Michigan is not applicable.

The theme is international in scope.

This is a fishing tournament, one of 132 which are all over the USA.

The Chesterton Art & Craft fair is a national juried show featuring artists from throughout the United States.

Events encompass all of Milwaukee and Waukesha County- 21 locations- only one is on Lake Michigan.

We do not feature Lake Michigan because our festival is mostly featuring our community.

We try to promote the uniqueness of our community and our parks.

Numerous festivals and activities are conducted at Jearse Park and Pastrick Marina. We are trying to enhance community involvement in our neighborhood parks.

This event focuses on Chicago industries founded 100 years ago. We feature the CTA as a means of connecting these institutions.

The food festival was created to improve the image of downtown Michigan City.

The event is held to promote.

This is a festival that focuses on the large numbers of blueberries grown in our area.

It's more geared toward Country Western styles and traditions.

The major attraction is an auto cross race which is a car race.

This seasonal event features maple sugar making- we have other events focusing on area and lake.

The Trillium Festival is a celebration of Spring Wild Flowers, which are also flowers of the dunes, which means we are a stone's throw from the lake. We aren't featuring the lake per se.

This event is solely indoors at the Gillette Visitor Center and started out simply as selling bluebird houses. As usual events grow, things are added, it is now called "homes for wildlife". There never was any intent to focus on Lake Michigan for this event.

You don't race bicycles on water.

Has nothing to do with Hanover Park.

County fairs not related to Lake Michigan.

It's trick or treat and music and horse-drawn rides downtown for children.

The Sheboygan River provides a better site for the cardboard boat races than Lake Michigan.

Our main focus is food.

Our focus is on the nature center and environmental education.

Because of the small area that we attract people from and the short duration of the fair even though we are in a prime tourist area.

We are an indoor festival held in November.  
 Event has no reason to feature Lake Michigan as such, plus it's cold in December.  
 This is a winter event when Lake Michigan is inaccessible.  
 Sporting event in winter. Not much one can do on the lake in the middle of winter.  
 Not appropriate  
 Not appropriate  
 Not a criteria for our event.  
 Plays no major role in our festival  
 Not the purpose of the event-- the lake has no bearing.  
 Does not apply to theme or purpose of event.  
 Does not apply to this event.  
 It simply does not apply to our event.  
 Does not relate to our festival  
 It is not that kind of an event.  
 It's not that type of affair.  
 It is not a major feature in this event.  
 It simply is not a major focus relative to this particular event.  
 ?  
 No reason (2)  
 No reason. Event is located in public park so beach/lake is not the primary focus.  
 No specific reason- have never considered a tie-in to Lake Michigan.  
 The lake is not featured per se. However, boaters will dock and listen to the music. We focus on cultural/social themes and not on marine themes/issues.  
 Has not seemed appropriate to our theme. We are very close to the lake, however.  
 Close to Lake MI but no activities scheduled  
 Friday night beach party is at IL Beach State Park; but, in fact, our festival has little to do with the lake.  
 Lake Michigan serves as a backdrop for our display, but the lake itself is not featured.  
 Lake Michigan events are usually featured by the State of Illinois or Dept. of Conservation via our new North Point Marina.  
 The purpose of our show is to create a business environment so that manufacturers of boats and marine-related products may sell to dealers and distributors.  
 Art in the Park is to offer artists an opportunity to display and sell their art and for Holland Friends of Art an opportunity to earn money.  
 Church festival- proceeds go to the school  
 The lake is not a special feature. These people come to sell boats to be used on any of our lakes or rivers.  
 Race is primarily around White Lake which connects to Lake Michigan. Runners see the Lake (Michigan) on only one small stretch of course- although a number of racers go down to the lake after the race.  
 Course runs along lake but lake is not a part of the course or event.  
 Port Washington is on Lake Michigan and is the only place to fish.  
 We always feature Lake MI because we are a coastal community encouraging people to use our beaches, but we do not hold this event at one of our Lake MI beaches.  
 We feature Lake Michigan on our Door County bike ride. On this tour, we feature Wisc. Nicolet National Forest.  
 As previously stated we feature fresh whitefish from Door County, WI, which is surrounded by Lake Michigan and familiar to everyone.  
 The lake offers no obstructions to the aircraft, the reason the show is positioned over it. The lake itself isn't important- only the uncongested air above and around it.  
 Lake Michigan exhibits are included with other exhibits of county history.  
 Lake front site used because it provides best site for evening fireworks.  
 Only used for firework show.

Question 19: If your attendance has increased or decreased, please give the reason(s):

The lake is the perfect place for a regatta & people enjoy it and tell other people.

Very enjoyable time for family/friends.

Attendance increased because of the restoration of building and train going on, and people wanted to see.

It was a better location this past year. We held in a different park.

