



# Dan Emmett Music & Arts Festival

## Community Service and Impact Report 1998 - 2009

*Celebrate  
The Legacy*

*Create  
The Experience*



**DAN EMMETT  
MUSIC & ARTS  
FESTIVAL**

This report and other organizational  
information/data are available on line at:

[www.DanEmmettFestival.org](http://www.DanEmmettFestival.org)

**EMMETT**

DANIEL DECATUR 1815 - 1904  
WHOSE SONG "DIXIE LAND"  
INSPIRED THE COURAGE AND DEVOTION OF  
THE SOUTHERN PEOPLE AND NOW THRILLS  
THE HEARTS OF A REUNITED NATION.



# Dan Emmett Music & Arts Festival, Inc.

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Festival Director: Pat Crow

Festival Co-Director: Sandy Crow

## 2009 Board of Trustees

Matt Starr - Chair

Gloria Parsisson - Vice Chair

Pat Crow - Secretary

Larry Grindle - Treasurer

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## 2009 Operations Committee

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Joe Bell

Marty Bell

Joshua Morrison

James Murray

Jim Rine

Jill Spearman

Matt Starr

Michele Bayko

Samantha Scoles

Margaret Litteral

Chuck Kindel

Holli Ellis

Jim Gibson

Kevin Mishey

Patricia Law

Matt Starr

Troy Cooper

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# **Dan Emmett Music & Arts Festival**

## **Executive Summary**

The Dan Emmett Music & Arts Festival is a celebration of the arts in Knox County - all of the arts – musical, visual, performing, creative, crafts, and more. The Festival’s slogan says it: “Celebrate the Legacy” of Dan Emmett. Indeed, Emmett was a 19<sup>th</sup> century American icon in the evolution of music and performing arts. His influence is still felt today throughout the world as we look at contemporary comedy, music, and the like. Noted Professor Howard Sacks of Kenyon College stated that Emmett’s contribution to American music was “enormous.” Simply put, it is the mission of the Festival board and staff to allow the community to rediscover Emmett’s “Legacy” each year as we produce the greatest and largest annual arts event in Knox County.

### **Local Knox County residents make up 97% of all performers at the 2009 Festival.**

The total number of performers that stepped onto a stage during the Festival was 668

Local Youth = 73% - The total local Knox County youth (<18) that performed was 490

Local Adults = 24% - Local Knox County adults totaled 161

Local Overall = 97% - Out of county performers totaled 17 adults or only 3% of the total

### **Festival Operations include 2,161 volunteers + paid vendor staff attendance days.**

The Dan Emmett Music & Arts Festival conducts most of its business by way of an Operations Committee of over 25 activity chairs and members – this “Festival Staff” is the real workforce behind the entire event. We meet often and delegate heavily to the volunteer Staff. The Festival runs well due to the great leadership demonstrated by our entire volunteer staff.

The event has an average visitor attendance of over 20,000. There was an average of 319 volunteers working at the 2009 Festival each day, totaling 1,276 volunteer days throughout the week. Paid vendor staff averaged 221 per day, with 885 total vendor worker days. Cumulatively, the 2009 Festival experienced a total of 2,161 volunteers + paid vendor staff attendance days.

Over 75 generous business sponsors provide a majority of the Festival entertainment funding. This reflects broad community support and a positive proactive consensus that generates the success of this awesome arts event. Individuals contribute approximately 8% of the sponsorship and donation goal as part of the Friend of the Festival campaign.

### **Impact to the Community and ROI - Return on Investment = 13:1**

Festivals are produced for the benefit of the community – for locals and visitors to our area who attend, enjoy the music, arts, food, and the shows. It is also for the artists who display, musicians who perform, the vendors who sell, and the many others who benefit by means of the implementation of the event. Economically, the Knox County impact of the Dan Emmett Music & Arts Festival is conservatively estimated to be over **\$500,000** annually. This means that the Knox County community is receiving a **“Return On Investment” (ROI) of 13:1** based on sponsorships and all other donations provided to the Festival in 2009.

The purpose of this 12 Year Community Service and Impact Report (1998 - 2009) is to clarify the importance and impact of the Dan Emmett Music & Arts Festival to the community. Thank you to all who generously support the Festival with generous contributions, sponsorships, and donations each year. We know that the results contained herein are revealing and clearly indicate the value of the Festival to Mount Vernon and Knox County.

*Pat and Sandy Crow, Festival Directors*

# Purpose of Dan Emmett Music & Arts Festival

To *Celebrate the Legacy* of Mount Vernon native Daniel Decatur Emmett as a preeminent 19<sup>th</sup> century performing artist and composer.

It is a celebration of the arts.

Our mission is to *Create the Experience* for our community in the arts.

To bring nationally known headliner acts to Mount Vernon and Knox County.

To provide free musical entertainment to the community.

To provide performance opportunity and experience to developing performing artists.

To bring arts organizations and artists of every variety together to produce an exceptional music & arts festival.

To foster awareness of and promote historic preservation and Living History.

To promote wholesome and fun family activities.

It is a time of reunion and family gatherings.

To provide service opportunities for the community.

To put downtown Mount Vernon “on display” to the local community and visitors from outside of our area.

To encourage and develop Knox County tourism.

To contribute to the continuing redevelopment of downtown Mount Vernon, including merchants, restaurants, arts, theater, education, services, historic preservation, and the residents.

To promote commerce and economic development throughout Knox County.



# Dan Emmett Music & Arts Festival

## Quick Festival Facts

- The Dan Emmett Music & Arts Festival, Inc. is a not-for-profit Ohio corporation organized to facilitate the annual Mount Vernon and Knox County community music and arts festival.
- The Festival organization is overseen by a board of trustees consisting of community members and business leaders who have a vested interest in the success of the festival.
- The Festival is managed and facilitated by an operations committee consisting of over 25 volunteer committee chairs and activities coordinators.
- The first Festival, held in 1988, was quite small. According to John Vining, . . . “the streets were not even closed for the first Festival.” For the first 10 years, the Festival grew substantially as it was facilitated by the Knox County Renaissance Foundation.”
- The Festival is, and has been since 1998, under the direction of and supervised by Festival Director Pat Crow and Festival Co-Director Sandy Crow. They work as unpaid volunteer staff.
- Entertainment for the Festival is juried by an entertainment committee made up of experienced and tenured performing artists from around Knox County.
- The fine arts fair portion of the Festival is a juried show under the direction of an arts committee with experienced and tenured artists from around Knox County.
- During the four days of the 2009 Festival, 668 artists stepped onto a stage to perform at some time during the event. Of that number, 490 or 73% were Mount Vernon and Knox County area youth performers (<18). A total of 97% of the 668 performers were from the Mount Vernon and Knox County area.
- The 2009 Festival staged 58 performances.
- At least 24 different shows or activities provide educational opportunities each year to attending youth and adults alike. This is accomplished as part of competition, instruction, and edification through demonstration activities including, but not limited to such programs as arts demonstrations, COSI, Columbus Zoo, Fiddle Contests, Cheer Competition, Living History & Civil War Encampment, and many others.
- Youth groups provide a significant portion of the logistics work accomplished at the Festival. Our donation to them is used as fundraisers for their organizations.
- The marketing for the Festival extends to the entire Central Ohio region including Columbus, Mansfield, Newark, Lancaster, Marysville, Chillicothe, Athens, Cambridge, Coshocton, and Zanesville metro markets. News releases and other advertising extends across the state.
- Attendance at the annual Festival over the past decade is estimated to fluctuate between 20,000 and 25,000, depending on several variables i.e. weather events, temperature, headliners popularity, competing events, etc.

# **Full Report**

**Community Service and  
Impact Report  
1998 - 2009**



## Forward

### *What is the Dan Emmett Music & Arts Festival?*

The Dan Emmett Music & Arts Festival (the Festival) is a celebration of the arts in Knox County - all of the arts – musical, visual, performing, creative, crafts, and more. The Festival's slogan says it: "Celebrate the Legacy" of Dan Emmett. Indeed, Emmett was a 19<sup>th</sup> century American arts icon through his contribution in the evolution of music and performing arts. His influence is still felt today throughout the world as we look at contemporary comedy, music, and the like. Notable Professor Howard Sacks of Kenyon College stated that Emmett's contribution to American music was "enormous." Simply put, it is the mission of the Festival board and staff to allow the community to rediscover Emmett's "Legacy" each year as we produce the greatest and largest annual arts event in Knox County.



## Mission and Purpose

As stated, the slogan and external mission of the Festival is to "Celebrate the Legacy" of Dan Emmett. Internally our mission is to "Create the Experience", one that is fun, exciting, educational, accessible, authentic, and connects the festival visitor with the art of our community.

We are generous with our interpretation of how we define "Art" - music, painting, restored cars, cheerleading, photography, quilts, flowers, crafts, just to name a few. The "Experience" also includes education by means of presentation experience, performance experience, COSI, Columbus Zoo, historic re-enactors, Emmett commemoration ceremony, historic tours, musical competitions, and much more.

## History and Background

The Festival evolved from various downtown Mount Vernon activities, such as the "Dixie Days" events of years past. In 1988, under the leadership of Tim Tyler, Tom Turner, John Vining, and others, the event was established as the Dan Emmett Music & Arts Festival. As members of the Knox County Renaissance Foundation, Inc. (KCRF), they took the dominant organizational leadership role in the Festival, as well as several other important community projects. Dixie Days continued as a separate event on a separate weekend, sponsored by the downtown merchants and later, the Heritage Centre Association.

The Festival was conceived as an event that would celebrate the arts, with the unwritten charter defining an arts event without carnival rides and other typical street fair type activities. John Vining remembers, "We were interested in a focus on the ongoing unique qualities of American music, promoting and featuring artists who, like Dan Emmett, created new forms of entertainment that were built upon the



**KNOX COUNTY  
RENAISSANCE  
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FOR KNOX COUNTY**

folk idioms of Anglo-Irish, African-American, Celtic and other native musical expressions.” In 1992, KCRF named M. E. Carpenter as the Festival Director. Under her leadership the event continued to grow in name recognition and stature in the community.

After the completion of the 10<sup>th</sup> year (1997), the Festival organization was formalized and incorporated as the Dan Emmett Music & Arts Festival, Inc. - an initiative of the Knox County Convention & Visitors Bureau (CVB). Pat Crow became the new Festival director for the 1998 Festival, with Sandy Crow as the co-director.

As the CVB set about to create a viable and enduring organization to perpetuate the Festival, several things became clear as the long term festival planning began. In order for the event to survive and succeed:

1. it was important that area citizens continue to believe that the Festival is successful and it is important for it to continue;
2. there was confusion in the community as to the difference between the Dixie Days Sidewalk Sale and the Festival;
3. increased attendance from contributing attendees and visitors was essential;
4. the headliner acts must have high name recognition to the general public and sponsoring entities to the event;
5. continuation of the fine arts fair was important;
6. the event needed diversification to increase participation by the community and generate attendance by visitors from other areas;
7. the event had been a 2 – 2 ½ day Festival (Friday evening through Sunday afternoon), increasing the impact weather events might have - it needed to be expanded in time to a more robust 4 or 5 day event in order to increase revenue and sustainability;
8. food vendors were not paying a fair share of their revenues, based on averages from other events around the central Ohio area;
9. the term “donation” needed to be eliminated from the fundraising efforts and replaced with “contributing sponsors”;
10. sponsors must see real value in contributing to the Festival beyond just wanting to support a local event;
11. a separate and dedicated Festival board was needed whose single purpose was to take ownership of and direct the management of the Festival;
12. a large “operations” staff was needed to facilitate the Festival and plan for the growth of the event; and the CVB was only a catalyst and would need to eventually separate itself conceptually, organizationally, and legally from the new Festival organization and the actual event.



## Major Festival Sponsors

### *Mount Vernon News*

#### **Marketing Practices and Principles - 1998 - 2009**

An expanded public relations and marketing program was needed to enhance the name recognition of the Festival, increase attendance by locals and attract visitors to the area, and expand the length and presentation of the event.

Under the experience and leadership of the Knox County CVB, a marketing plan was developed to blanket the central and north central Ohio area with Festival information and schedules. Partnerships were forged with BAS Communications (locally WMVO & WQIO), the Mount Vernon News, WNZR / MVNU, WVNO, and Time Warner Cable. The essence of the partnerships revolved around purchasing a base amount of paid advertising, with contracts that provide multiples of these ads at low or no cost. This created a large marketing footprint with relatively small actual budget expenditures. A 2009 study of this media partnership arrangement showed that the annual cash investment of \$10,600 in advertising resulted in a value of over \$75,250 in marketing product actually received.



**McDonalds - Embarq - Donley Ford - UPI - Ellis Bros. - Jeld-Wen - National City  
Ross Brothers - International Paper - Ohio Rental - MVNU - FirstMerit**

The Festival website has become the mainstay of scheduling and communicating the essence of the event. DanEmmettFestival.org sees increasing traffic each year as it becomes the place to find detailed Festival information. Additional online content and marketing in places such as Facebook, Twitter, and mobile friendly websites are on the horizon for future years. In addition, the annual Festival Program Book is created annually by the Mount Vernon News and is inserted in the News a few days before the Festival, becoming a keepsake for the more avid Festival fans.

In 2005, I-Conn Video Productions created a 7 ½ minute video clip entitled “The Life and Times Dan Emmett” which was played to commemorate the 2005 Mount Vernon Bicentennial. I-Conn Video also creates TV Commercials each year for the Festival. Several statewide awards have been presented to the CVB, the Festival and I-Conn Video for the innovative and creative effort that has resulted in these awesome TV advertisements. In 2006, I-Conn received a Telly Award for their creation and production of one Festival commercial.

In addition to the commercials run on cable TV and radio stations, the video and audio commercials are placed on YouTube and other web sites for browsers to view or listen, thus broadening the impact the commercials have in the marketplace. This increases the market penetration and expands the opportunities that sponsors have to advertise their support of the community and add to their brand and name recognition.

## Who Is Served by the Festival?

### *The Performers are Served*

In the first years of the new Festival organization (1998-2003), there were three levels of musical groups hired to perform: Headliners, Subliners, and local groups. The Festival found that the attendance was centered on the Headliners and the locals, so the Subliners were dropped from the program after a few years. The emphasis became the local and the headliner entertainment.



In 2008, the total number of performers that stepped onto a stage during the Festival was 639 (not counting the All-Ohio State Fair Band). The total local Knox County youth (<18) that performed was 486 (76% of the total). Local Knox County adults totaled 130 (20% of the total). Out of county performers totaled only 23 adults (less than 4% of the total), therefore over 96% of all performers at the Festival were locals from the Knox County area.

For the 2009 Festival, the total number of performers that stepped onto a stage during the Festival was 668. The total local Knox County youth (<18) that performed was 490 (73% of the total). Local Knox County adults totaled 161 (24% of the total). Out of county performers totaled only 17 adults (3% of the total) and 97% of all performers at the Festival were locals from the Knox County community.

### *The Arts as Businesses Are Served*

The Fine Arts division, under the leadership of Diane Henwood (the only previous chair who joined the new festival organization and staff in 1998), the Fine Arts Fair saw many years of success. In 2003, the Knox County Art League took the helm of the Fine Arts Fair, and continued in that role for four years. The 2007 Fine Arts Fair was under the leadership of Walter Shockley, 2008-2010 was/will be Joshua Morrison and Joseph Bell.





In 1998, the “Dixie Days” sidewalk sale came to an end as the Festival staff, assisted by the Heritage Centre Association, merged the sidewalk sale activities into the Festival with the creation of what became (2001) the Homemades & Trades (H&T) Show. For the years 1998-2005, the H&T was held on Thursday and Friday (RF), while the Fine Arts Fair was held in the same vendor spaces on Saturday and Sunday (SS).

Then in 2006, the artisans were moved to the square as the Fine Arts Fair was expanded to a 4 day show (RFSS). At the same time, the H&T remained on South Main and also expanded from a 2 day to a 4 day format (RFSS).

The artisans requested a 3 day format (FSS) in 2007. We believe that this is the best day-location combination for the Fine Arts Fair and the H&T Shows. However, the dynamics of these changes will be monitored closely and adjustments to maximize the show will be made as needed.



A dip in the 2008 artisan attendance (13) occurred due to the change of art chairs a few weeks before the Festival. The 2009 artisan attendance was up over 2008 to 23 artisans (28 booth spaces). The committee is working on new recruitment and fulfillment strategies to return the 2010 show to previous levels of artisan attendance.



For the 10 years 1998-2007 (not including 2008), the Fine Arts Fair attendance has hovered between 30 and 67, averaging 47 artisans per year. For the 12 years 1998-2009 the Fine Arts Fair attendance averaged 42.5 artisans per year. For the 9 years 2001-2009, the H&T vendor attendance has hovered between 24 and 44, averaging 38 vendors per year. The 2009 Homemades & Trades attendance was a record 52 vendors.

### ***The Festival Serves Youth and Education***

Beyond the dominant role that the youth play on stage at the Festival, many innovative events, shows and activities serving youth are included for their benefit - including, but not limited to, the Cheer Competition, the Fiddle Contest, the Knox Idol competition, historic re-enactors, COSI, the Columbus Zoo, Veggie Tales, historic Woodward Opera House and Dan Emmett Home Tours, the Emmett Commemoration Ceremony, Youth Showcase, Civil War Living History Encampment, Civil War Era Ball, and many other shows and events.



### ***Serving the Broader Audience***

The Festival features events and activities that serve a broad and diverse adult population such as the Fine Arts Fair, the Dan Emmett Car Show, the Motorcycle Show, the Homemades & Trades Show, the 5 - mile Run, the Dan Emmett Bell Auction, Civil War Living History Encampment, Civil War Era Ball, and more.



### ***Community Awards and Recognition***

The Eleanor Wright Unsung Hero Award was unveiled in 2001 where the honorees include Eleanor Wright (01), M. E. Carpenter (02), Jim Ingerham (03), Sally Nelson (04), Curt Cree (05), John Nixon (06), Carol Kilkenny (07), Julie Chester (08) and Chuck Kindel (09). In addition, the Community Development Leadership Award began in 2004 with recipients Tom Metcalf (04), Ron Staats (05), Kay Culbertson (06), Phil Samuell (07), Mayor Richard Mavis (08), and Jerry Scott (09). In 2009, a community performing arts achievement award entitled "The Emmett" was established and presented to Bruce Jacklin.

### ***Correlated Events & Activities***

The annual Quilt Show (YMCA Sports Center), the Flower Show (Living Center), and the NAPA Tent Sale are a few examples of correlated activities that are not actually part of the festival, although they are scheduled simultaneously with the event to take advantage of the large Festival crowds.



### ***Beginnings and Endings***

Shows and ancillary events that have come and gone including the All-Ohio State Fair Band, the classic bike race, the card board canoe race, Red Cross cake auction, petting zoo, Knox County's Ohio Bicentennial Bell Casting, Police Mountain Bike Competition, a Red Cross Blood Drive, and a few other events/activities. Most individual events and activities have a beginning and end, with some that endure in popularity and perpetuate themselves in time.