Moved carnival off lake front to JI Case High School

More popular area

Increased from growing population, decreased because of bad weather and need to change venue-seeking permanent site.

High population density, greater resource awareness (2).

Area is increasing altogether.

Increased. Burgeoning human population in Lake and McHenry counties = more people, and fewer open spaces to enjoy = heavier visitation on those natural areas remaining.

1990 marked the 200th birthday of the Coast Guard.

Had approx. 600 in 1988 because our Village of Union Grove celebrated their Sesquicentennial with parades, pageant, and other activities and our fish boil was one of the Sesquicentennial events of the year. Many natives returned to Union Grove for this celebration of 150 years and this increased our attendance.

More events; and commercial booths

Many more activities, tripled the number of events, also- weather has been great.

More events added that were of special interest

We have added more to the festival each year (entertainment, food, and a larger carnival).

We increased the number of events by 35% (went from 7 to 10). Over-all attendance is up- but ave. at each event decreased 25%. Soft economy.

Added more activities, added live bands

More music and entertainers & better advertising

Expanded entertainment, more activities, greater involvement of organizations

Added entertainment, food - Vegas games

We expanded the food and music and recreational events between 1988 and 1989.

More exhibits, better & broader publicity

We have added ice sculpturing and barrel jumping to our list of events.

Our tournament competitors has increased each year along with the spectators.

The quality of art work on display

Increased because of quality of art work displayed, entertainment and food.

Better art, better publicity, word of mouth

The Fair has a reputation for artists with outstanding quality and variety. About 30 artists are new to Racine each year. We've increased advertising in Milwaukee and Chicago markets.

Difficult race, specialized distance, one of only 5 such distance races in Michigan each year, pretty course, well organized event (This is what runner questionnaires tell us).

Increase: Festa Italiana is the largest Italian Festival of its kind in America- it attracts hundreds of thousands.

1987- 24K, 1988- 32.5K, 1989- 38K, 1990- 42.5K 1991- 55K. Continuity, quality, excellent marketing, especially children's education day.

We have brought in better entertainment, carnival, better food choices and advertised more.

Our attendance has increased because of a better class of speakers and more and better prizes.

Additional special programs of lectures and demonstrations accompanying the exhibits.

Quality of evening fireworks display

Quality community program

Increased- improved programming

Music is exciting- danceable- traditional. Bands are popular & have big followings.

Show changed focus 4 times: 1. Wooden 2. Sail 3. Wooden & Sail 4. Power  
 Better festival and in 1991 the weather was perfect!!  
 Bigger and better fair every year  
 Sell-outs  
 Successful entertainment for families & word of mouth  
 Notoriety  
 Established event & hired more notable entertainment  
 Established event, good publicity, excellent carnival, good entertainment  
 The event is becoming a tradition.  
 Longevity, improved advertising, greater variety, improved locations  
 Event has become known.  
 Increase- due to reputation of providing a well-balanced festival for all age groups.  
 Role and awareness of Art Center is increasing, greater planning and organization of the festival;  
 increased involvement with community, volunteers, local businesses, etc.  
 Increased over the years- began as an event celebrated within the German community- has grown to  
 attract "outsiders" who enjoy the German Culture. Varies depending on weather (outdoor event).  
 Word of the festivals is out more, people telling their friends and we work harder to promote it.  
 Word of the event has spread to other cyclists.  
 We think people are just beginning to realize Muskegon County has a Fair.  
 Fair has grown, more people hear about it  
 Increased over the years as Fest has become better known--somewhat variable depending largely on  
 weather conditions since it is an outdoor event.  
 Increased awareness. Involvement by local Lion's Club- pancake breakfast  
 More public awareness, better promotion  
 Increase has occurred because of its familiarity with our listeners and outsiders. Its popularity has  
 been a contributing factor.  
 More people learn about the event each year through word of mouth and from calendars the event is  
 included in and also articles that are written.  
 Event is better known. People know what to expect. Events have expanded.  
 More interest in the activity  
 Becoming more popular  
 Event is now in its 6th and gaining popularity steadily- wholesome, family event.  
 Event becoming more popular & area becoming more popular  
 Increased- advertisements  
 Increase due to advertising, better well known bands, quality of event and organization. Also  
 organized event/activities for children.  
 More advertising  
 More advertising & word of mouth  
 More advertising throughout the state and neighboring states  
 More advertising, better entertainment, better weather  
 Better advertising  
 Better advertising & P.R., good weather, more events.  
 Better advertising & more events city wide!  
 Better advertising- additional ads and better newspapers with more area coverage.  
 Better advertising, more control over quality of arts and crafts entrants.  
 Show was better advertised year after year.  
 Improved advertising & word of mouth (10)  
 Increased, do not know, improved ads and word of mouth  
 Geared advertising to Sheboygan County instead of trying to influence out county people.  
 We continue to expand our advertising base as money becomes available.  
 More promotion, word of mouth  
 More promo, more awareness  
 Better promotion