# Community Groups Served by the Dan Emmett Music & Arts Festival

## I. Music & Arts Organizations

### Youth Groups

Knox Choraliers  
TaVaci School of Music  
Carol Dance Studio  
Dance Revolution  
Orange Barrel Productions  
4-H Groups  
Knox Co. School – Cheer Groups  
    From Centerburg, Danville, East Knox,  
    Fredericktown, & Mount Vernon Schools  
Spotlight Studio  
Kenpo Karate Students  
Knox Idol  
Youth Showcase Performers  
High School Bands  
Fiddle, Banjo, & Flat-Pick Guitar

### Adults Groups

Dogwood Blossoms / Sweet Adelines  
Apple Valley Singers  
Chautauqua  
Knox County Area Artisans  
Knox County Art League  
Right Brain Production  
Mount Vernon Heritage Singers  
Civil War & Living History  
    Re-enactment Groups  
Bruce Jacklin & Co.  
ThePlace@TheWoodward Theater  
Knox Partnership for Arts & Culture

## II. Businesses & Business Org.

Downtown Merchants  
Area Merchants and Retailers  
Heritage Centre Association  
Homemades & Trades Vendors  
Knox County Convention & Visitors Bureau  
MV/KC Chamber of Commerce  
Restaurants  
Lodging  
Gas Stations  
Area Financial Institutions  
Area Development Foundation

## III. Non-Profits Groups (non-arts)

### Food Concessions

Mount Vernon Lions  
East Knox Lions  
Mount Vernon Kiwanis  
Mount Vernon Exchange  
Knox County Mental Health  
Dogwood Blossoms

## IV. Community Groups

Creative Foundations  
The Main Place  
Knox Humane Society  
City of Mount Vernon  
Knox County Health Department  
Knox County Historical Museum  
Woodward Opera House Project  
Knox County Park District  
Knox County Recycling

## V. Media

Time Warner Cable  
WMVO & WQIO – BAS Communications  
WNZR Radio  
I-Conn Video Productions  
Mount Vernon News  
KnoxPages

## VI. Other & Miscellaneous Groups

Class Reunions  
Family Reunions  
Church Groups  
Senior Citizens (on Senior Day – Thur)  
Area Senior Centers

*And many more . . .*



### ***Business and the Local Economy are Served by the Festival***

The economic impact of festivals and events are rarely discussed, since these activities are so often viewed only as entertainment and fun activities. However, we find a major positive financial boost to the local economy as we thoroughly analyze the impact of the Dan Emmett Music & Arts Festival.

The total Knox County economic impact of the 2009 Festival has been estimated to be \$501,400. This included direct local Festival expenditures of \$100,800, Festival visitors contributing \$200,000, and the resulting indirect and induced amounts of \$200,600.

<b>2009 Dan Emmett Music &amp; Arts Festival Economic Impact Report</b>				
Key: See next page for catagorical definitions.				
<b>1. Direct Local Festival Expenditures:</b>				
2.	Local Vendors/Suppliers Paid Directly by Festival			\$15,200
3.	Festival Vendors (Food, Arts, Crafts, Trades)			\$66,700
4.	Area Media			\$10,500
5.	Local Entertainers & Groups			\$8,400
<b>Total Direct Local Festival Expenditures</b>				<b>\$100,800</b>
<b>6. Visitor Local Business Expenditures during Festival</b>				
7.	Out-of-county Festival Visitors	Number	\$ per day*	
	One Day Stays	5000	\$10	\$50,000
	Overnight Stays	200	\$150	\$30,000
8.	Local Festival Visitors (from Knox County)	15000	\$8	\$120,000
<b>Total Visitor Local Business Expenditures during Festival</b>				<b>\$200,000</b>
<b>Overall Direct and Visitor Expenditures</b>				
9.	Direct Local Festival Expenditures			\$100,800
10.	Visitor Local Business Expenditures during Festival			\$200,000
<b>Total Direct and Visitor Expenditures</b>				<b>\$300,800</b>
11.	Resulting Indirect Expenditures			\$100,300
12.	Resulting Induced Expenditures			\$100,300
13.	<b>Total Knox County Economic Impact of Festival</b>			<b>\$501,400</b>
* Estimates derived from data collected by the Knox County Convention & Visitors Bureau				04/07/2010

See Appendix for methodology and item descriptions.

# The Business of the Festival

## Finance

In 1997, when managed by the Knox County Renaissance Foundation, the Festival had a gross income of approximately \$25,000. The change in posture and production philosophy introduced by the CVB and the revised Dan Emmett Music & Arts Festival Board of Trustees (1998) created both a physical and financial growth in the event. Income expanded as sponsors were added over the next 12 years. The event has adjusted with local economic conditions, and the festival management has adjusted accordingly. The festival peaked in 2005-2006 with income at \$85,000. The 2009 Festival income was anticipated to drop, due to current economic conditions. The Festival management correctly predicted income at \$68,000, worked hard to achieve that level of sponsorship, and adjusted expenses resulting in a break even year.

In 2008, a new category of sponsor called “Friend of the Festival” was created to permit individuals to be able to make tax deductible donation to the Festival through Knox Partnership for Arts & Culture – a local arts development organization.

Major entertainment funding is derived from sponsors - 59% of the overall income in 2009 and 58% in 2008. Other income categories (average % of total income) include: Shows (10% to 15%), Food Concession (~20%), Bell Auction (4% to 7%), and Ticket Sales (1% to 5%).

The Festival has taken the position that the event is not necessarily a fundraiser nor has it taken a for-profit posture. Certainly all vendor participants seek to earn income and treat the event as a profit making venture – both for-profit businesses as well as not-for-profit organizations. In addition, income from one year may be used to offset a planned or expected loss the next. The economic impact of the event is directed to artisans, entertainers, vendors, not-for-profits, and the business community that benefits from the increased regional traffic and tourism into Mount Vernon and Knox County (see attached Knox County Economic Impact Study).



The Festival Board of Trustees (Board) files an IRS-990 tax return annually. Recent tax returns, as well as other organizational information, are posted on the web for public review at [www.DanEmmettFestival.org](http://www.DanEmmettFestival.org). The Dan Emmett Music & Arts Festival, Inc. files as an IRS 501(c)(6) not-for-profit entity, and a mutual benefit Ohio corporation. In 2010, the Festival Board is considering filing as an IRS 501 (c)(3) classification and as a public benefit Ohio corporation. The Board reviews and audits the financial reports quarterly. In addition, the Board assists with fundraising each year, and reviews major policy issues when appropriate.

### ***Organization and Staffing***

In 1998, the Festival organization was formalized and incorporated as the Dan Emmett Music & Arts Festival, Inc. - an initiative of the Knox County Convention & Visitors Bureau (CVB). Pat Crow became the new Festival director for the 1998 Festival, with Sandy Crow as the co-director. Initially, the Board of Trustees was made up primarily of the executive committee from the CVB. As the Festival matured, sponsors and other interested individuals came to serve on the Board.

Only two volunteers moved to the new Festival staff – Diane Henwood – Fine Arts Division Chair and Jerry Scott – Festival MC. Over the next 12 years, this group of four (4) individuals has expanded to a core Operations Committee of over twenty-five (25) event and activity chairs.

The Festival currently operates with an all volunteer staff and management. There are no paid Festival employees. Limited contract services are required to implement the event, such as sound, staging, licensed electricians, etc. As with many community events, the City of Mount Vernon and the CVB continue to be major contributing partners for the event. Other close partners include the Knox Partnership for Arts & Culture (KPAC), the Woodward Development Corp. (WDC), the Heritage Centre Assn., and the downtown merchants and businesses.



## **2009 Festival Survey Results**

As part of the strategic planning for the 2010 – 2015 Festivals, the staff implemented several post-festival surveys to ascertain the perception of the community towards the Festival. The surveys included a Consumer Survey, a Downtown Business/Lodging Survey, a Sponsor Survey, and a Vendor Survey. Coincidentally, a significant group of youth participants from the Cheer Competition completed the consumer survey; these results were kept separate so as to not skew the consumer based survey, but compiled nonetheless. We have attempted, to the best of our ability, to provide and include 100% of all survey data collected, without exception, in this 2009 Festival survey report (see Appendix “Survey” section for graphs and all other data collected).

### ***2009 Festival Consumer Survey Summary***

The Consumer Survey was an online survey conducted using Survey Monkey™. It was advertised and promoted at the Festival, via Festival email lists, in the Mount Vernon News, on WMVO Radio, as well as a part of the Festival Website.

Consumer Survey respondents (151) were evenly distributed over the age ranges of 31 to over 60 years old. There was a substantially lower proportion from 18 to 30 years old. They were over 90 % Knox County residents. They generally attended a balance of all four days. There was a balance of attendance at many of the shows and activities, but the primary attraction is the performances on stage. Over 75% purchased food from a street food concession, and 25% purchased food at an area restaurant during the Festival. Almost 70% reported that they most enjoyed the musical entertainment and concerts.

Respondents provided 188 individual comments that are included in the survey report. All comments shown in the Consumer Survey were copied intact, without spelling or grammatical changes.

### ***2009 Festival Downtown Business, Merchant / Mount Vernon Lodging Survey Summary***

The Business Survey was a written survey. These Surveys were either delivered by hand or mailed to all possible downtown merchants, businesses, and the Mount Vernon lodging industry. Return Surveys were manually entered into a Survey Monkey™ database to allow for assimilation, tabulation, and analysis.

Downtown Business, Merchant / Mount Vernon Lodging Survey respondents (38) consisted of 43% merchants, 32% service, 11% restaurants, and 8% Mount Vernon area lodging. Those who had a special window display (18%) and/or placed a table in front of their store (25%) took advantage of the crowds attending the Festival. Almost 30% surveyed reported some increase in foot traffic and 30% with no increase in foot traffic in their front doors; 35% indicated they had a decrease in foot traffic.

Almost 23% reported a moderate increase in business sales and 29% with no increase in business sales (total 52%); 40% indicated they had a decrease in business sales. And 42.5% indicated that they made contact with potential customers/clients during the Festival.



***(Downtown Business, Merchant / Mount Vernon Lodging Survey Summary—continued)***

When asked if they agreed with the National Main Street fundamental principle of holding downtown events (like the Festival) to improve the long term development of the downtown areas – specifically “. . . do you think the Festival contributes to the continued and future economic development of Mount Vernon through the promotion of Downtown”, over 66% agreed or strongly agreed; only 12% disagreed or strongly disagreed. And finally, over 42% thought that the festival “benefited or will benefit” their business.

Perhaps most important, when asked if the continuation of the Festival would be good for downtown, almost 73% agreed that continuing the festival is a good thing. Respondents provided 19 individual comments that are included in the survey report. All comments shown in the Business Surveys were also transcribed into the online database, some obvious corrections to spelling were made; grammar was not corrected or changed.

***2009 Festival Sponsor Survey Summary***

The Festival Sponsor Surveys were direct mailed to all 2009 Festival Sponsors. These Surveys were either delivered by hand or mailed to all Festival Sponsors. Return Surveys were manually entered into a Survey Monkey<sup>TM</sup> database to allow for assimilation, tabulation, and analysis.

The Festival sponsors were overwhelmingly supportive of all aspects of the event. The 87 individual comments that are included in the survey report, are probably the most valuable input in this portion of the survey. All comments shown in the Sponsor Surveys were also transcribed into the online database, some obvious corrections to spelling were made; grammar was not corrected or changed.

***2009 Festival Vendor Survey Summary***

The Vendor Survey was a written survey. These Surveys were either delivered by hand or mailed to all possible Festival vendors, artisans, arts and crafters, and food concessions. Return Surveys were manually entered into a Survey Monkey<sup>TM</sup> database to allow for assimilation, tabulation, and analysis. Response percentages were high: H&T – 25%, artisans - 36%, and food concessions – 36%. The survey indicated that 14% showed an increase in business, 11 % no increase, and 46% had a decrease in business this year. This is not surprising based on current economic conditions. Nonetheless, almost 97 % of the vendors replying indicated that the continuation of the Festival would be good for Mount Vernon.

Respondents provided 44 individual comments that are included in the survey report. The comments were comprehensive and detailed in nature, and will be most helpful to the overall Festival Operations committee and the individual volunteer committee chairs and activities coordinators. All comments shown in the Vendor Surveys were transcribed into the online database, some obvious corrections to spelling were made; grammar was not corrected or changed.

### ***2009 Festival Special Survey Summary***

The Special Surveys were surveys returned by a large portion of the Cheer Competition participants, and were included in this report to provide a certain perspective not available through other means.

### ***Overall 2009 Festival Survey Results Summary***

The results of the surveys indicated overwhelming support for the continuation of the Dan Emmett Music & Arts Festival as an arts event in downtown Mount Vernon. Many credible and valid comments, criticisms, and suggestions were made and captured as part of this process. All survey information was tabulated and reviewed by the core Festival management and staff. In particular, all comments, criticisms, and suggestions were sorted by topic and provided to the event and activity chairs for their use in planning future events.

The survey has also created an atmosphere of self evaluation and a renewed planning process that will result in a much improved Festival in the upcoming years.

### ***Finally***

The primary attraction of the Festival continues to be the music and performances on the three stages by over 600 participants (avg.), mostly local youth and young adults, as well as the many and varied arts events, shows, and other activities that make up the Dan Emmett Music & Arts Festival.

It is the second most attended event in Knox County (20,000+ annually), right behind the Knox County Fair. We believe that it is, without question, the largest and best arts activity in Knox County each and every year. The Festival is a major contributor to the area economy, generating an economic impact of over \$500,000 annually.

As the event planning ramps up for the 2010 event, the community can look forward the 23<sup>rd</sup> year of outstanding music & arts in downtown Mount Vernon for the Dan Emmett Music & Arts Festival.

*Festival Directors Sandy & Pat Crow pictured with 2009 Headliner Artist Sonny Geraci*



*This report was prepared by Pat & Sandy Crow, Festival Director and Co-Director respectively, and in cooperation with the Knox County Convention & Visitors Bureau.*



# Surveys 2009

# **2009 Dan Emmett Music & Arts Festival Survey Summary**

<b><u>Survey Group</u></b>	<b><u># of Respondents</u></b>
<b>1. Consumer Survey</b>	<b>151</b>
<b>2. Downtown Business/Lodging Survey</b>	<b>38</b>
<b>3. Sponsor Survey</b>	<b>20</b>
<b>4. Vendor Survey (Artisan/H&amp;T/Concession)</b>	<b>31</b>
<b>5. Special Consumer Survey - Cheer Participants Only</b>	<b>44</b>

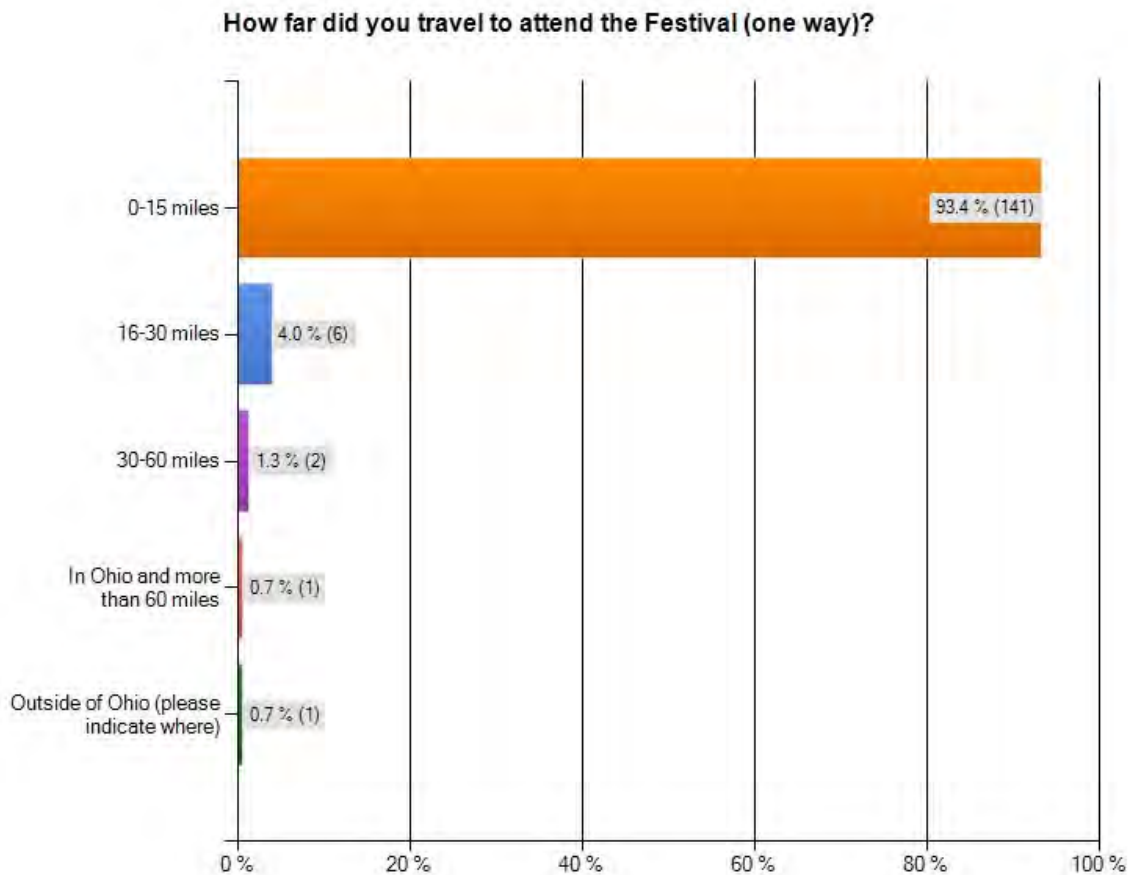
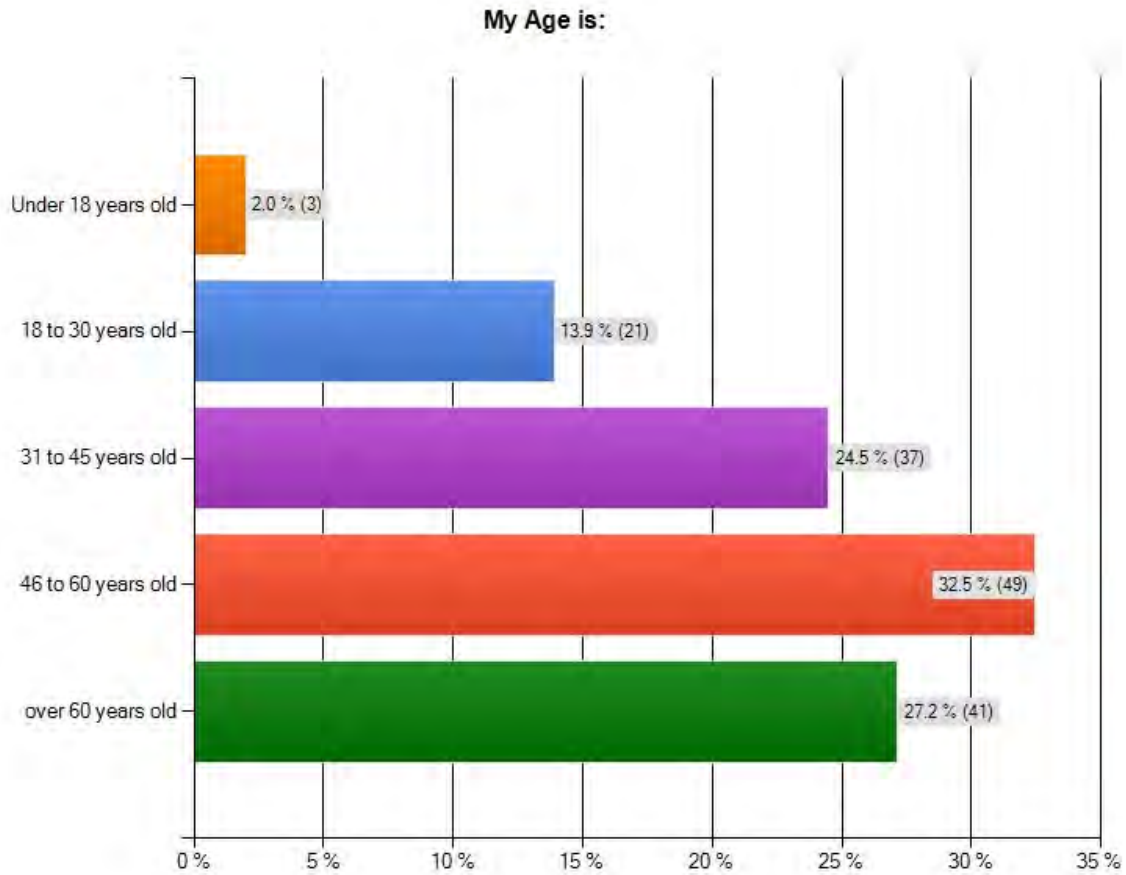
## **Survey Report Notes:**

1. The Consumer Survey was an online survey conducted using Survey Monkey™. It was advertised and promoted at the Festival, via Festival email lists, in the Mount Vernon News, on WMVO Radio, as well as a part of the Festival Website.
2. The Business, Sponsor, Vendor, and Special Surveys were written surveys, that were subsequently manually entered into a Survey Monkey database to allow for assimilation, tabulation, and analysis.
3. The Business Surveys were either delivered by hand or mailed to all possible downtown merchants, businesses, and the Mount Vernon lodging industry.
4. The Festival Vendor Surveys were direct mailed to all 2009 Festival vendors, artisans, arts and crafters, and food concessions.
5. The Festival Sponsor Surveys were direct mailed to all 2009 Festival sponsors.
6. The Special Surveys were surveys returned by a large portion of the Cheer Competition participants, and were included in this report to provide a certain perspective not available through other means.
7. All comments shown in the Consumer Survey were copied intact, without spelling or grammatical changes.
8. All comments shown in the Business, Sponsor, Vendor, and Special Surveys were transcribed into the online database, some obvious corrections to spelling were made.
9. We have attempted, to the best of our ability, to provide and include 100% of all survey data collected, without exception, in this 2009 Festival survey report.

**2009**  
**Dan Emmett**  
**Music & Arts**  
**Festival**

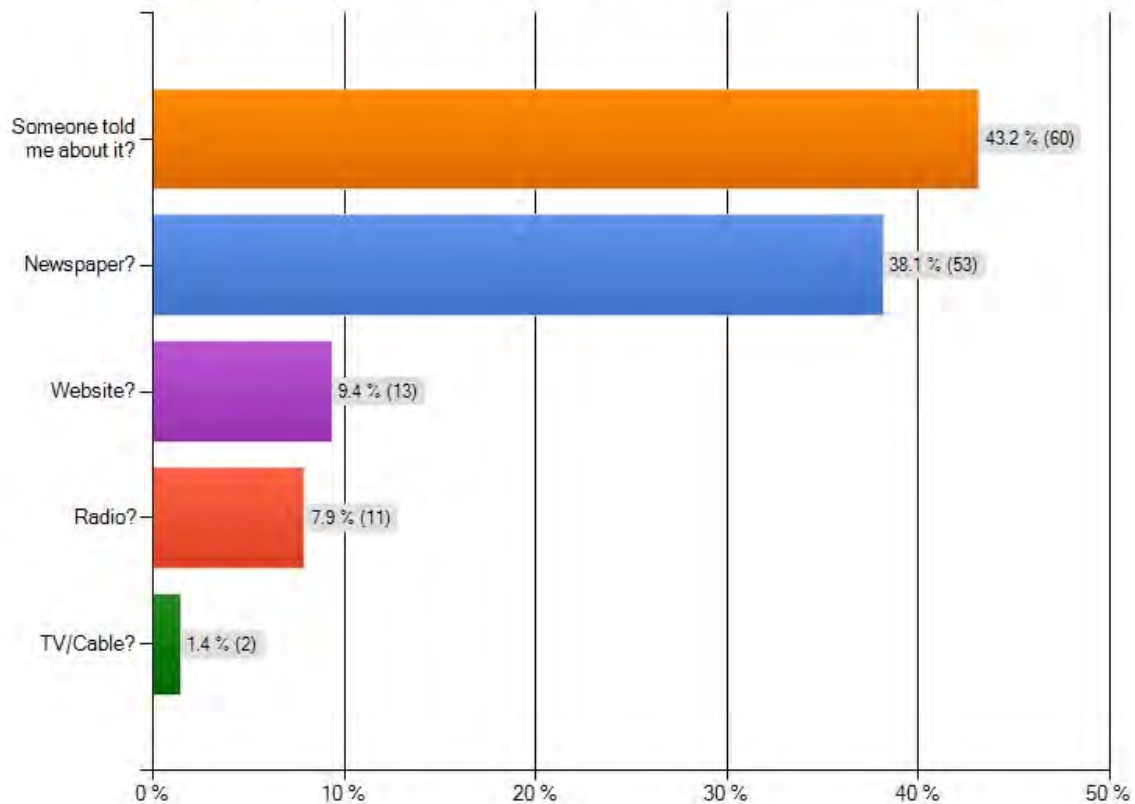
**Consumer Survey**

# 2009 Festival - Consumer Survey

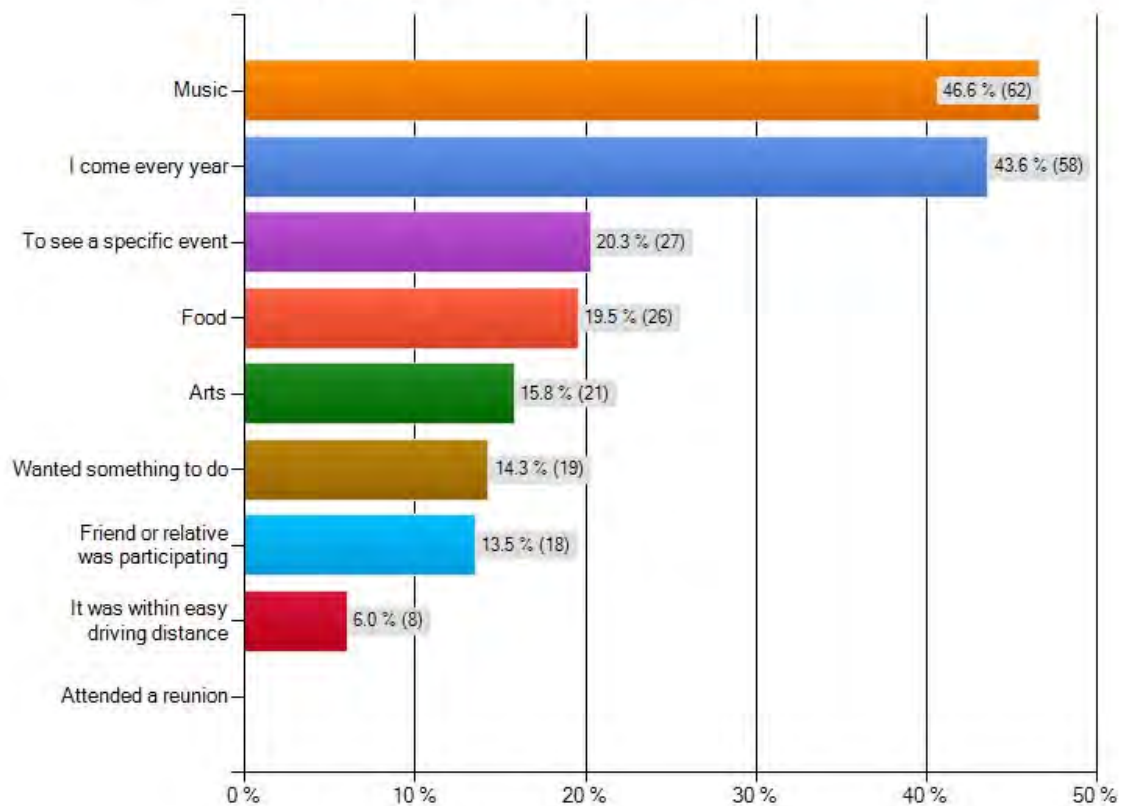


# 2009 Festival - Consumer Survey

How did you hear about the 2009 Dan Emmett Music & Arts Festival (check only one)?

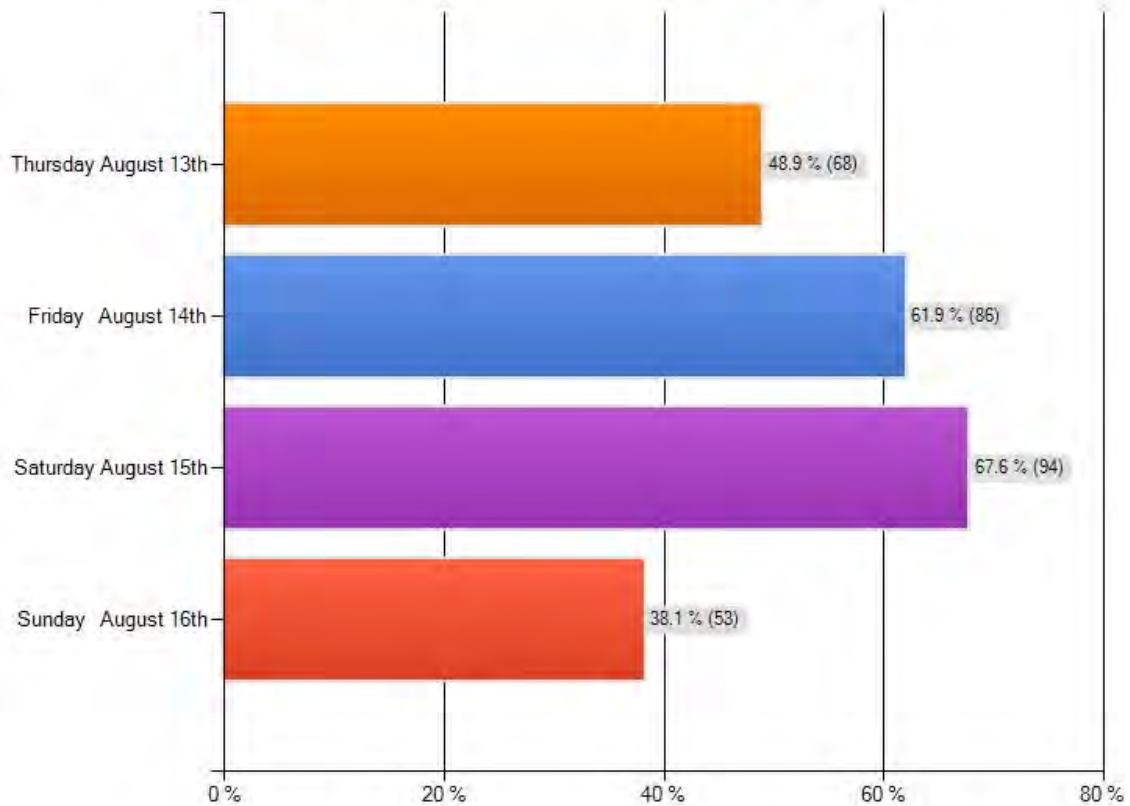


What initially drew you to the festival? Why did you come?

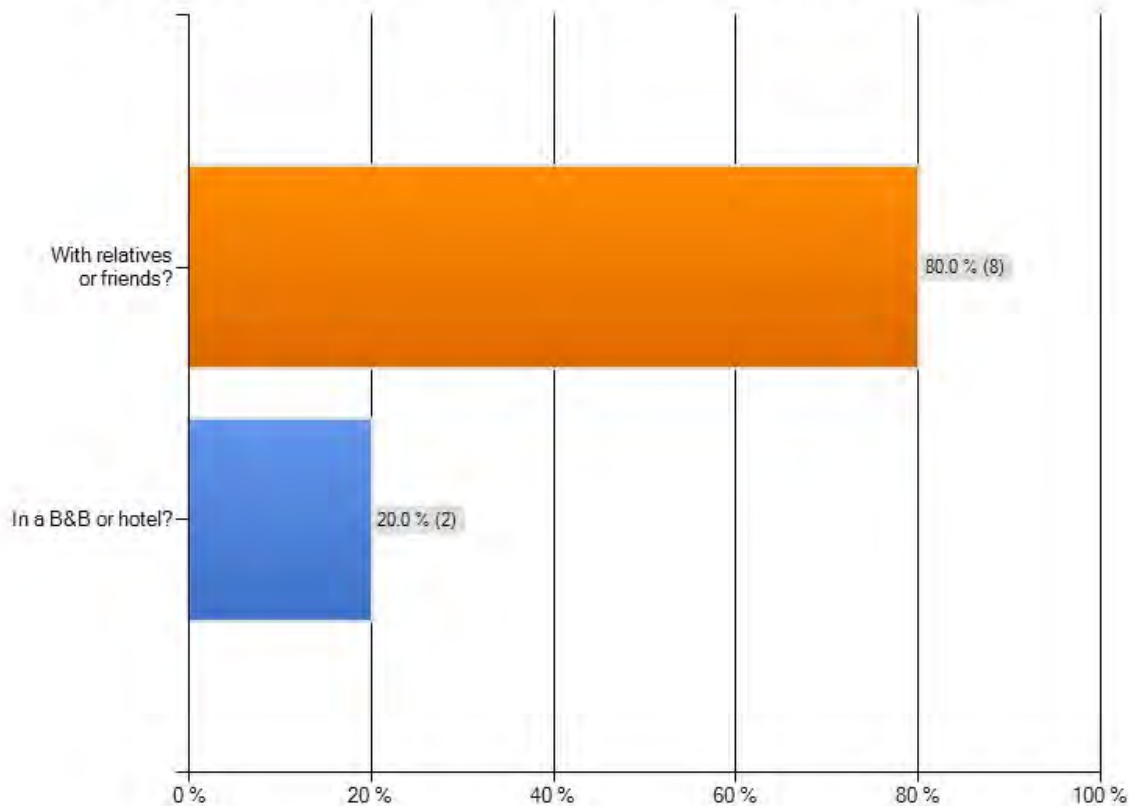


# 2009 Festival - Consumer Survey

I attended the Festival on what day(s) - please check all that apply?

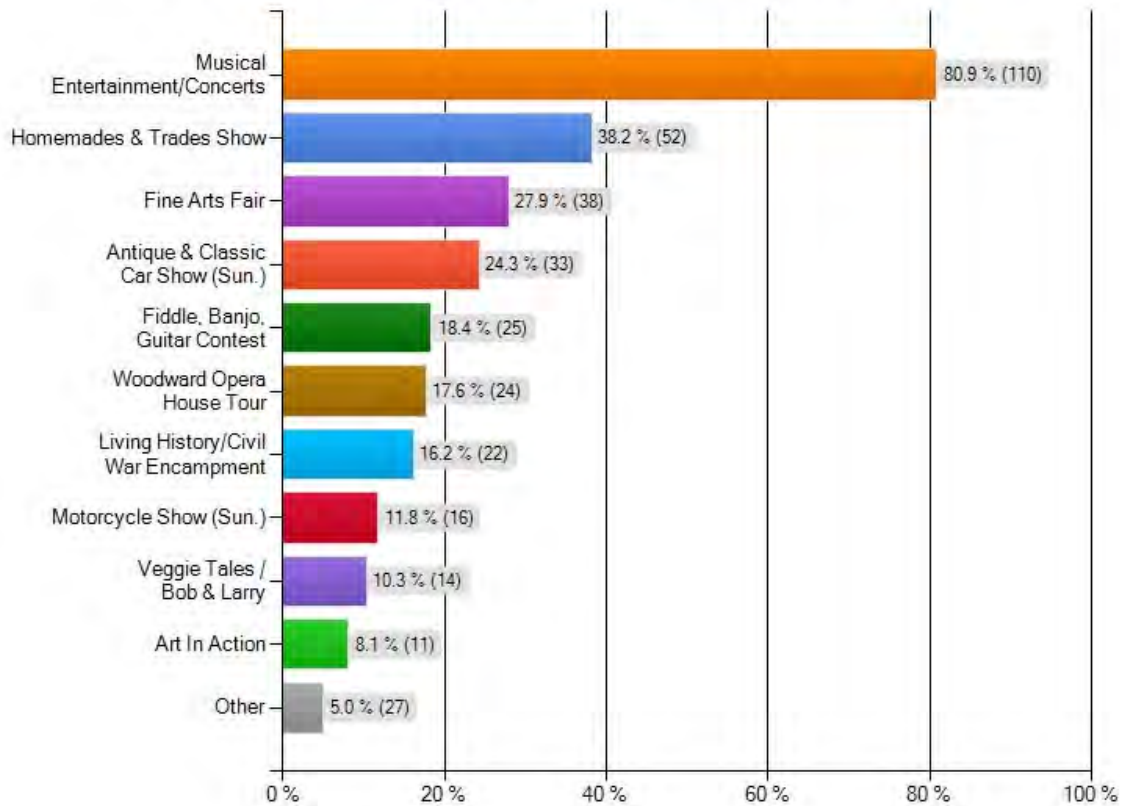


If you were a visitor that spent the night in Mount Vernon, where did you stay?

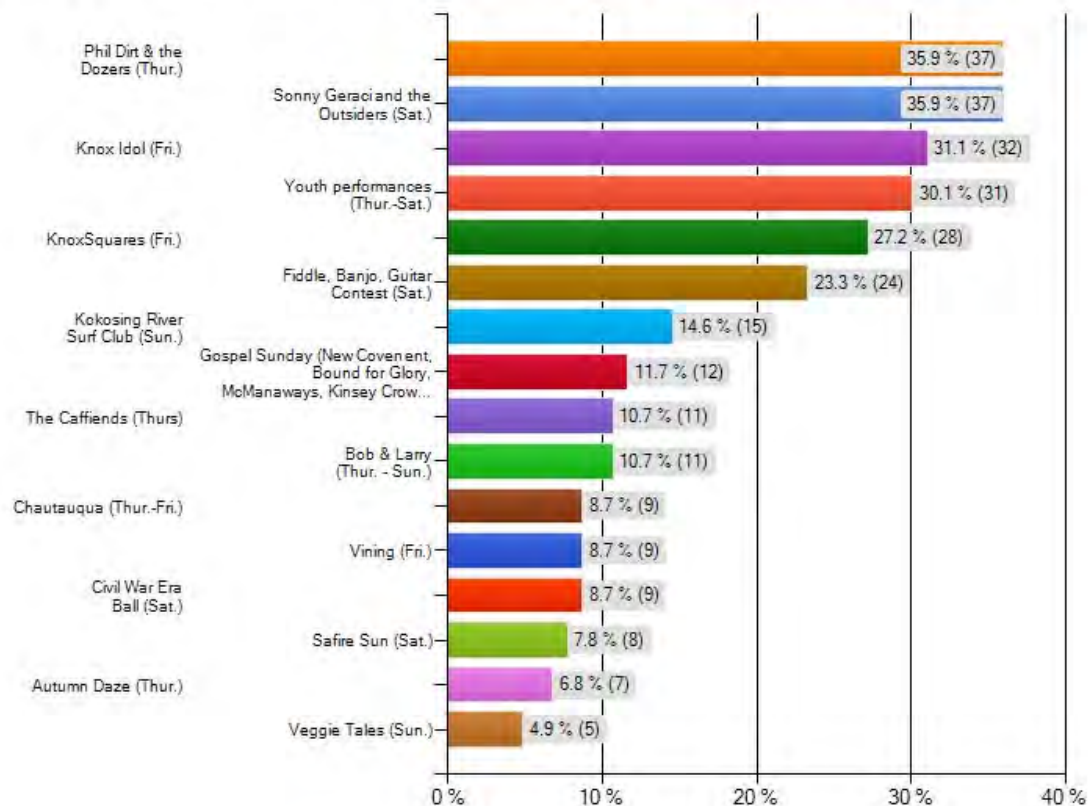


# 2009 Festival - Consumer Survey

What part of the Festival did you experience (check all that apply)?