Better promotion- word of mouth  
 Better promotions- event is free, prizes are given for just attending.  
 Increased. Better promotion and exhibits  
 Better promotion of the event & better crafters  
 Increased marketing efforts through radio station sponsorship- better entertainment- overall awareness of the uniqueness of the event.  
 Increased due to marketing to groups and following up on past attendees. Also, explored many advertising routes.  
 The committee entered into an aggressive marketing campaign. We recognized a 15% increase in participation.  
 Better publicity  
 Better publicity and advertising, increased popularity of event  
 Better publicity- word of mouth- becoming a tradition  
 Increased due to better publicity  
 Word of mouth & favorable publicity  
 Additional publicity has attracted first time visitors - they always come back.  
 Increased publicity and word of mouth  
 Increased publicity  
 More publicity, greater variety of available activities  
 Publicity has certainly been a great factor, security and content of programs, etc.  
 Better PR- increase in population. Used cable TV ad. More far reaching ads- Work closely with conv. & visitors bureaus in Lake Co. Economy keeps people close to home- Admission fee \$4.00  
 The fair went to a pay one price in 1989, improved its grandstand attractions and made better use of advertising  
 Attendance has steadily increased as other shows across the country have been canceled or otherwise determined by attendees to be missed in order to attend our event instead.  
 Good weather- more local publicity- some national publicity. Event is becoming a garden tradition.  
 Event is well-attended. Weather (good) is a big factor.  
 Better weather, awareness  
 Weather is an important factor.  
 Weather is a big factor.  
 Varies in a broad range, very weather dependent. Long range pattern is fairly level.  
 Because we are an outdoor activity, the weather always becomes an important factor. Advertising has become very important and has increased our attendance each year.  
 Almost all events, stages, etc. are outside so weather is very important regarding attendance.  
 Weather- strictly an outdoor event (some tarp coverage provided)  
 Weather dependent- the month of March is unpredictable  
 Weather last two years  
 Weather is a factor. It's between 20 and 40 degrees, the spectator turnout is good. If it's below zero the turnout is light. Most activities are outdoors.  
 Our event is weather related- good weather-good crowds- bad=bad. Better shows geared to all ages increase attendance.  
 Mostly due to weather and population  
 Our attendance is pretty constant but it is a weather dependent event and rain does affect the crowd. Slight variations only due to weather changes or a one day drop due to the Milwaukee Circus Parade or a similar special event.  
 Our attendance is greatly affected by the weather and the entertainment acts.  
 The success of these concerts, which are held outdoors, are heavily weather-dependent- 1990 was a bad year for attendance at our concerts.  
 In '90, bad weather. In '91, the economy- reduction in % of local visitors  
 Rain this year - lots of rain - killed the desire to come and ride! Bicyclists are "fair weather" people.  
 Rained one year, attendance poor.  
 Bad weather- hot on Saturday, rainy on Sunday

Decreased- rain

Weather ie. rain

Extreme heat

Extreme heat kept attendance down in 1990.

The only time attendance is down it is because of inclement weather conditions.

Weather in 1990-1 caused cancellations and delays in events. In 1991 on the eve of the fest opening, a bacteria in the park's water system forced the shut down of the drinking/cooking water system.

Less fishermen fishing contest due to less stocking of fish and PCB scare. Festival beer sales have declined because of age limits.

Much has to do with scare on quality of fish- PCB's.

Lake Michigan salmon scare has slowed the increase in participants (PCB).

Economic downturn

Economy !!

Unemployment, economy

1990 - 872,177; 1991- 840,277 -Economic-

The economy has effected the recreational boating industry. Boat sales have declined in the past three years. Also weather effects the boat show because it is held outdoors.

The economic recession and bad weather

Event was becoming out of control. Too many people- so changed radio participation to less wild station.

The boat show was not drawing people from different area & there is a large number of shows. We held the show on Father's Day. That is why we will not be held this year.

Poor attendance from community

Poor attendance due to the area. The community around the Civic Center did not attend the fair.

Decreased- due to the charitable bike rides in Wisc. The trend is to support these rides for tax write-offs and to be entertained with alcohol and rock bands.

Not enough advertising

I think it has decreased because of lack of advertising and lack of funds for some events that are part of Kuvisungnerk.

Decreased. Wish we knew. Trying to get it more family oriented- drinking seems to be picking up.

Decreased because of less beer sales and weather

We believe the increased restrictions on drinking and driving that people tend to not come if they think they will have a few beers.

Number of sites participating in the event decreased.

Reduced from a 2 day event to a one day event.