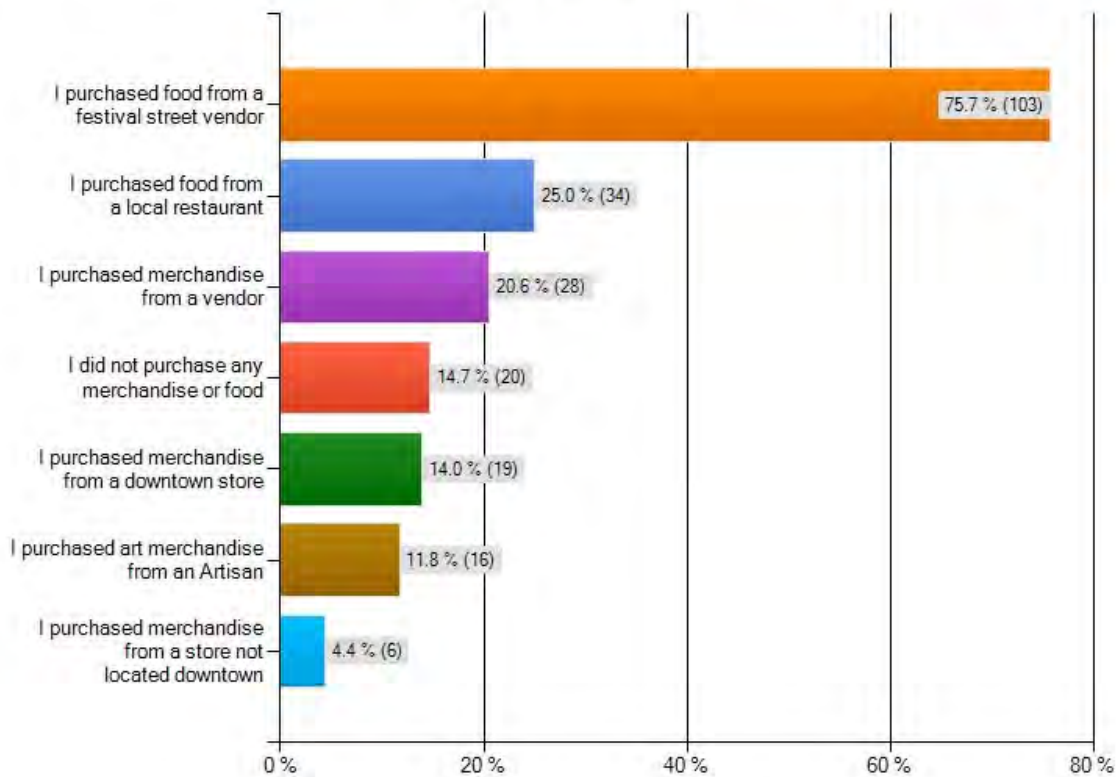
While at the Festival, I experienced the following entertainment (check all that apply):



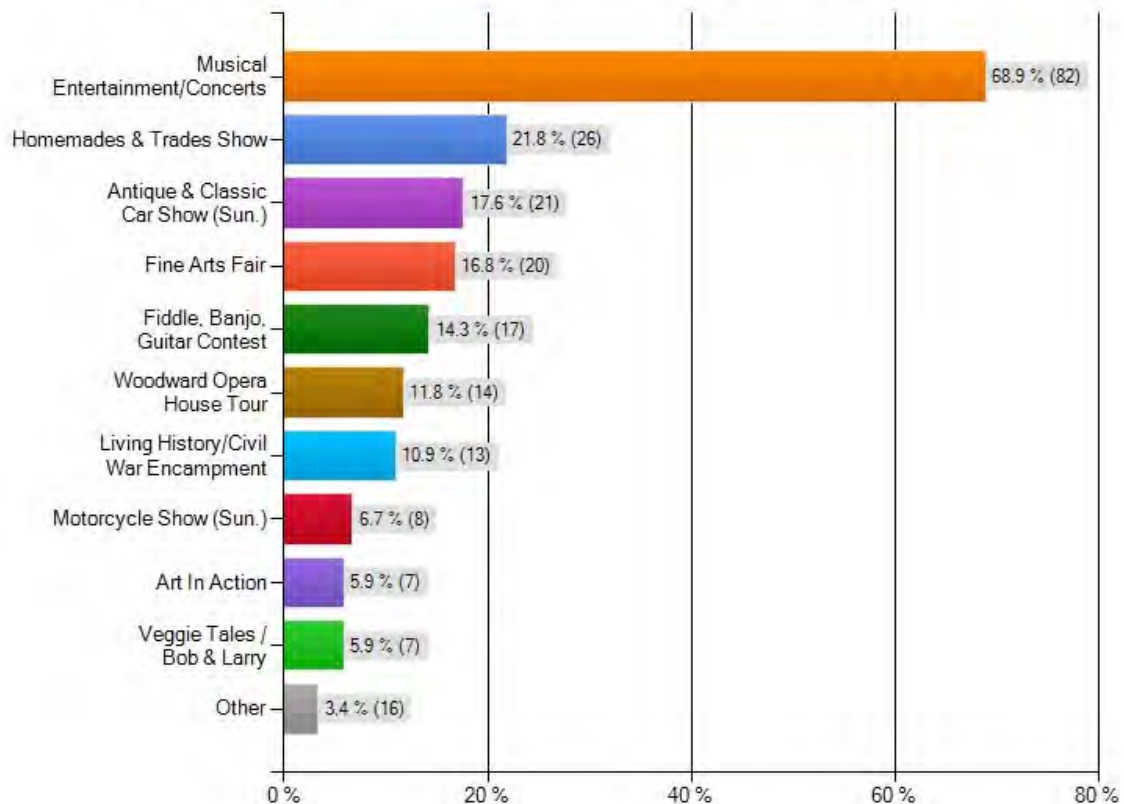


# 2009 Festival - Consumer Survey

**Did you purchase merchandise and/or food in the Mount Vernon area while attending the Festival (check all that apply)?**

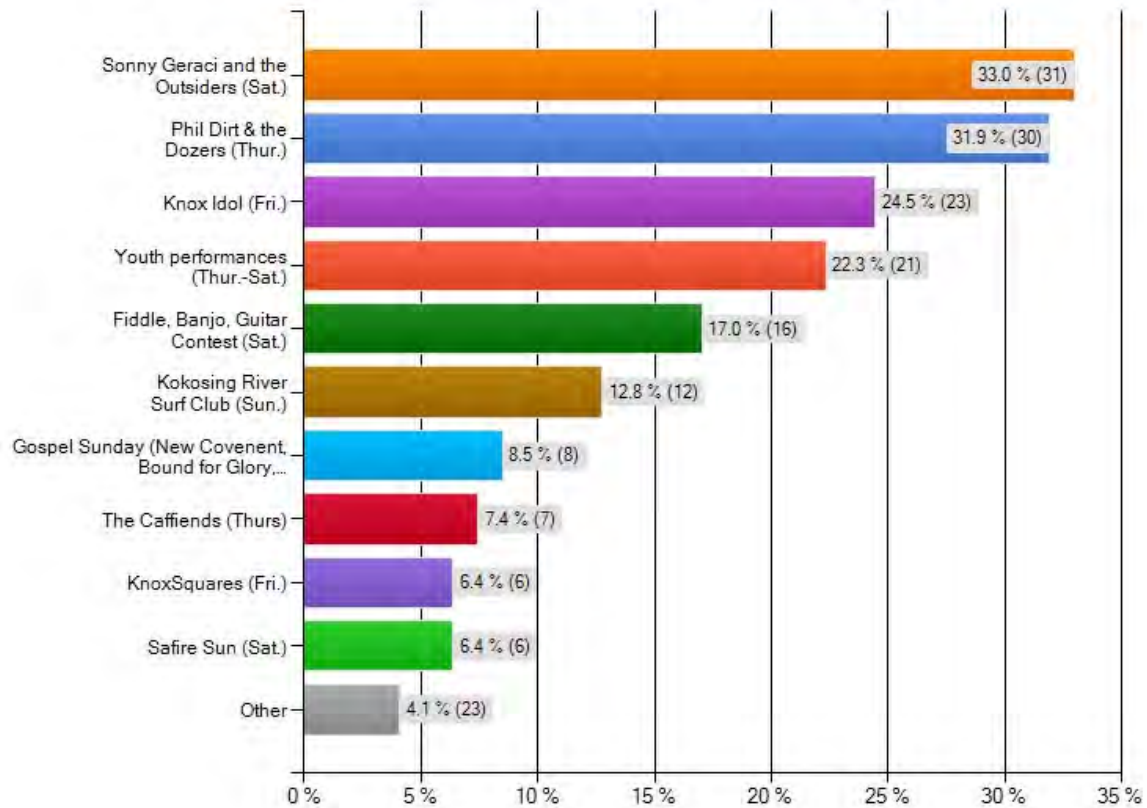


**The parts of the Festival that I enjoyed the most were (check all that apply):**

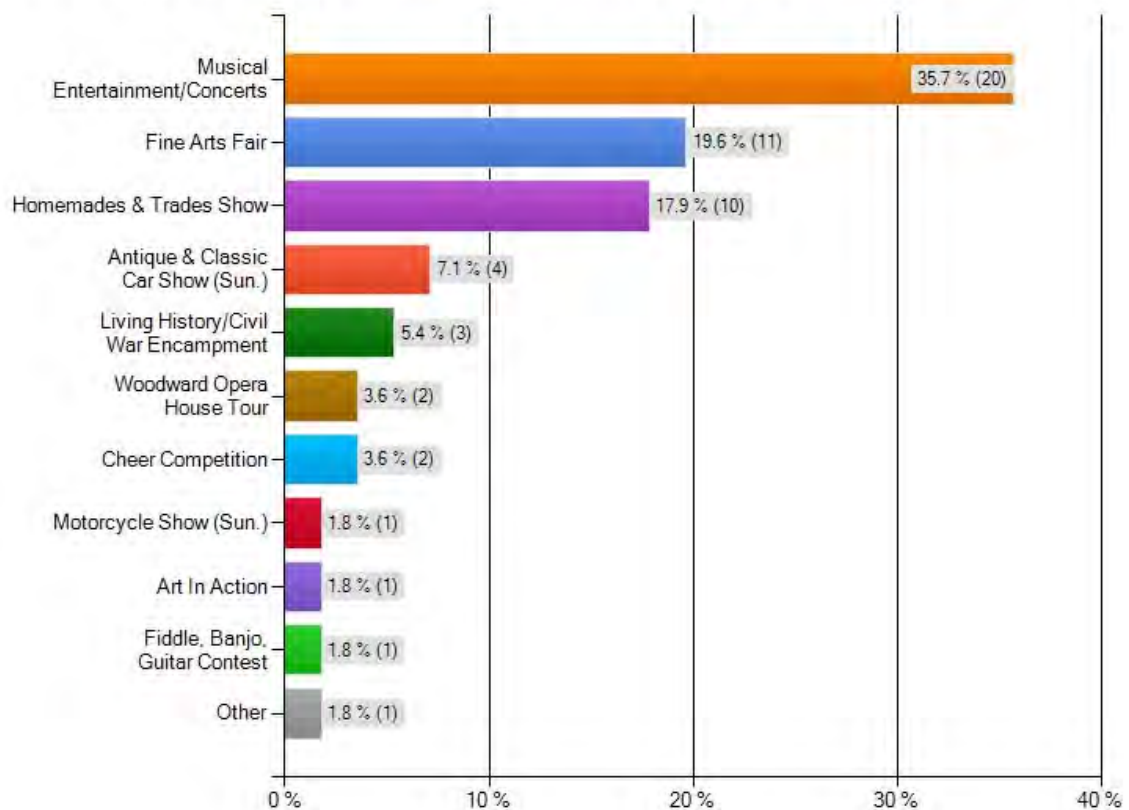


# 2009 Festival - Consumer Survey

**The Festival entertainment that I enjoyed the most were (check all that apply):**



**What parts of the Festival need improvement and in what way (check all that apply)?**



# 2009 Festival - Consumer Survey

**What & how can we improve the Festival?** (as submitted / unedited))

1. rides in parking lots
2. Fill it out a little more
3. maybe move to a new location where there is more room and maybe some shade
4. More activities, things to do while there.
5. I like it as it is
6. I felt the cheer competition is more of a sport than an art. It was loud and distracting to the festival. There were not enough people at the Woodward Opera house for questions and it was extremely hot, some fans would have been nice. I think more advertising needed to be done on who Sonny Geraci was and what he would be performing.
7. Knox Idol...It has become nothing but a popularity contest. The people with obvious talent do not get to the finals for the simple fact that they did not bring enough "bought votes" with them. The people that went on to the Final or even won only won due to the votes that they bought with them. There was a girl this past week that even though forgot the words, still had the best voice there, had raves from the judges, yet did not go on, LUDICRIS!
8. By not charging the vendors so much & have an accounting after with the vendors
9. more vendors if can, and more community organizations represented with displays, etc
10. Knox Idol needs a better way of voting and determining winners.
11. If we are keeping the festival to meld into the Woodward I would like to see more emphasis on touring the Woodward laying the ground work for the future
12. have the festival schedule in the paper each day for that day's activities.
13. Schedule the Fair Band....it always drew large crowd
14. homemade crafts and fine arts NEED to be ALL down on Main St.(they are all homemade arts)
15. Talk to the vendors. Make sure we are ok, do we need anything. No one asked me if I was doing ok. Not good customer service...I paid a fee so someone sure give a little service back to me. Plan out the booth placement better. Think about giving placement seniority. I have been a vendor for 7 years and I was placed on the end of a side street and a non-craft vendor (Pampered Chef and sunglasses, both first year vendors) were placed in "prime spots"...that was really not fair.
16. art in action needed better publicity, I almost missed it and there was lots of good stuff there; might be nice to separate the antique cars from the classic cars;
17. Add harmonica competition, it would be a great drawing card.
18. DONOT schedule it during Hartford Fair week !
19. The festival needs to be more focused on Music OR Art not both.. The list above is all over the place.. Do One thing and Do it very very well
20. the fine arts and homemades & trades shows are both in need of a boost...more than a boost. the h&t show has turned into the selling of cheap plastic things or gutter sales. the fine arts fair is just horrible. there were hardly any artists there and those that were, were either not quality work or should have been put in with the h&t show. and again, the music is the same each year and not all that great.
21. get some people in there that now how to run a show and treat all the artists the same instead of treating the homemades and fine arts two different they are all made by hand .
22. The sound system on Saturday before the auction was very weak , saw no one near the sound equipment to ask to have the volume turned up

# 2009 Festival - Consumer Survey

**What & how can we improve the Festival?** (as submitted / unedited))

23. church service would be nice, having it in a city park and not causing traffic issues would be grand.
24. to many jewelry booths. need some different things.
25. it was very nice
26. bring Sonny back anytime he is terrific!
27. more local entertainment
28. It says check all that apply but will only let you check one. The whole quality of the show needs improvement
29. get some national food chains to set up, most of them have mobile units, get TV coverage on TW empty channels
30. Homemades: More pratical items. Less dust collector and cheaply made items.
31. get it off the streets
32. Get the vendors back that were here in the 90's. Gutter Guard, Bath Fitters, political displays, and the Gays display are not what I want to come to see. You have to make the festival appealing to thses folks again. The festival was much more fun to look forward to, knowing there would be unique and interesting things to buy.
33. No Sunday gospel. And the announcements before the Outsiders were long and boring. I understand the need to thank volunteers and sponsors, but you might want to find a way to speed it up, or do it in such a way that people don't want to leave before the entertainment starts.
34. Get out of the "retirement center USA" mentality and realize that the younger crowd would bring you more money
35. don't have it
36. you can start paying your local talent more money and DONOT book autum days back that is awful music
37. Friday night was a very weak night for main stage entertainment. People seem to enjoy the music from the 50 and 60 era. I have attended several Mike Alberts concerts and he is wonderful. Mike is an Elvis impersonator and as a large following. My suggestion is that you try to book Mike Albert for either Thursday or Friday night. I would also suggest that you get in touch with the person who books the singing groups for the USA festival in Centerburg. Great entertainment from the 50's, 60's era!
38. Pretty much the same local bands get picked every year....interesting that the stages a couple bands played on (Surf Club and Autumn Daze) were sponsored by a member of the band (and neither band was very entertaining--Autumn Daze is just plain horrible).
39. more art vendors
40. Most people left before Knox Idol was over.
41. Better judges
42. I would like to see more local venders.
43. The downtown traffic was horrible. The extra road blocking that was done on Sunday made travel impossible. More signs are needed and advance warning that Sunday will cause more closings/blockings.
44. New names in Entertainment -- Phil Dirt has outlived their stay -- same ole' thing
45. One of the best bands in the country is local!! Ekoostik Hookah try and get them at least Once. Quit having the same bands every year (gets real old) I.E. Phil Dirt, The Vinings, Etc.

# 2009 Festival - Consumer Survey

**What & how can we improve the Festival?** (as submitted / unedited))

46. The schedule for performances was posted sooooo close to festival time... I kept checking and checking and checking the website so I could be sure to see certain performances... when I called the visitor's bureau they told me it was because the schedule wasn't final yet... well I don't care... just post what you know... then keep adding to the schedule as performance dates and times become finalized... please... :-)) I couldn't plan ahead and, therefore, missed some performances bc I had to rsvp to a bridal shower weeks before the festival... if I had known some performances I wanted to see were on that day I would have rsvp-ed no to the baby shower... see what I mean... PLEASE POST THE PERFORMANCE SCHEDULE MORE IN ADVANCE... PLEASE... SEVERAL WEEKS... even if it isn't final, it's ok, just post what you know, then keep adding as more and more things are finalized...
47. South Main stage is too far south. Few people come there to hear the performances. Move it closer to Gambier Street.
48. Do not have fiddle contest at same time as civil war battle down main street. I love them both & could only watch one.
49. More exhibits
50. Many people came for the Sunday concerts and did not stay because of the heat and nowhere to get in the shade. Sunday concerts need to be moved to the stage on the square where people can see under the trees.
51. sound checks
52. Make more shade available for patrons of the concerts
53. Get some more contemporary musicians like Huey Lewis and the News or even McGuffey Lane
54. Bring back the All Ohio Fair Band
55. Open to all years!! Not just Antique and classics, will bring younger people
56. The arts are embarrassing. There is so much talent in Ohio and you have so few involved. The arts used to be such a strong part of the festival and drew tourists from all over. It should be a larger part of the weekend. I haven't bought anything in several years.
57. The headline musical act needs to appeal to a broader/younger audience and be more current instead of some group that only the elderly remember.
58. Need to select a local music group to open for each night's headliner.
59. MORE ENTERTAINMENT WITH DANCING ENCOURAGED - LINE DANCE LESSONS AND DANCES
60. More artists and more variety, including hanging art pieces, wood and pottery
61. Move this away from the arts fair. Visitors to one show, not interested in the other.
62. Better Advertisement
63. The flute playing got pretty annoying
64. 5 minutes into the Choraliers program, the civil war group had a skirmish right behind the stage (south stage). I know it made the pianist jump every time they shot their guns, and I can only imagine how unnerving it was for the young performers, as well as being a distraction for the audience. On top of it there were few to no spectators for that particular skirmish. While I think both things have their place in the festival, perhaps next year the skirmishes could be somewhere away from the stages while people are performing -- or have them do the skirmish between acts. That's just my \$0.02 cents. Otherwise we all had a great time!



# 2009 Festival - Consumer Survey

**Additional Comment** (as submitted / unedited):

1. Thanks!
2. It was a great festival. The weather was super. The people were freindly.
3. what about having mcguffy lane,why not have a head liner on friday night instead, people have to get early
4. Great festival with great entertainment/ activities and food
5. This year it was very obvious that the final two for Knox Idol was not correct. The young lady in the youth division was a complete train wreck when the gal who sang Kerosene was obviously the most entertaining and had the most talent. The judges even recognized it. The young man in the youth division had the personality of the dill pickle and no stage presence. You might want to consider the audiance votes as half of the score and the judge's score as the other half similar to Dancing with the Stars. At least then it will be based more on actual star talent then a popularity vote.
6. have gone to the festival headliner for the past 5 years and Sonny Geraci was best next to Peter Noone
7. Is it possible to allow the fine arts folks to set up on Thursday night when we have a large group for Phil Dirt and the Dozers. This would be if wanted to and could set up early.
8. I think that Radio Media should introduce the headliner.
9. Encourage more youth groups during afternoon/early evening...brings relatives, friends
10. If they are not all put together,the ones on Main St.may as well stay home(which we will be doing next year) You need to find another Diane Henwood!!!!!!
11. Put a sign at the beginning of the "fine arts" showing that there are more crafters up around the square. Have a local club (boy scouts for example) help the vendors unload and load things. I really didn't appreciate certain vendors being allowed to do a 3 day show for free. Very unfair. Sunday is always a very slow day. Think about making that day a little shorter. Put a flyer with schedule of events in the MIDS since not everyone gets the newspaper. Have a raffle among vendors to give away a free booth space next year.
12. The fiddle, banjo and guitar competition was very well organized and backed.
13. This festival needs a lot of work.. and the people running it need a little humility to realize that they need to change some things
14. the festival has been on a downward spiral for a while. there is a lack of working with the community that is happening. this is a good start, but needs to be considered in what is done next year. also, the pr for the festival needs bumped up. many people in the community don't go to the festival simply because it has nothing to offer them except fair food.
15. I have being down to the show 14 years and I have never been treated so s.....!! at a craft show from what the other venders told me they fill the same way. So good luck next year cause I guess I can go to work and don't have to come around to the worst show around!
16. I am sure this takes a great deal of work, all year long. Thank you. Your efforts are very much appreciated.
17. The one thing we do not like is closing of so many streets why can this not be held in a city park? better parking, bathroom access, not messing with people trying to get to and from work and church. Fairs should not run the city they should add to it.
18. There needs to be new leadership. People are discouraged.
19. This year's festival was MUCH better than last year's. We almost didn't attend this year due to

# 2009 Festival - Consumer Survey

**Additional Comment** (as submitted / unedited):

- disappointment, but decided to give it a second chance. Glad we did.
20. what a total joke . Honoring a thief
  21. The festival needs to go back to it's begining. It's just not very good anymore.
  22. Please either give up on this festival or move it somewhere out of the way. It has been a joke the last few years. I remember the old Dixie Days - boy you have totally ruined that legacy with this joke of a "arts show" you put on.
  23. the arts at the festival used to be actual, real art, not cottage-industry knick-knack vendors. the technique of attempting to broaden the appeal by making the art and crafts section friendly to the masses decreases the appeal and cheapens the experience. please reference the columbus arts festival for future years and observe the success at that event!!!
  24. get a berrter act vince gill better country acts the classic rock is covered enough
  25. Great job with the festival and I look forward to attending again next year.
  26. Did not attend the main attraction (Sonny whatever). Have thoroughly enjoyed the headliner in the past but chose not to see the one this year.
  27. miss having many of the art vendors from other states
  28. We were extremely disappointed with event this year. We have noticed a decline in the quality of the festival for several years. The "arts" vendors this year especially were a joke for lack of a better term. Having towo vendors selling house gutters was ridiculous. There was time when the vendors were selling fine upper end wares that you would see at the events in Columbus. Today it is cheap junk and the number is so few it is not worth our time to ever attend again. This was once a very fine festival with both outstanding music, such as Arnett Howard, and fine artisans. Now it is nothing more than a hillybilly hootenany that does not deserve my money. Sad, sad, sad. My suggestion is to close up the shop. Either do it right or don't do it.
  29. over all I really enjoy the festival and I look forward to it every year.
  30. We loved having Bob and Larry at the festival! What a positive difference for families and kids.
  31. Somehow - some new big name entertainment needs to be added -- not the same ole thing -- no more Phil Dirt and no more OSU Youth Band (if the calendar coincides) -- they do the same performances -- both groups; I can not think of any suggestions -- but I am sure there is alot more local talent out there as well!!!
  32. Pretty good Festival with HUGE potential. Get some bigger names and the people will come. Cater a little more to younger people , like me. I'm 46 and would love some Classic rock or even Disco bands. Also its a MUSIC festival Bring in ALL genres. Thanks
  33. previous comment is a biggie... but that's my only main concern... here it is again... The schedule for performances was posted soooo close to festival time... I kept checking and checking and checking the website so I could be sure to see certain performances... when I called the visitor's bureau they told me it was because the schedule wasn't final yet... well I don't care... just post what you know... then keep adding to the schedule as performance dates and times become finalized... please... :-)) I couldn't plan ahead and, therefore, missed some performances bc I had to rsvp to a bridal shower weeks before the festival... if I had known some performances I wanted to see were on that day I would have rsvp-ed no to the



# 2009 Festival - Consumer Survey

**Additional Comment** (as submitted / unedited):

baby shower... see what I mean... PLEASE POST THE PERFORMANCE SCHEDULE MORE IN ADVANCE... PLEASE... SEVERAL WEEKS... even if it isn't final, it's ok, just post what you know, then keep adding as more and more things are finalized...

34. We love the festival and feel privileged to be a part of it. Keep up the good work.
35. Very well organized, something for everyone, quality entertainment, all free; plus the food especially from local service clubs. It's a hard to beat festival.
36. Overall I think the show has improved greatly this year. A great time. Especially the Civil War encampment it's been better each year. Also nice to see the Dan Emmett House restored. Love it!!!!
37. Consider eliminating the cars a & cycles and allow more of a space for vendors or a possible flea market
38. Thank You
39. It's great to have free musical entertainment. Thank you. It would be nice to know how much money was raised for the Woodward with the Knox Idol competition. I could do without the 5 mile run and the cheer competition. I don't know what they have to do with a music and arts festival. Love the music, please continue to have that be the focus. Why nnot have more performances from our local musicians from the Knox county symphony or Mt. VERNON band or orchestra. Surely, some of those students are available and willing to perform during the summer.
40. The musical entertainment seems to be musical has-beens that only people 60 yrs and up have even heard of. Spend a little extra money and get groups that are current and that would attract a wider age group.
41. the only reason I came was to here the Kokosing River Surf Club. Had a great time.
42. Over all I think the festival is a pleasant experience, but could possibly draw bigger crowds if other exhibits were there(i.e. petting zoo, kiddie land rides, karaoke contest, etc) I know that it is a music and arts fest, but more things could be added to draw more patrons for the vendors that are there annually, without taking away from the atmosphere of the festival.
43. A VERY ENJOYABLE FAIR. MT VERNON KICKS MANSFIELDS BUTT - SOMETIMES.
44. historic program should be at the Civil War encampment, Dan Emmett House in that setting
45. I think you are doing a great job. I know it is not easy but give local groups more advertising
46. The setup on the main stage was much better this year. Thanks
47. Advertise more
48. Get the word out better! People want to know what is offered. Where are the Fine Arts?
49. More things for kids
50. Dance Revolution's Booth was the best!
51. Would you look into adjusting the microphone system for smaller groups that appear on the main stage? We could not hear nor enjoy the Heritage Singers, the Sweet Adelines, etc. and personally, these performances are the ones we enjoy the most. The Apple Valley Singers as well; their talents were just lost to those of us sitting in lawn chairs where we could relax in the shade. Perhaps you need to move these performances to a smaller venue? Thank you!
52. Phil Dirt & the Dozers, what can I say, I love them. Some might be tired of them, but not

# 2009 Festival - Consumer Survey

**Additional Comment** (as submitted / unedited):

me. Saturday night the group and the singer were great, but too loud to appreciate the lyrics. I thought it was my age, but two couples on either side of me (middle age) also thought too loud. Now tell me what does John Vinning think of the volume? I was only able to attend the music Thursday & Saturday night. I'm 81, so was limited this time. I just can't tell you how much I think Jerry Scott adds to the festival. He sparks so much enthusiasm, year after year. We are so blessed to have him. Thank you for all your hard work, I always enjoy the Dogwood Chicken Sandwiches and Velvet Ice Cream. Hope this small donation will help and keep the T-shirt.

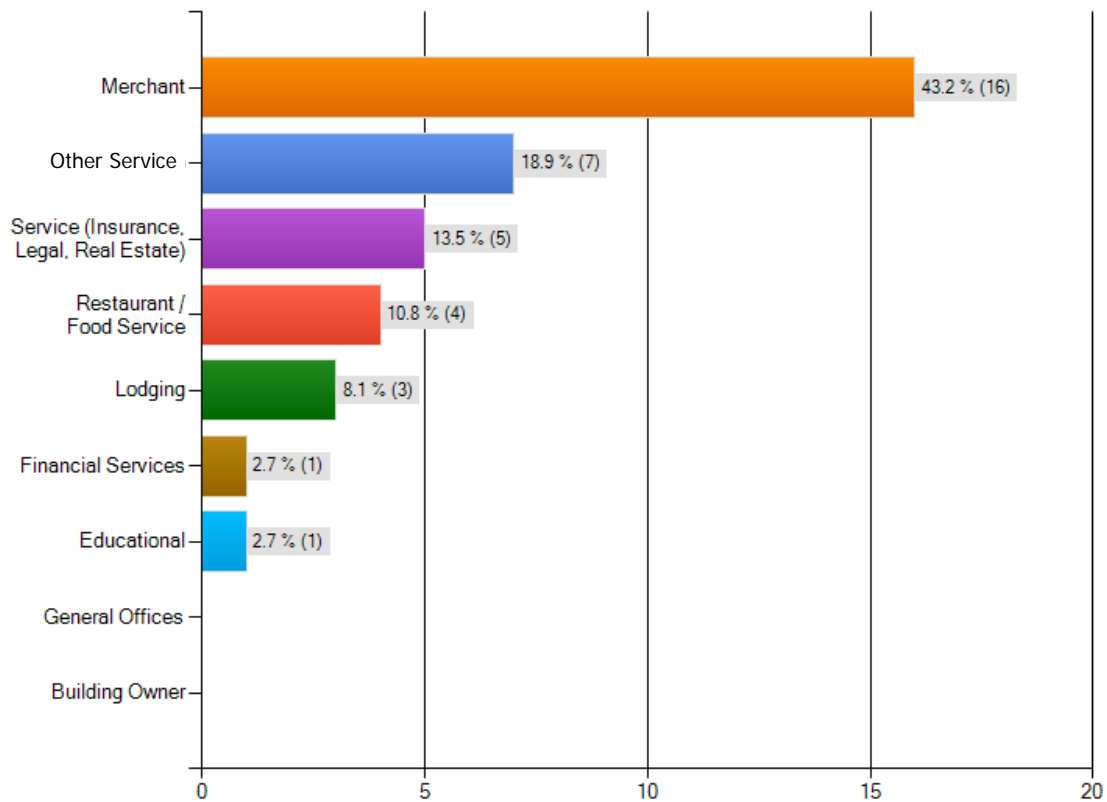
53. While at the festival, I networked with several of the vendors and patrons and kinda picked people's brains about their ideas for the festival in these difficult economic times. Some things mentioned to me, I would like to pass on to you. Here is a short list: Daily petting zoo -free; Kiddie land (rides, blow-ups, rockwall) - nominal fee; Pony Rides - nominal fee; and exotic animal show; local opening acts for each night's headliner; carnival rides/games. The idea here is to bring a larger, more diverse crowd that may normally not visit the festival in previous years. Thusly bringing more revenue to the vendors and the festival overall turnout.
54. Overall, I thought the festival was great. The music on the south stage was so loud, people would come down, put their fingers in their ears, and go back up the street. I told the staff and he turned it down, but the other guy turned it back up. People smoking on the square, but of course, that is hard to control. Need drinks down on South Main. Sunday I did see some at Sips. Mayber they were there the whole time but were on sidewalk outside store and I don't think a lot of people noticed them there.

**2009**  
**Dan Emmett**  
**Music & Arts**  
**Festival**

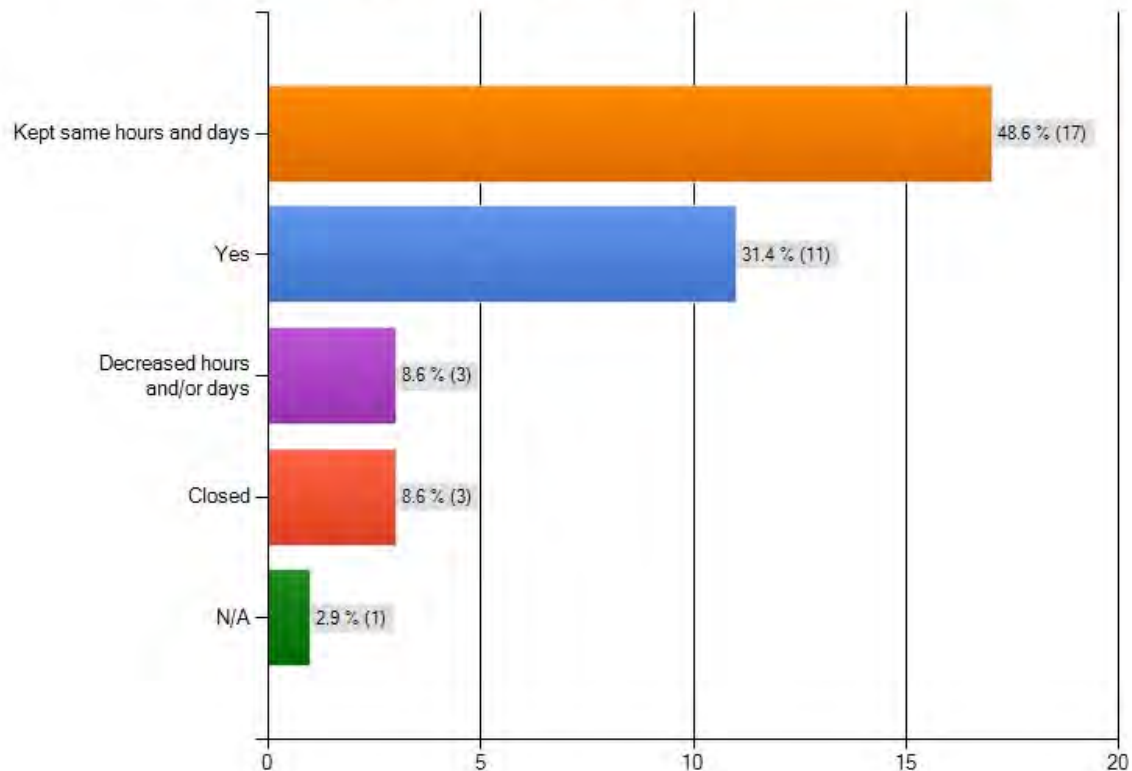
**Downtown**  
**Business /**  
**Lodging**  
**Survey**

## 2009 Festival - Downtown Business / Lodging Survey

### My business type is:

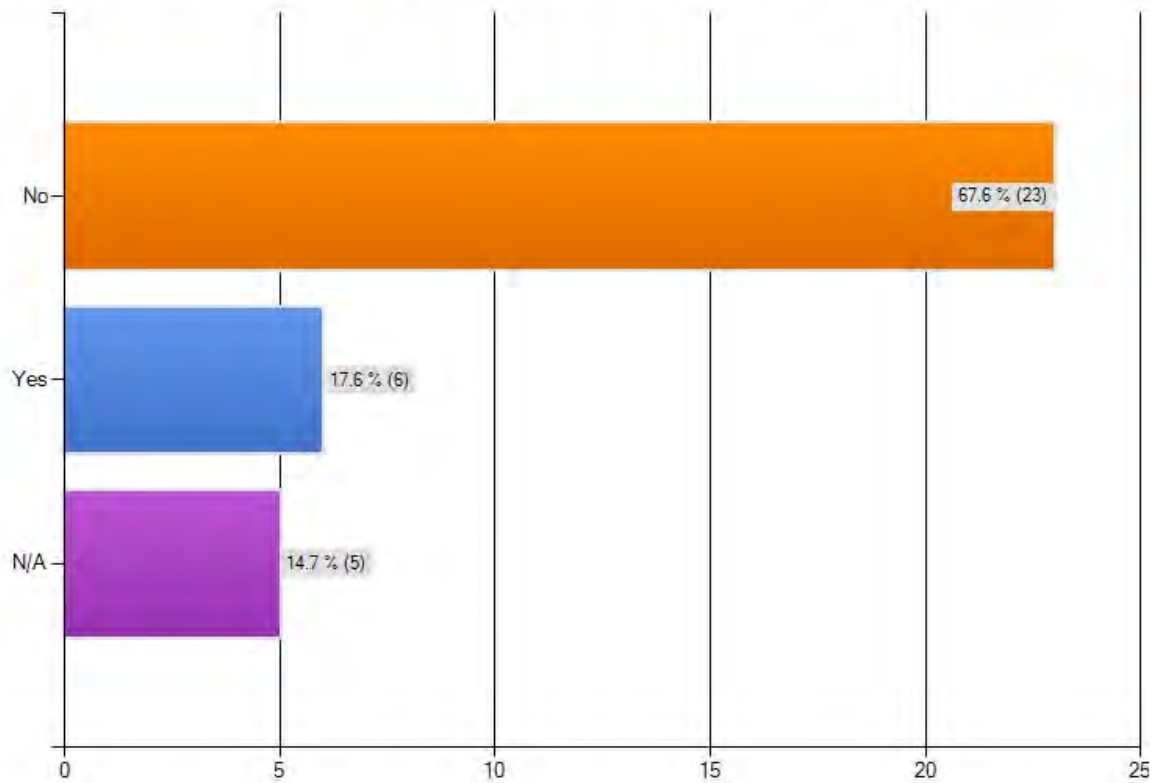


### I increased my store/business/restaurant hours over the weekend of the 2009 Dan Emmett Music & Arts Festival.

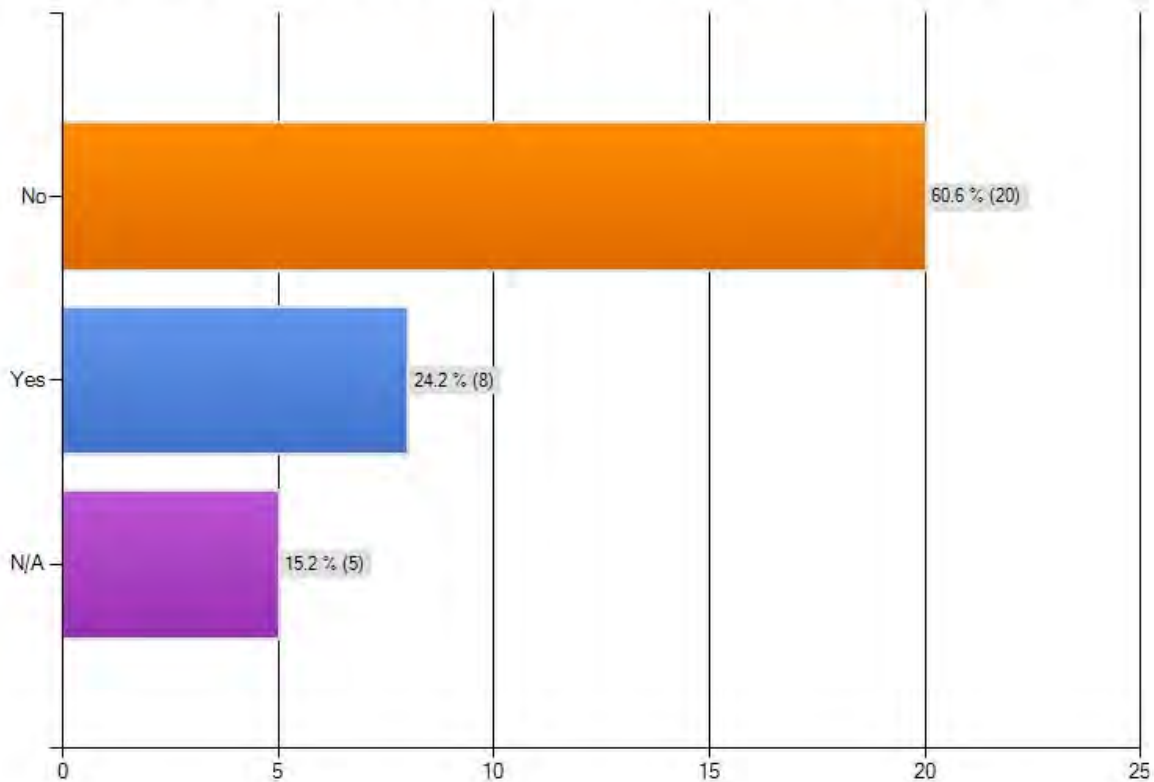


## 2009 Festival - Downtown Business / Lodging Survey

I created a special display in my windows to draw people into my store/business/restaurant during the 2009 Dan Emmett Music & Arts Festival.