1991 show down due to desert storm concerns and the recession- down approx 25 to 30%. 1992- increased attendance

Decrease in 1990 because of poor weather. Increase in 1991 because of outside marketing & good weather

Economy (decrease) and new special events and promotion (increase)

Increase- popularity of event, well organized. Decrease- competing event on same day.

1988- increased due to growth and popularity of event plus the fact that admission is free. 1990-1991 - attendance leveled off which was not bad considering other festivals lost ground because of the recession.

Just went to two day format from one day, so hard to judge.

Not that much of a change to worry about.

It has been pretty steady give or take 100.

We experienced a little more attendance in 1990 but it seemed to level off last year.

Has been steady in spite of good or bad weather or other community events.

Yearly attendance fairly level

Unknown

1st year

Only second year

Increased

Question 20: Whom do you consider to be the target or main audience for your special event?

Boaters  
Boaters/ potential boaters  
Sailboat owners (Hobie Cat)  
Boat owners, boating enthusiasts, historians, history buffs, tourists  
Someone that would be interested in buying a new boat, or RV.  
Marine and marine related manufacturers, distributors, dealers and representatives  
Lake Michigan fishermen  
Inland lake (not Lake Michigan) fisherman  
People of all ages who like to fish  
The avid fisherman  
Fishermen (4)  
Fishermen and women  
Bass fishermen/women  
Fishermen and festival people  
General sport fishing  
Coast Guard personnel and west Michiganders  
The outdoor sports minded person  
Sportsman  
Sportsmen- fishermen- and all types of game hunters  
Sports participants in the 20 yr to 45 yr age bracket  
Runners  
Distance runners- people who train at distance  
Athletes who run and cycle  
Bicyclists who attend tours  
Bicycle riders  
Experienced bicycle riders  
The hard-core middle aged bikers who desire to enjoy our roads, scenery and weather  
Those interested in antique/ classic cars  
Music lovers  
Classical music lovers  
Anyone who enjoys early music and festivities and enjoys role-playing  
Crafters  
Quilters  
Wood carvers, those interested in learning to carve, those wishing to purchase carvings, those looking to do something different  
The 78% of the population who engage in some form of gardening  
4-Hers and their families  
People looking to spend money  
Shoppers  
Large audience, art lovers/ shoppers, all ages, most all incomes whether they are seeking art for sale or not  
People interested in the arts within a 200 mile driving range  
Art collectors from Michiana and Chicago and suburbs  
Persons interested in active type travel  
Students in the college  
The business community  
Business/ professional



Adults that are interested in ethnic culture, food and music  
 Persons interested in ethnic arts, culture  
 African Americans  
 Blacks of all ages  
 Persons of German ancestry and others with knowledge of the festival in Munich who enjoy "Gemutlichkeit".  
 Persons of German ancestry and others who are interested in and/or enjoy our culture.  
 Persons of German ancestry and anyone who enjoys the German tradition of good food, music, dance & fellowship  
 Hispanics, Mexicans in particular &/or Spanish speakers  
 Hmong ethnic community and friends  
 50% Italian Americans, 50% others who enjoy food and entertainment  
 People belonging to Nordic ethnic communities primarily  
 Anyone interested in Scottish music, history, culture  
 Past attendees of Festa  
 Previous buyers (we have sales slips), art gallery owners and patrons, boosters  
 Parents, friends of cast members, cultural minded people in community and environs  
 Children 10 & younger  
 Single men 16-30 & single women 16-30  
 Teens, families, people 18-40  
 18 years old to 45 years old  
 People ages 18-45  
 Ages 18-45 (more family oriented from noon- 7 PM)  
 Adults and new home & apt. owners, young and old  
 Singles 22-36  
 Ages 25-45 years of age  
 Age groups 20-65 years  
 21 years to 40 years old  
 All ages from 21 years & up!  
 Adults 25 to 40, families  
 Adults 25 + up  
 Males 25+ although we do aggressively market towards kids and families  
 Men 25-54 years old. Married. Homeowner. Working spouse.  
 Men & women- ages 25 to 60 yrs old & new married couples- singles owning homes  
 30 to 50 year olds, mostly women, working, \$30,000-\$50,000 income  
 Males 35-55, income: 45,000+ (families/married) boaters  
 40 on up  
 Middle aged to elderly  
 Individuals age 55 & over  
 Senior citizens  
 Blue collar  
 Individuals and families with incomes over \$30,000  
 YUPPIES, younger people (20's to mid-30's) with money  
 Married- 32-42- High school + -30,000+  
 New homeowners and newly married couples and people enjoying a walk in the park  
 Newly married couples & men and women between 22 yrs to 60 years- single & married  
 Young and old- but especially new homeowners, adults  
 Community based organizations and families, church groups and families, and just plain folks of community

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The whole community  
Local residents (3)  
Local area residents  
Community- immediate neighboring communities  
Local community and tourists

Our community and being a tourist area for recreation on the Chain O Lakes, our summer guests  
 Host community plus a 10-mile radius  
 Local community and surrounding area (approx. 15 mile radius), all ages  
 Local area communities  
 Local communities and school children  
 Mundelein residents first; Libertyville and Vernon Hills residents 2nd; Lake County in general 3rd  
 Local residents and those participating in the regatta as well as their families who travel around the lake to meet them at each port  
 Local people ages 2-80 - we are a well rounded festival  
 Local area residents as well as tourists. We are working toward raising enough money to approach a more intensive tourism campaign.  
 The entire community and competitive runners interested in a quality run  
 Community people  
 The surrounding community  
 The people of the City of Portage  
 Citizens of Kenosha  
 Residents of the Village of Gurnee  
 Citizens of Chicago  
 Chicago public  
 North Shore  
 Northlake residents and surrounding communities (families)  
 The Racine (and surrounding counties) community  
 All Milwaukeeans, but especially middle and upper income (2)  
 Milwaukee and Wisconsin residents  
 People who live outside center city and consider it a treat to come into Chicago  
 People within 20 miles of Paw Paw Lake  
 Sheboygan County residents  
 County residents  
 For boat building: Sheboygan County; for attendance: Wisconsin  
 Southeastern Wisconsin and especially Sheboygan County  
 The people living within a 6 county area  
 People of West Michigan  
 General public of West Michigan  
 Regional  
 100 mile radius- families  
 Parade- people come from miles- 80,000 spectators; festival- probably local  
 Michigan residents  
 S.E. Wisconsin & N.E. IL  
 Southeastern Wisconsin and Northeast IL  
 Chicago area, Northern Indiana, Southwest Michigan  
 People in the immediate area and Racine, Kenosha, Milwaukee and Waukesha Counties, as well as Northern Illinois who enjoy a Door County Style Fish Boil but don't want to drive to Door County to get it because of distance.  
 Milwaukee/ Chicago adults and families  
 Tourists in the 5 state area  
 People within a 300 mile radius and overseas  
 Families of all backgrounds  
 Families/ boaters  
 Families and youth  
 Young families and kids  
 Young families with children  
 Families with small children  
 Families with children of all ages

Families with children, college + high school students  
Families from Racine area  
Families in the community  
All family members of the community  
Families and local residents  
Families of Evanston & North Shore communities  
Families in Northern Illinois and Southern Wisconsin  
Families- many suburban, art and craft fanciers  
Families - 60% female attendance, 85% non-Indian  
Families- all age groups. Something for everyone.  
Families and other adults 25 years and older  
Families or persons 25-30+ in age  
Families and males 25-54  
Families & young couples  
Families, couples, retirees  
Family households and senior citizens  
Daytime is entire families, nighttime is 21 & older  
Families and weekend getaways  
Families and tour groups  
Families, school and organizational groups, professionals, anybody interested in history, nature, and the outdoors (2)  
Family groups  
Family oriented  
The family  
Family & general public  
Families (21)  
All groups (2)  
All ages, all groups of people  
All ages  
All ages- diversification for encompassing everyone  
Young and old alike - families  
People  
All people  
All people in the area- something is offered for everyone- kids to seniors  
All citizens from entire area  
No special target age group- all ages can enjoy special events of our family fest.  
Everyone  
General public (13)  
General  
?

Question 21: What are the sources of promotion which you use to advertise your special event?  
Responses to "Other (please specify)":

Artists' word of mouth and network  
Business card-size calendar of events and date  
Military issues  
Village newsletter  
Newsletter (2)  
Free magazine & fair guide adv.  
Postcards- send about 600 to convention/tourist bureaus, Lake Michigan marinas, art galleries and WI  
community newspapers  
Personal presentations  
Schools  
Corner signs  
No money is used on advertisement since this is a federal organization. We are dependent on our  
volunteers and the media.  
No money is used on advertisement since this is a federal organization (National Park). Certain  
corporations sponsor posters, and the media does features and we are included in lists of events, etc.  
Most of the above we receive as in-kind. Hard to rate what's most important.