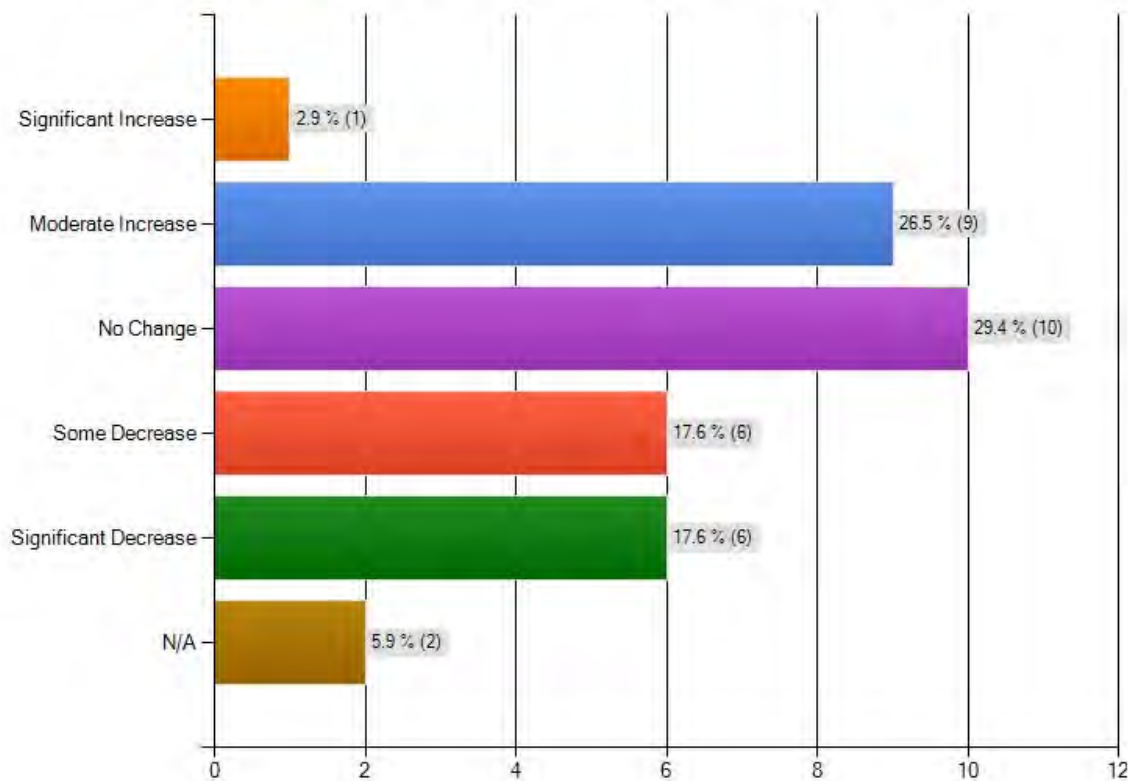
I had a display/table/merchandising area in front of my business intended to 1) draw people into my business; and/or 2) sell my product(s) during the 2009 Dan Emmett Music & Arts Festival.



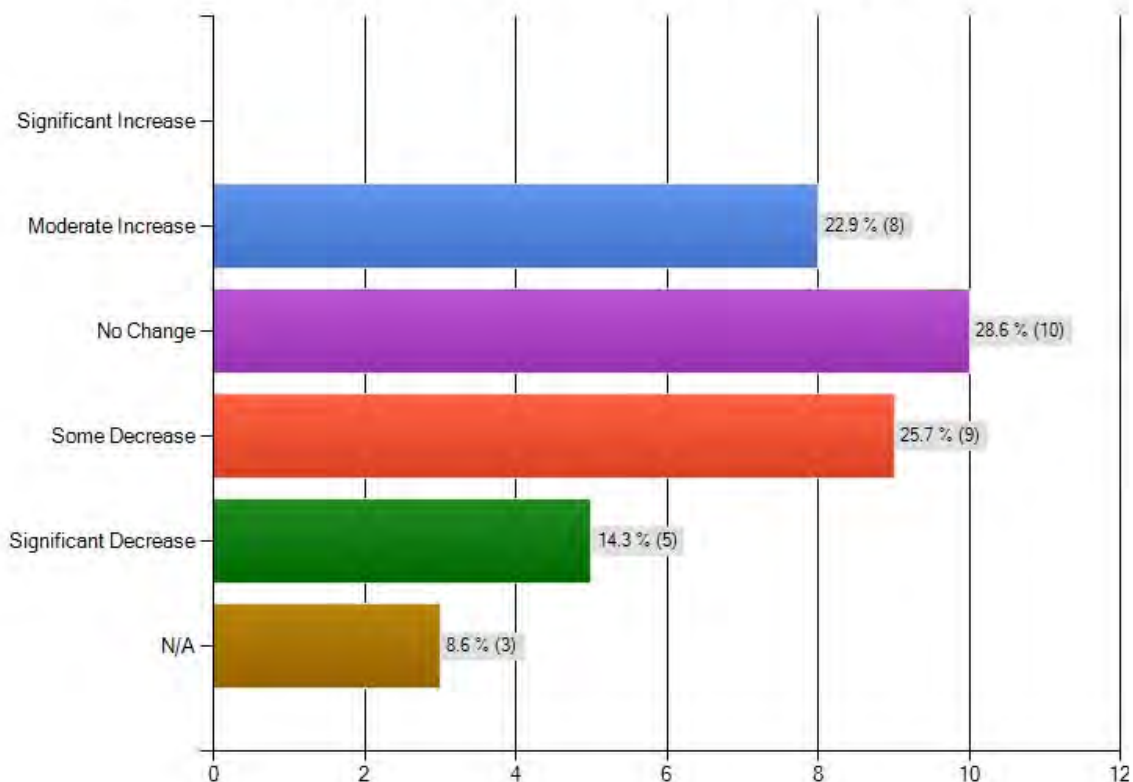


## 2009 Festival - Downtown Business / Lodging Survey

**My store/business/restaurant had an increase in foot traffic into my front door during the 2009 Dan Emmett Music & Arts Festival, when compared to a normal summer weekend.**

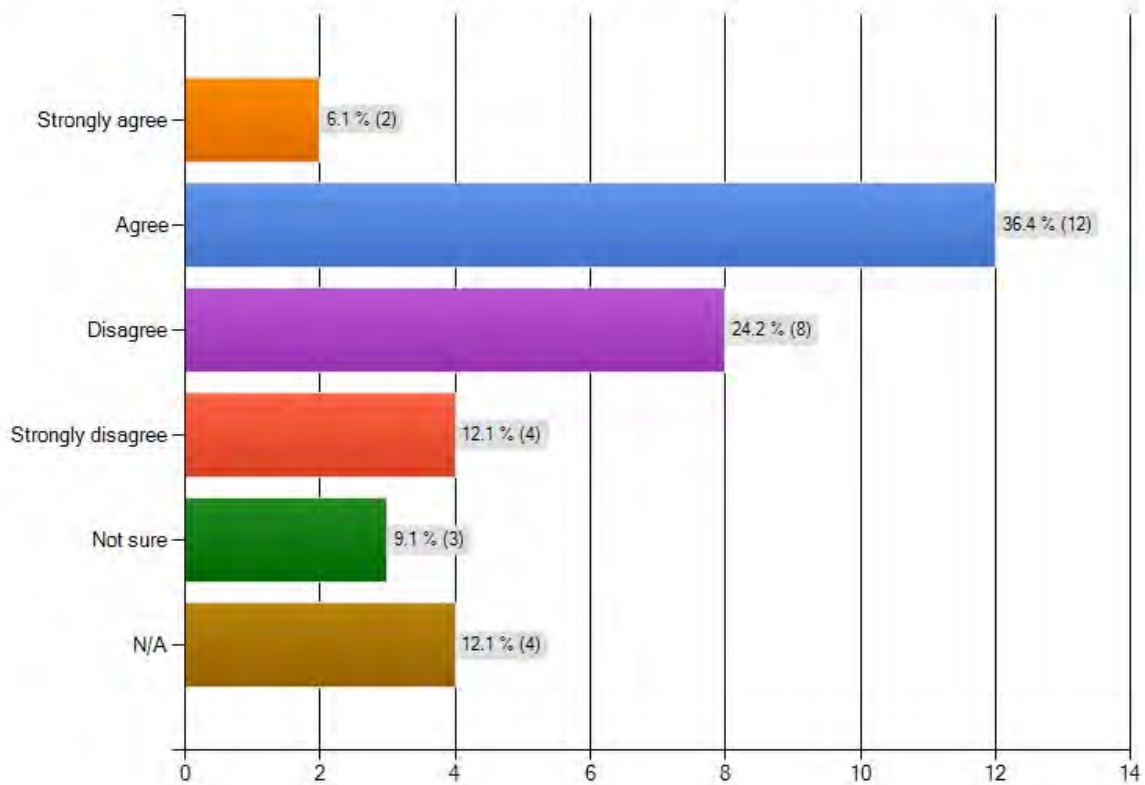


**Overall, my store/business/restaurant had an increase in sales over the weekend of the Dan Emmett Music & Arts Festival, when compared to a normal summer weekend.**

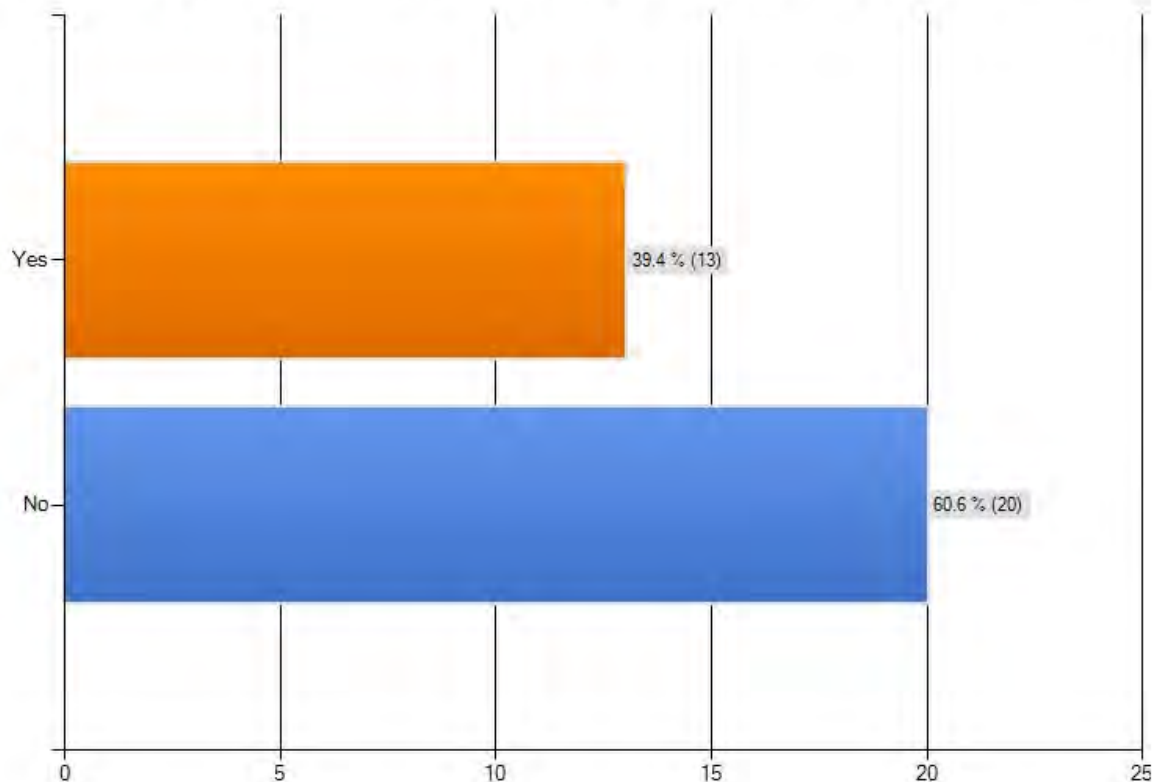


## 2009 Festival - Downtown Business / Lodging Survey

**My store/business/restaurant was able to make contacts and/or meet potential clients because of the 2009 Dan Emmett Music & Arts Festival.**

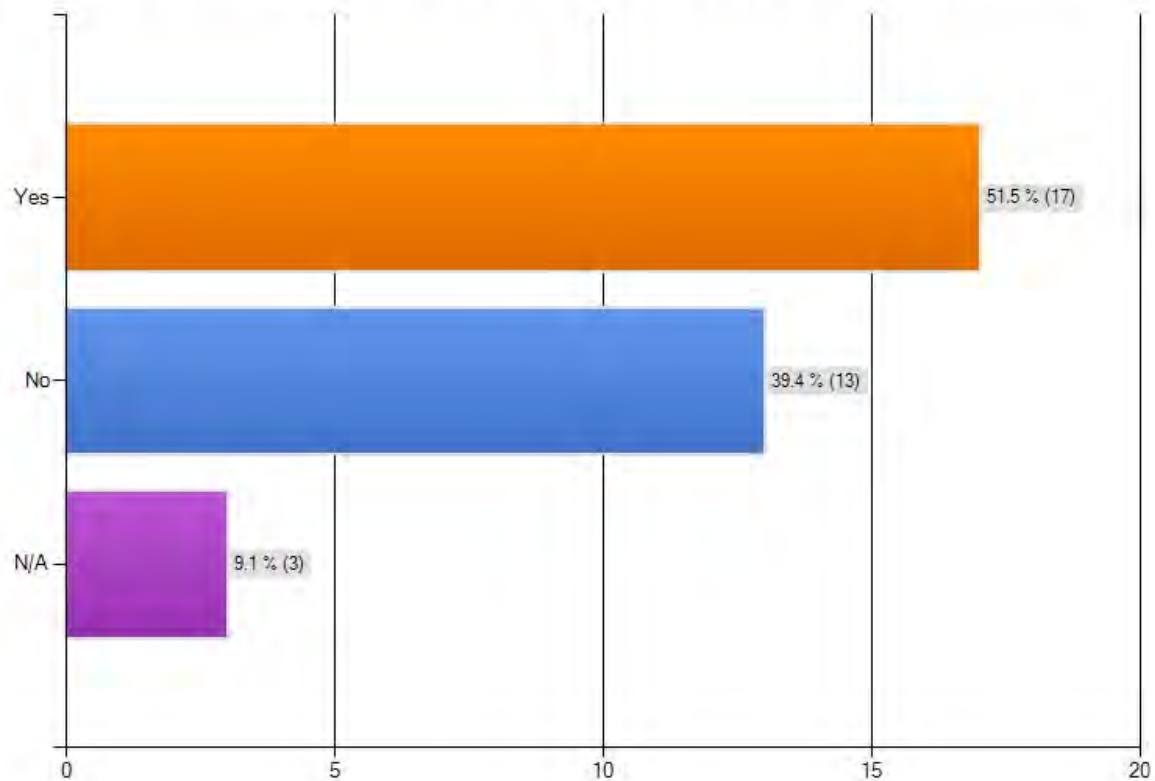


**Did you know that you can usually (depending on your location) rent the spot on the street in front of your store/business/restaurant during the Dan Emmett Music & Arts Festival?**

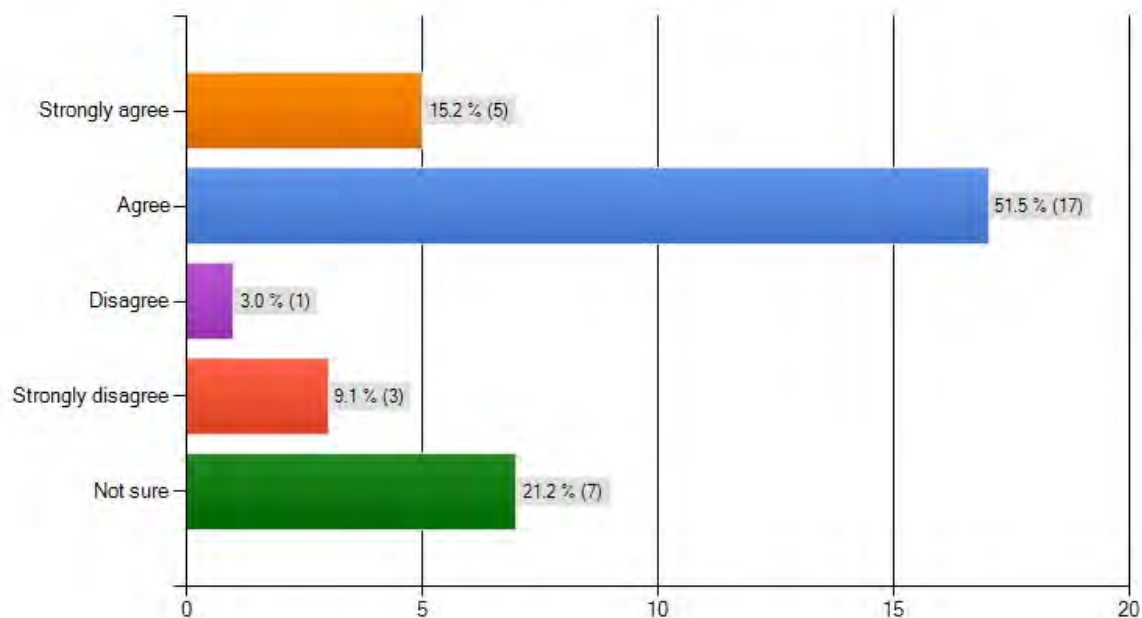


## 2009 Festival - Downtown Business / Lodging Survey

I was able to accommodate my normal work process and/or procedures during the street closures related to Dan Emmett Music & Arts Festival.