Question 23: What are the total sources of revenue generated by your special event? Responses to  
"Other (please specify)":

A/C  
Ad sales & booth space  
Artists, Danish Bakery and sandwiches, beverages, Danish furniture, and gift items  
Artists booth and jury fees  
Artist fee  
Arts & crafts (3)  
Band  
Board fees & musicians  
Books- memberships  
Booths (2)  
Booth fees- depend on jury results (2)  
Booth sales  
Booth space  
Carnival (3)  
City hotel/motel tax & corporate  
City of Chicago special events  
Community goodwill  
Contribution  
Crafts  
Direct contributions solicited from spectators  
Fireworks are purchased from donations  
Donations  
Donations (food and prizes)  
Prize donations for fishing contest and raffles  
Donations from businesses  
Hmong family donations  
Dunk tank & animal rides  
Entrance fees for boats  
Entry fees (8)  
Entry fees for events

Competition entry fee & registration fees  
 Entry fees, donations & fund raisers  
 Exhibitor fees and raffle tickets  
 Exhibits  
 Fund raiser  
 Golf, bingo & moonwalk commissions  
 Grant, amusement organization & fund raising  
 Grounds rental  
 Ice rink  
 In-kind sponsors, printers, graphic arts  
 New memberships were also generated during the time of the exhibit. School programs were given and many made donations as well as adult programs.  
 Organizational budget  
 Parking  
 Parking fees  
 Program book advertisers  
 Program sales, donations & raffles  
 Raffle sales (2)  
 Raffle quilts  
 Raffle and auction  
 Raffle, bingo, merchandise, vendor booth rental  
 Booth rental (4)  
 Booth rental and raffle sales  
 Booth rentals, tent rentals, electric fees & beer garden donation  
 Rental of exhibition space/stands on-shore and in-water  
 Rent of spaces for arts & crafts  
 Rental of booth space  
 Renting sales booth spaces  
 Rent and amusement rides  
 Space fees  
 Space rental (2)  
 Space sales  
 Tree sales & wreath sales  
 St. Joseph Today receives no income from the festival, although the vendors who are all from area non-profit groups receive 100% of the proceeds of their individual booth sales.  
 As a "special event" the parade realizes no income.  
 By bring our tournament to a town it brings revenue to local restaurant, marinas, accommodations, stores.

Question 24: What sources of revenue do you use to fund your special event? Responses to "Other (please specify)":

Booth rentals  
 Budget item  
 From His. Society budget, from general memberships etc. \$400  
 Business  
 Businesses - several do excellent work for us at reduced rates.  
 Carnival (2)  
 Club assets  
 Business donations  
 Bakery etc. donated  
 In-kind media  
 Organization appropriation

Private funding

Produce sales

Souvenir sales

This was sponsored by our village and we made income from sales of our Centennial plate which helped.

Our only revenue source is the sales from our bookstore.

Raffle sales (2)

Shirt sales

T-shirt sales

Ticket sales

Student activities fees (part of tuition)

Volunteer support

Volunteers - All labor by members (2)

**Question 25: Are there any other important aspects of special events held on Lake Michigan which are significant to coastal activities and community life?**

There needs to be an umbrella organization for special events on Lake Michigan to document all activities, festivals, etc., to build a cooperative interest in sharing and celebrating the lake. This same group could help to develop or enhance lake front activities in communities not currently using the lake in special events.

The attraction of tourists and the high cultural profile of the community to attract year-around residents.

Several summer events on lake front which are very significant to community.

In Milwaukee about 50-60% of the special events and summer celebrations are centered on the lake front. Our location on a natural bay accounts for this. Often the lake front provides a natural amphitheater for events such as boating events, fireworks displays, etc. My favorite summer nights are often spent driving along the lake front to enjoy the view and unwind.

It's the perfect backdrop- our community lies on Lake Michigan shores. The park is called South Shore Park. Our activities are held here. Years ago we used the water more- live boat races etc. Now the yacht club has boats parked all over- insurance and coast guard rules.

Racine has a beautiful festival site on Lake Michigan. We approve of & encourage support of all activities on the lake and are happy to have a wonderful facility to use.

I feel the biggest aspect is a sense of community pride from the citizens of a community.

Our festival site is on 70 acres on the shore of Lake Michigan. We have several boats that have harbor cruises. We also have water shows with waterskiing, wind surfing and jet ski demonstrations. The last three years we have held a hole-in-one golf shot from shore out to a barge 135 yards offshore. Get a hole-in-one win a car, we use floating golf balls we recycle.

Boat shows - very important to community

Income to community

Helps to strengthen tourism & the local business community

For your information, we sponsor a few events that are held on Lake Michigan. 5/30-31: Private owners & brokers boat show - 1st year 1992  
8/20-23: In-water boat show

We promote and kick-off the Festival season which features seven lake front festivals including Summerfest plus six ethnic festivals.

Our Door County bicycle ride

Coho Derby, Lakefest, 4th of July, Circus

We're constantly having fishing derbies in the surrounding towns. We also hold an event during Star Spangled Kenosha Days called Beach Party- Fun events along and on Lake Michigan (volleyball, bands, swimsuit competitions, family fun - no alcohol!). See enclosed paper.

Beach party (annual) see Parks Director City of Kenosha. Independence Day - see Parks Director City of Kenosha.

Yes- Rotary Sponsored Air Show on the lake front. Contact John Crimmings, chairman, (414) 637-9801.

Yes! Contact: Lewis A. Timberlake, Marina Director, Hammond Marina, 111 No. Calumet Avenue, Hammond, Indiana 46320

Steelheader Annual Fish Boil during Blueberry Fest- Aug. 7

Sheboygan, WI has a brat festival each summer and attracts lots of families and tourists to enjoy the shores of Lake Michigan.

Most community sponsored affairs are conducted at the Racine on the Lake Festival Park. Harbor Fest and the Boat Show are two of the larger ones.

Racine has a beautiful Venetian Nite and also an "in water" boat show. Our beautiful 900 boat marina plus the condos built along the water are great assets to the community. Oh, yes, I forgot our 4th of July fireworks are held at the lake front.

We try to have as many water & beach related activities as possible.

Childrensfest has grown from an event attracting 3,400 in year one to 29,400 in 1991. Limits are finances and human resources. This event is significant as the premier children's event of the summer, held at the Summerfest grounds and enhanced by its proximity to Lake Michigan.

We are one of two city sponsored events on the lake front. Great care is given to the ecology of the park adjacent to the lake front.

This Art & Craft Fair was located in a park on Lake Michigan lake front. Very scenic. Sailboats and ships off shore. New A/C Fair Dates for 1992- have not yet been set.

We at Professional Bass Fisherman hold three tournaments in Michigan & three tournaments in Ontario bring international competition into play. It helps both Americans and Canadians together to be aware of our natural resources and the importance of these fragile elements. All our tournaments are catch & release with a 98% live release record.



Water based activities, such as this, are compatible with our resource. Without that compatibility the event would not occur. (2)

Event takes in part of the Michigan shoreline tour route.

In addition to our New Year's Eve program we manage & sponsor the First Wisconsin Fireworks, a fireworks show and symphony concert that draws 500,000 people to Milwaukee's lake front annually. I'd be happy to do a questionnaire on that event- it would probably be of more interest to you.

The natural beauty of Lake Michigan makes it a wonderful background for artistic and cultural events. Artists keep coming back here, even if sales are poor, because they enjoy the setting and the day at the beach. Michigan City residents have a major love affair with the lake. During the summer, not a weekend goes by without events in Washington Park. There is a steady stream of cars cruising, just checking out the lake. People who move away report how they miss the lake.

2,200 individuals attended our Sunday AM spiritual service held on the Lake Michigan festival grounds. 12,300 students attend Indian Summer Education Day. Fastest growing of all area fests.

The Lighthouse Run is designed to be a quality community event with the sponsors giving something back to the community. Racine also has a boat show and Salmon-a-rama which is one of the largest fishing events on Lake Michigan.

All of the festivals held in Southwestern Michigan are important. They attract a lot of tourists plus these tourists also use our beaches.

Most 1st time visitors to the city are very surprised to see how large and clean the lake and beaches are. They enjoy the cool breezes and watching the sailboats. Most had no idea Chicago was surrounded by so large a body of water.

The wide range of activities promoted in St. Joseph, MI i.e. Blossomland Queen contest and parade, symphony, arts and crafts show, ethnic festival, etc.

New: Off-Shore Professional Boat Racing @ North Point Marina

New: Kawasaki National Jet Ski Races @ Illinois Beach State Park Main Unit

The Kawasaki Jet Ski Nationals are the product of Ted Nielsen of Nielsen Enterprises of Lake Villa.

Sure- In our area there are many, Example: Boat Races (off shore), fish fries, Coho Fishing Derby

The In-Water Boat Show in August brings thousands of out of town visitors to the Reefpoint Marina. The NNMA organization of Chicago is first-rate. I enjoy working with them in the communication-information booth. A Rotary Club is sponsoring an Air Show in June. Previous shows drew over 200,000 people to the lake front. Unfortunately, the show is on the weekend we usually have our Fair and it will be impossible to have both events at the same time. Many people enjoy watching or participating in sailboat races during the summer.

Educational programs about Native Americans, fur trades, voyages- held on the beach. As well as learning activities regarding geology, flora and/or fauna, etc. Important so that people will begin to care more about the natural and cultural resources and as a result, want to protect them. (2)

I do not know. We live in IL and only run 6 fishing tournaments per season in Mich.

Activity first started as a fishing tournament on Lake Michigan. When fishing industry declined, corporate sponsors deserted & Chamber could no longer financially underwrite the tournament. The other elements: an arts & crafts show, kids' fishing tournament, softball tournament, shuffleboard tournament, remain- would love to get a Lake MI fishing tournament back.

Even though we are less than 1/2 mile from the shore of Lake Michigan, we have never created an event focusing on the lake. We have participated on occasions in activities sponsored or encouraged by the Mich. DNR. We show 9 projector slide shows about Geology of Michigan, Geology of the Great Lakes, Winter on the Great Lakes and some others. The remodeled Great Lakes Visitors Center at Ludington State Park is doing more focus on the lakes, but that isn't saying we can't do more things here. We are a year-round facility.