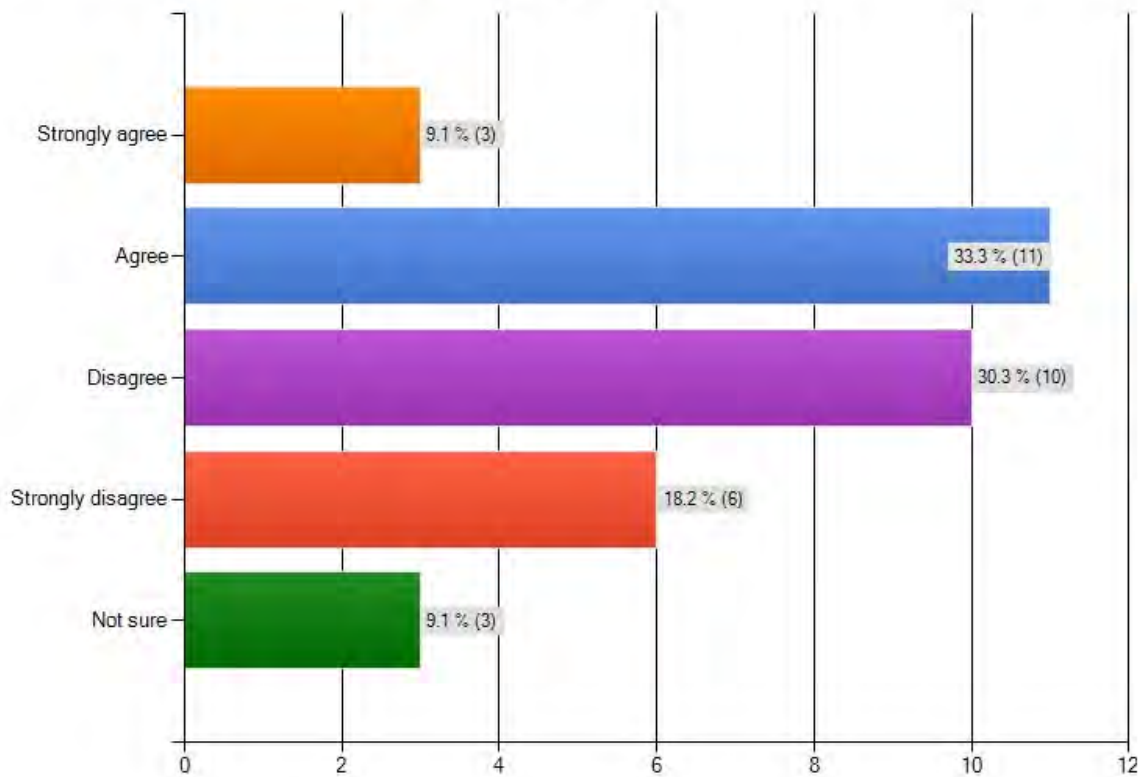


One of the four main areas of focus for the National Main Street Program states: The "Promotion" of downtowns "sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play, and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area." Assuming that the Dan Emmett Music & Arts Festival would be categorized as a "Special Event" do you think the Festival contributes to the continued and future economic development of Mount Vernon through the promotion of Downtown?

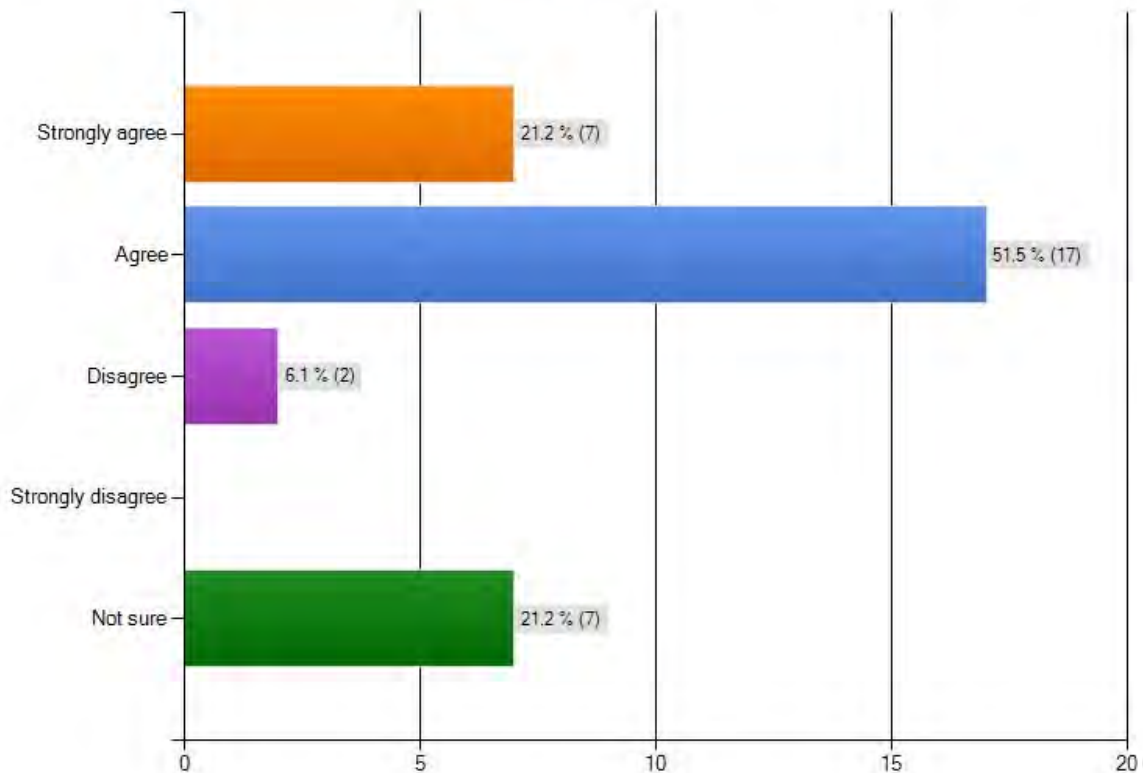


## 2009 Festival - Downtown Business / Lodging Survey

**Overall my store/business/restaurant benefited or will benefit from the 2009 Dan Emmett Music & Arts Festival.**

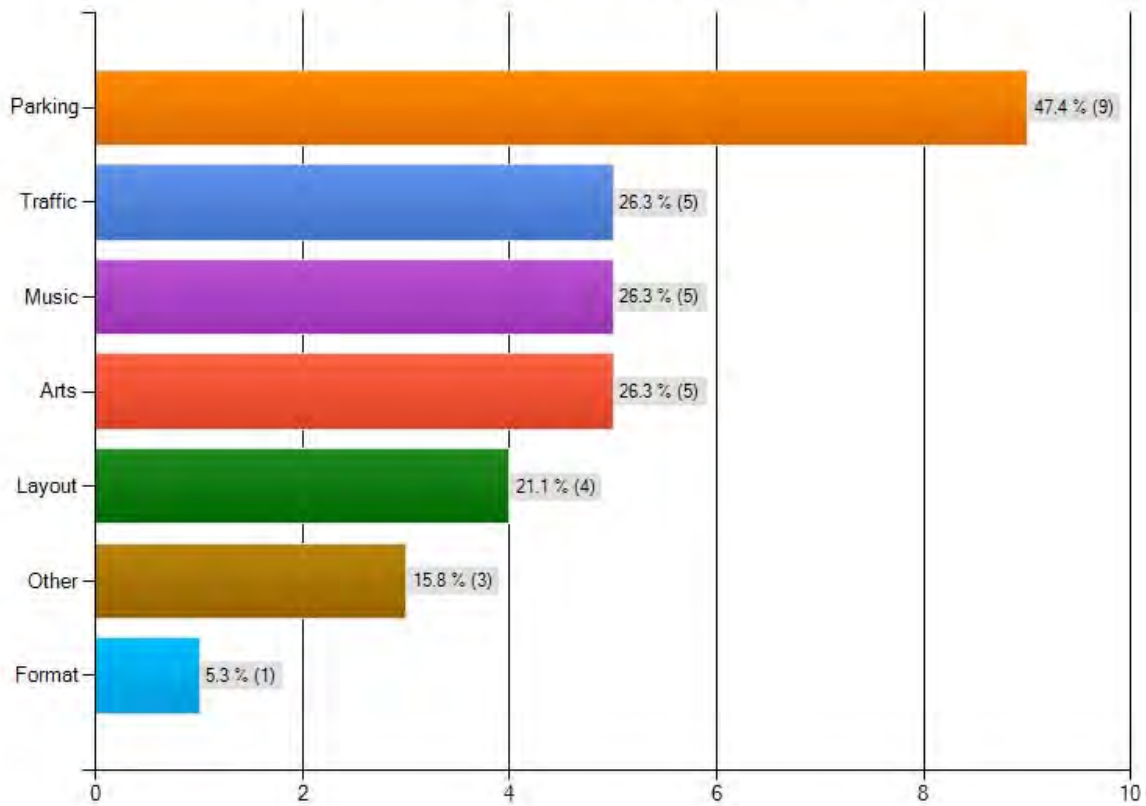


**The continuation of the Dan Emmett Music & Arts Festival would be good for downtown Mount Vernon.**

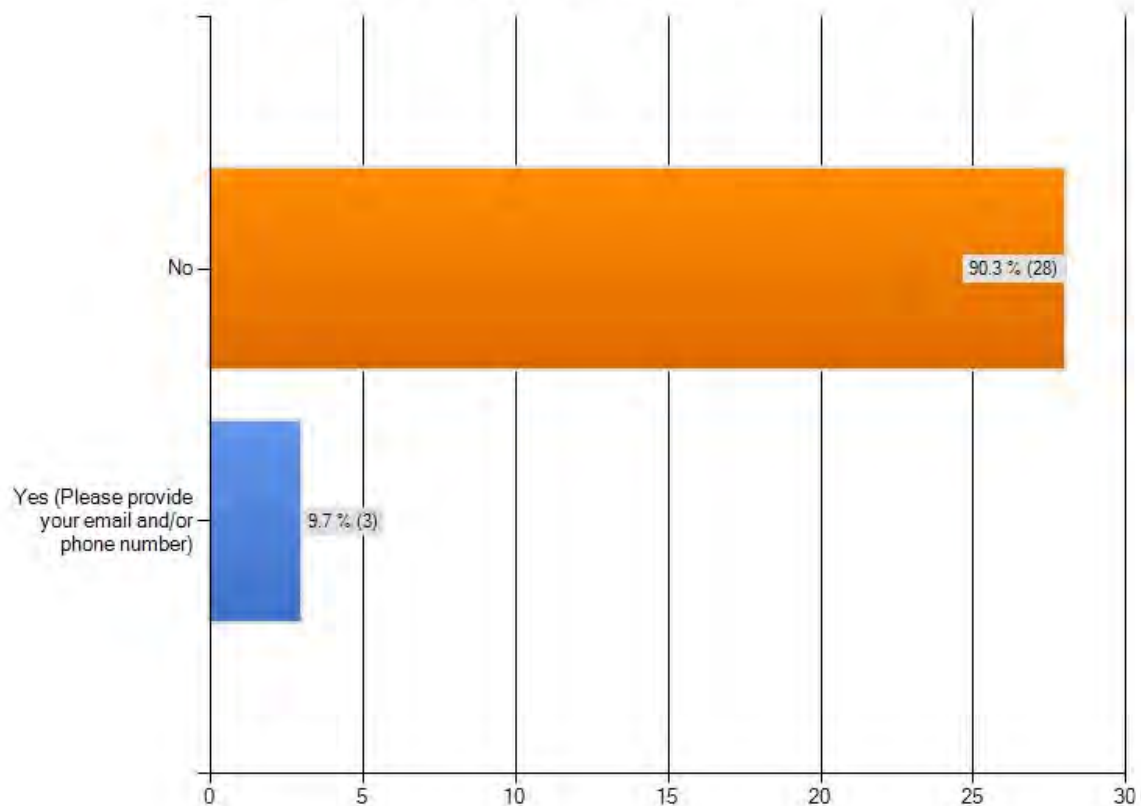


## 2009 Festival - Downtown Business / Lodging Survey

I would like to see change(s) in the Festival to: (Circle all that apply)



I would like to be part of the Festival planning.





# 2009 Festival - Downtown Business / Lodging Survey

**Additional Comment** (transcribed from written forms):

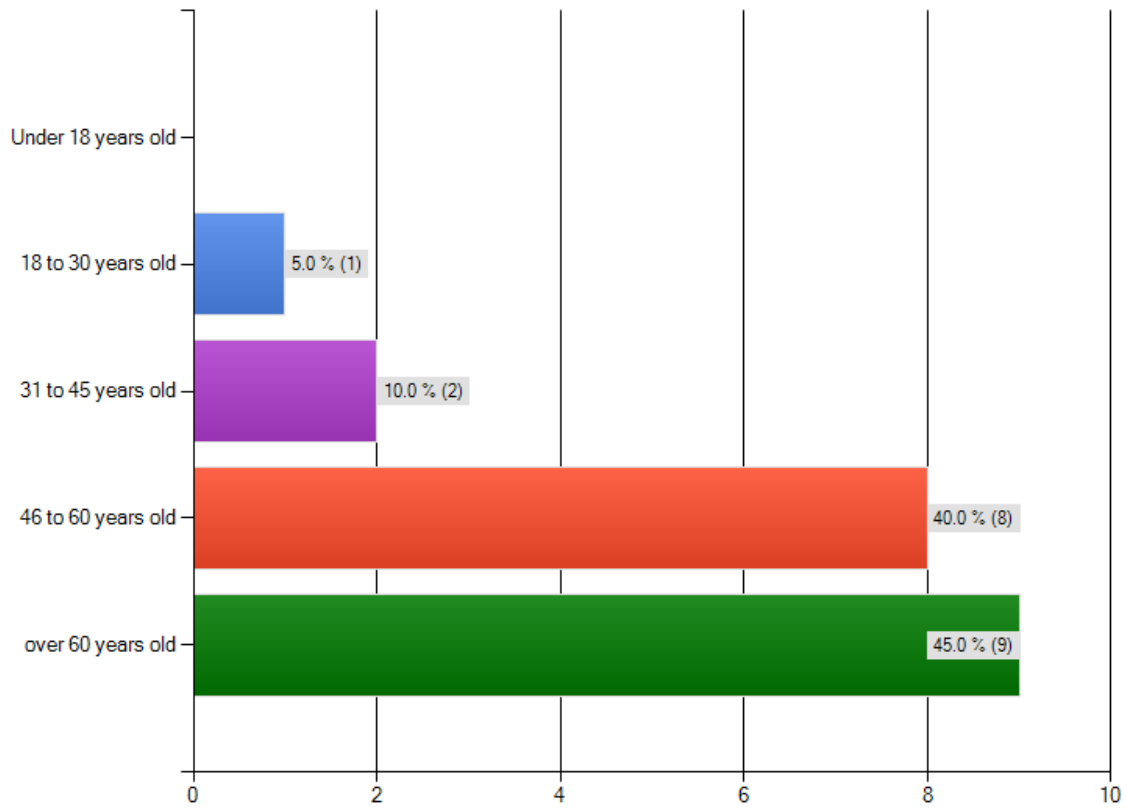
1. Better than the Knox County Fair and FREE
2. The music seems to be stale - not very diverse and same each year. Most of the people at the Arts booths are more like craft or just aren't the highest quality that's available in the area it also seems like the advertising needs to be upped outside of the community to help others realize what we offer
3. Dear Pat & Sandy, While I feel that the Dan Emmett Festival is a great way to promote downtown, it seems that the business on Main Street are "shut out" because of the tents that are placed in front of our establishments for outside vendors. Would it be feasible to place the tents down the center of Main Street? This would allow our store fronts to be visible to the shoppers while the walk down one side and back up the other. Thank you both for all the work you put into making the Festival a success and thank you for considering our comments.
4. 1. Some of the music provided in front of my shop was TERRIBLE. More thought should go into choosing acts. 2. It seems the festival is caching (?) to \_\_\_\_\_?\_\_ vendors more than the actual downtown businesses.
5. Very good - lower price for vendors? in order to get more - lead to North Main Street (seems to be cut off)
6. Since we just opened we do not have anything to base on. We would like to be involved in the future.
7. Parking for my shop because of the closing of the square is a real problem.
8. The loud music makes it difficult to transact business via the telephone
9. I would recommend not posting the no parking signs until around 10 p.m on Wednesday nights 3 p.m is to early
10. Better Arts and Crafts
11. No art only things to cheapen festival only a couple of good artist @ festival.
12. More for young children to do such as rides
13. I feel that the downtown employers need to be provided a place to park to drive around and around for 1/2 hour to try and find a place to park is awful
14. Get the guy that planned the festival 2 years ago - 2007 festival. the it would be a benefit (or at least forward someone competent to do the job)
15. Good Festival. I was glad it happened and will enjoy it again next year. Thank you for your hard work. (Also added) I would have liked to be notified that I would not be the Emcee for Knox Idol. The change was not an Issue. The lack of contact was an Issue.
16. Price of Food esp. Sandwiches & Entrees
17. Food is ok, but its always the same thing, year after year (been coming 10 yrs)
18. Fine Arts Vendors need to be re-invited. Homemades & Trades shouldn't be at the same time and is separated (2 day + 2 day) then out of town ads should reflect such so travelers don't come for "art" on "tupperware" days and get disappointed and spread bad word.
19. Vendors need to consist of more "artists" not t-shirt & sign vendors. Main entertainment (Saturday) needs to appeal to younger generation.