We advertise as a "Door county Style Fish Boil" featuring fresh whitefish from Door County. New little red potatoes and onions, all of the above with melted butter (margarine on request) coleslaw, rye bread and butter, cherry pie and beverage. The cherry pie and potatoes onions and fish all in melted butter are also a part of an authentic Door County Fish Boil. Our church men are outside with kettles and buckets boiling fish and vegetables and visitors can watch the boiling fish and the "over boils" at the end of each boil. It is interesting to those who have never been to a "real fish boil".

United German Societies of Milwaukee is a non-profit cultural association dedicated to the preservation of the traditions, dress, music and dance of Old Bavaria. The 5 member groups include 2 "Schuhplattler" dance clubs, a Soccer club, a Singing club and a Social club. Since 1943 the Societies have owned and operated a beautiful complex on the northern edge of Milwaukee which includes the Alpine chalet style Bavarian Inn (restaurant & ballroom), Old Heidelberg Park and professional class Soccer Field. All proceeds from our festivals are used to maintain this facility and to support the cultural activities of our members. Although we are not a "coastal activity", we believe we contribute to the ethnic cultural diversity which is such an important part of community life in Milwaukee, a truly "Great Place on a Great Lake".

There was a forerunner to our event held at Grant Park. The lake was a big attraction but that was in the "festival" period of Mayor Byre. It lost money and could not be sustained. Our event is to preserve Scottish culture and if there are proceeds, donate to Society charity, The Scottish Home. The lake is beautiful, but facility is not available where event like ours is possible.

I don't feel that we are a good fit for this survey, we are a small museum of American Indian art and cultures, located in a College. We are non-profit, low budget with 1 full time and 2 part time paid positions. We have permanent exhibits year around and usually 3 temporary exhibits a year. We schedule scholars for lectures, usually related to the theme of the temporary exhibit and artists to demonstrate their skills and/or to give workshops. Most of our exhibits have little to do with Lake Michigan. We do have one permanent exhibit of Woodlands/ Great Lakes Indians. There is a birch bark canoe on exhibit.

Public awareness of nonprofit organization called Outdoors Forever. They promote outdoor accessibility for the handicapped. This year we will be promoting Project Literacy as well.

Mayor Hatcher's Office. The festival started in 1976 as a 2-day affair. The first day- Saturday- we had a booth at Marquette Park on the Lagoon, along with other vendors. On Sunday, the Marquette Park festival continued. We had a "concert on the lawn" on Sunday afternoon starting in 1984. We then had a Gary Civic Symphony Orchestra. We moved to the lawn of our museum, that was dedicated & open in 1984. We began to share our cultures as a part of an initial grant program in 1976. We added jazz to the festival in 1986. (2 mini concerts - 1 jazz, 1 symphony.) This year- July 26- We intend to have an array of ethnic foods & culture sharing. We will have fish. Last year we

made the request of a vendor too late for participation.

D'lustig'n Wendlstoana is a Bavarian cultural society dedicated to the preservation of the traditions, dress, music and dance of Old Bavaria. We are a member of the "United German Societies of Milwaukee" - U.G.S. owns and operates the Bavarian Inn and Old Heidelberg Park at 700 W. Lexington Blvd., Glendale, Wi on the northern border of Milwaukee.

Preservation of Hmong culture and promoting friendships

Babes

We started these to offer an additional event to coincide with an existing festival on the same weekend- Has not seemed enhance either event/ event bring people to festival, festival bring people to event - Differing groups

This is a low cost high impact event that can be organized by a single volunteer over the phone and conducted with the help of other volunteers on the day of the event. We create an opportunity for people to display their historically significant collection. We, as a society, have located and have information on 300 collections and their owners who are usually experts. Our goal is that these people will support us when we grow, need help, etc. It is working.

Since we went to a pay one price which includes free parking, free rides and free grand stand events for one low admission price of \$5.00 we have more than doubled our gate admissions and also made it more affordable for families to attend the fair.

We did not receive a grant from M.C.G. last year, but consider it very important.

The Chamber does not make money-- the participating merchants and organizations make the money.

Because of low attendance the past few years we will not have the Touch of Italy in 1992.

This Art & Craft Fair will not be held this 1992 year.

Due to poor attendance, and lack of community participation, this fair will not be held this 1992 year.

We've held this event for 40 yrs and will hold our 41st on 4/24- 4/25 of this yr. That says it all!

Not through the city of Norton Shores- could check with the city of Muskegon.

We are not on the shores of Lake Michigan.

Too far from Lake Michigan to account activity impact. Suggestion- include ?'s re: costs and revenues.

None