**2009**  
**Dan Emmett**  
**Music & Arts**  
**Festival**

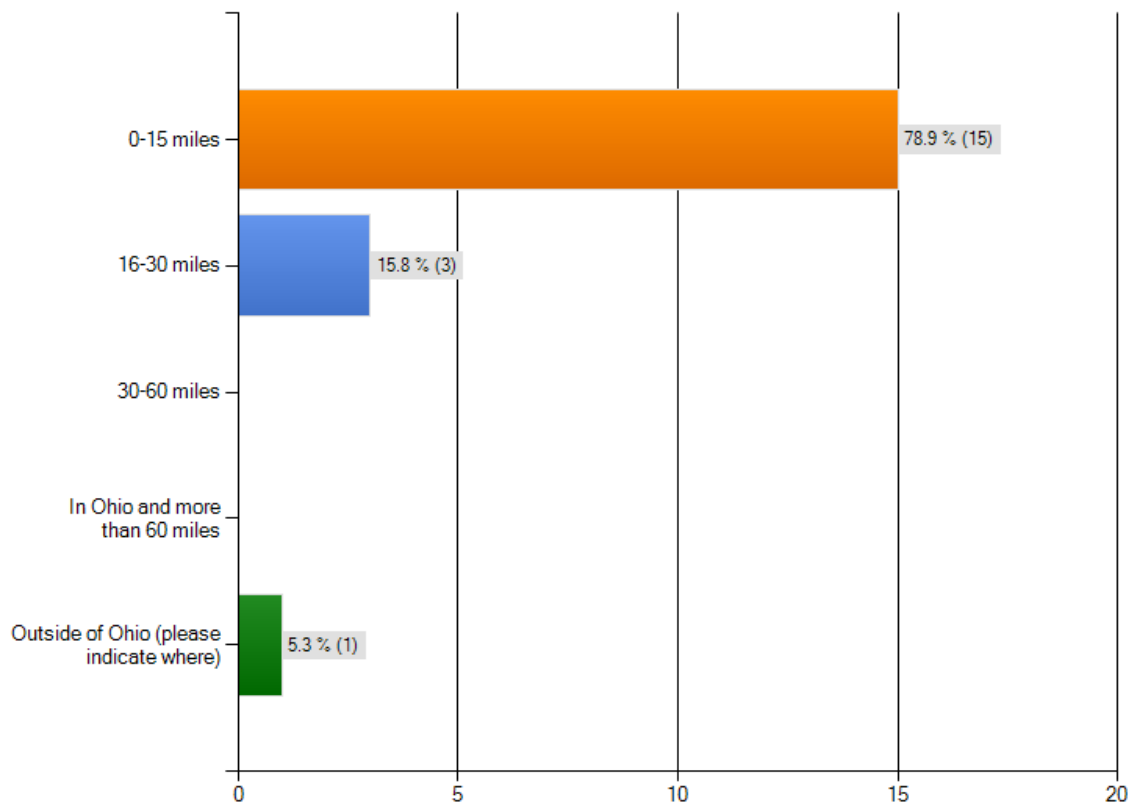
**Sponsor**  
**Survey**

# 2009 Festival - Sponsor Survey

## My Age is:

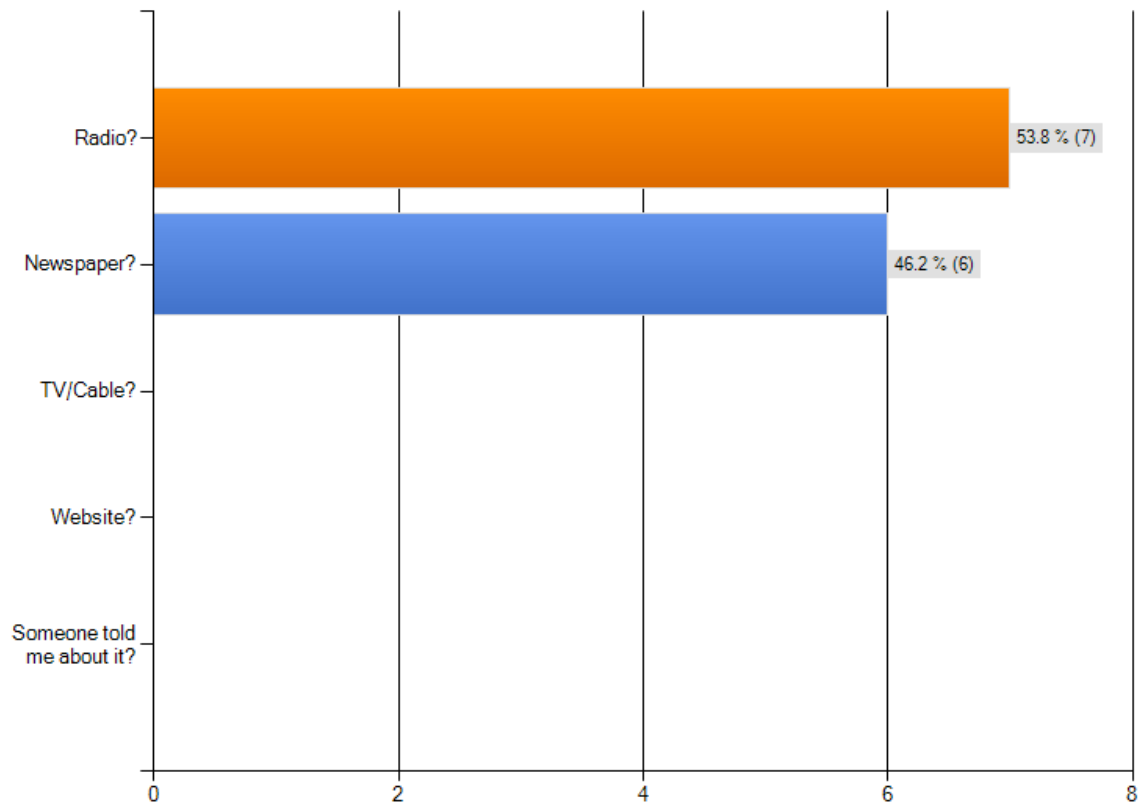


## How far did you travel to attend the Festival (one way)?

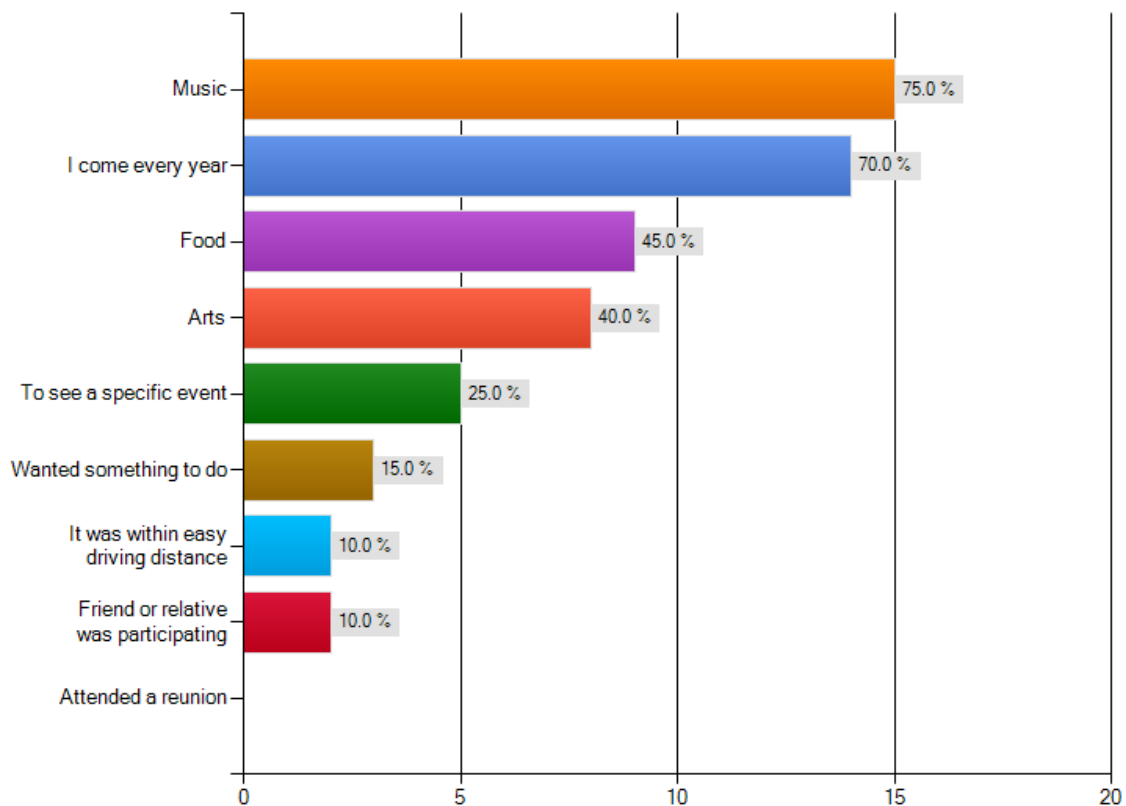


# 2009 Festival - Sponsor Survey

How did you hear about the 2009 Dan Emmett Music & Arts Festival (check only one)?

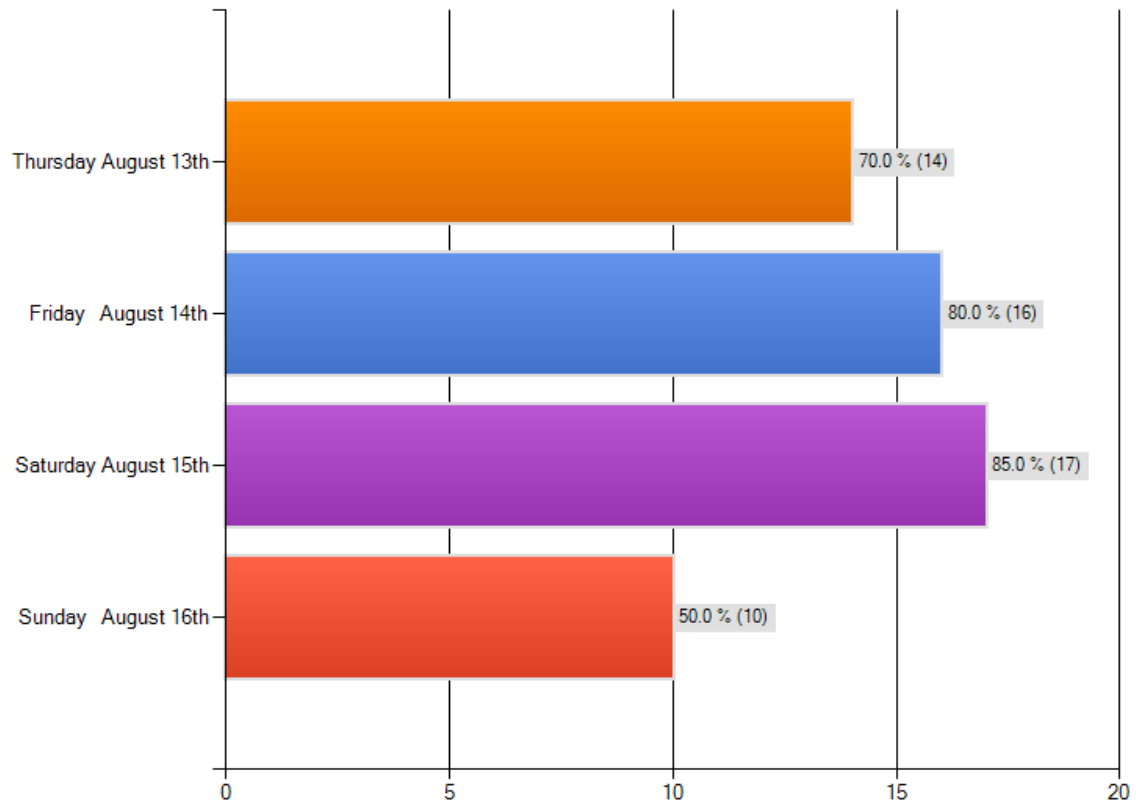


What initially drew you to the festival? Why did you come?

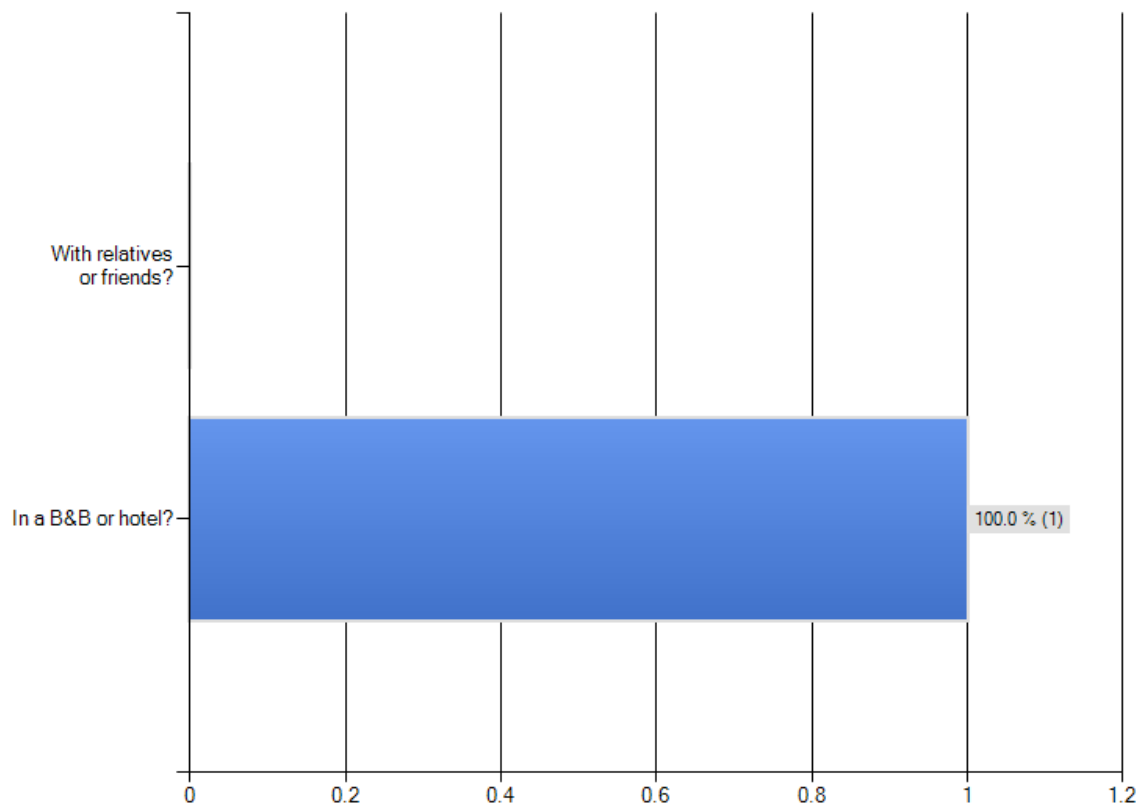


# 2009 Festival - Sponsor Survey

I attended the Festival on what day(s) - please check all that apply?



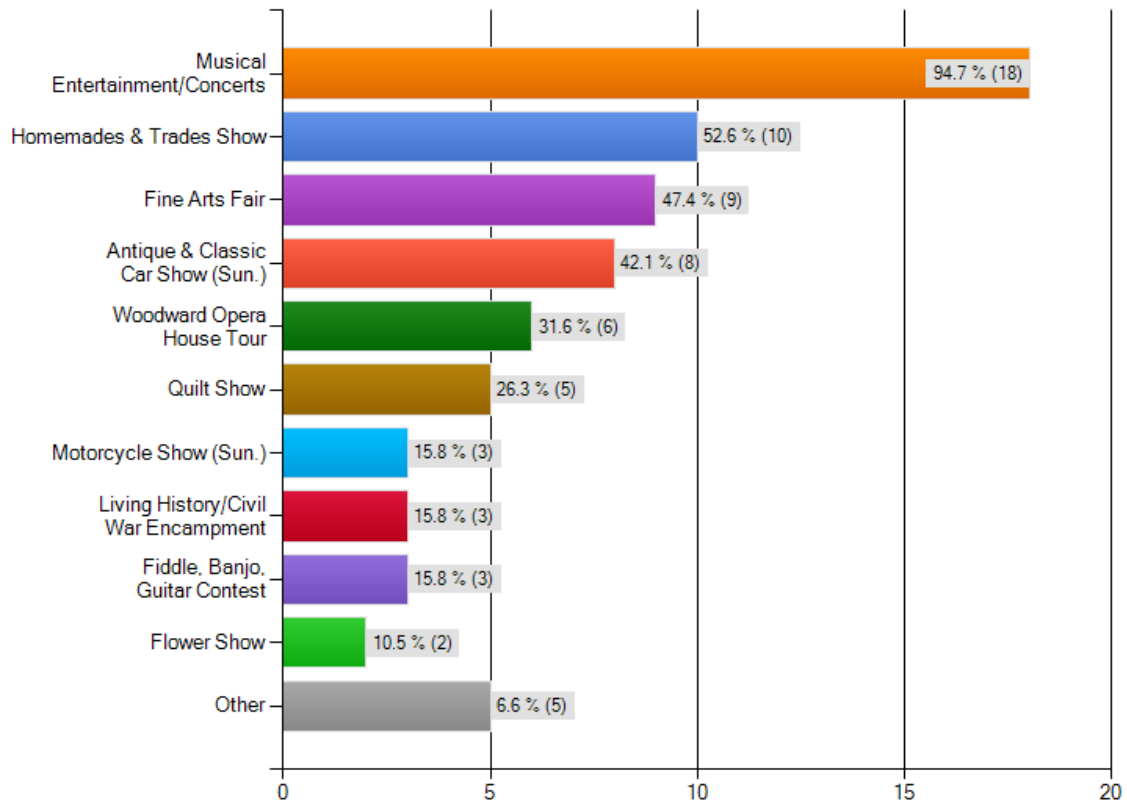
If you were a visitor that spent the night in Mount Vernon, where did you stay?



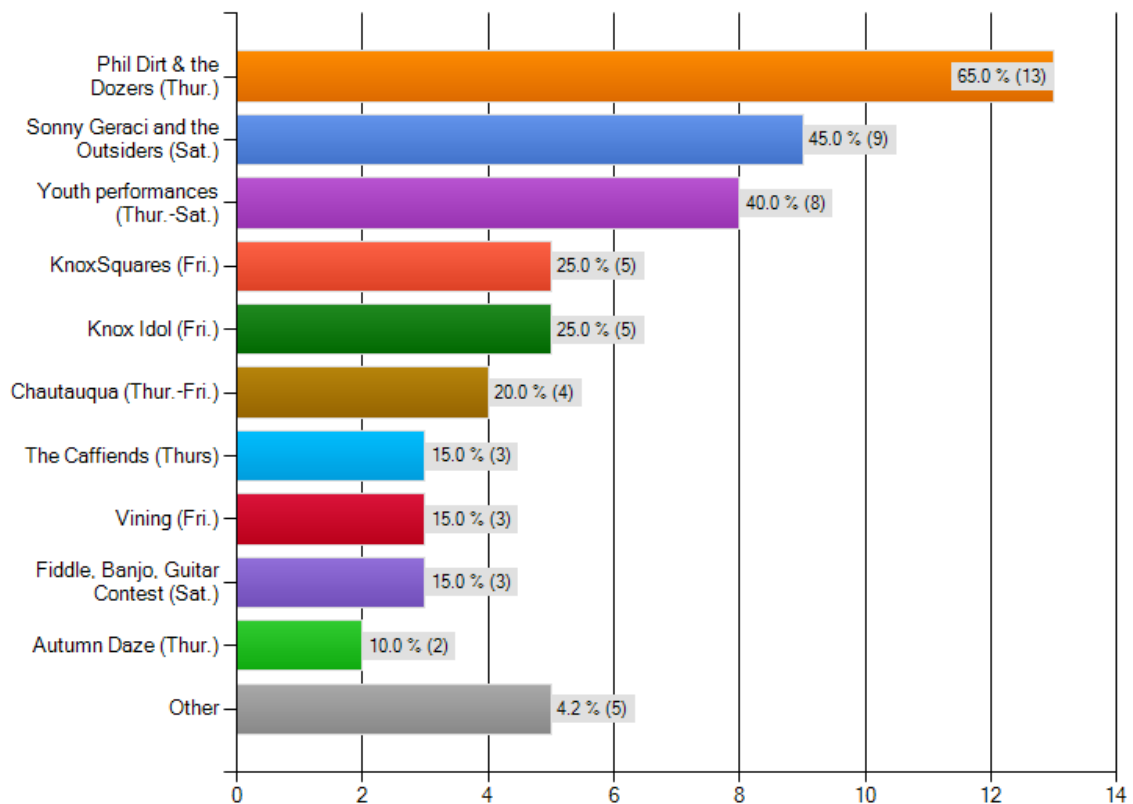


# 2009 Festival - Sponsor Survey

**What part of the Festival did you experience (check all that apply)?**

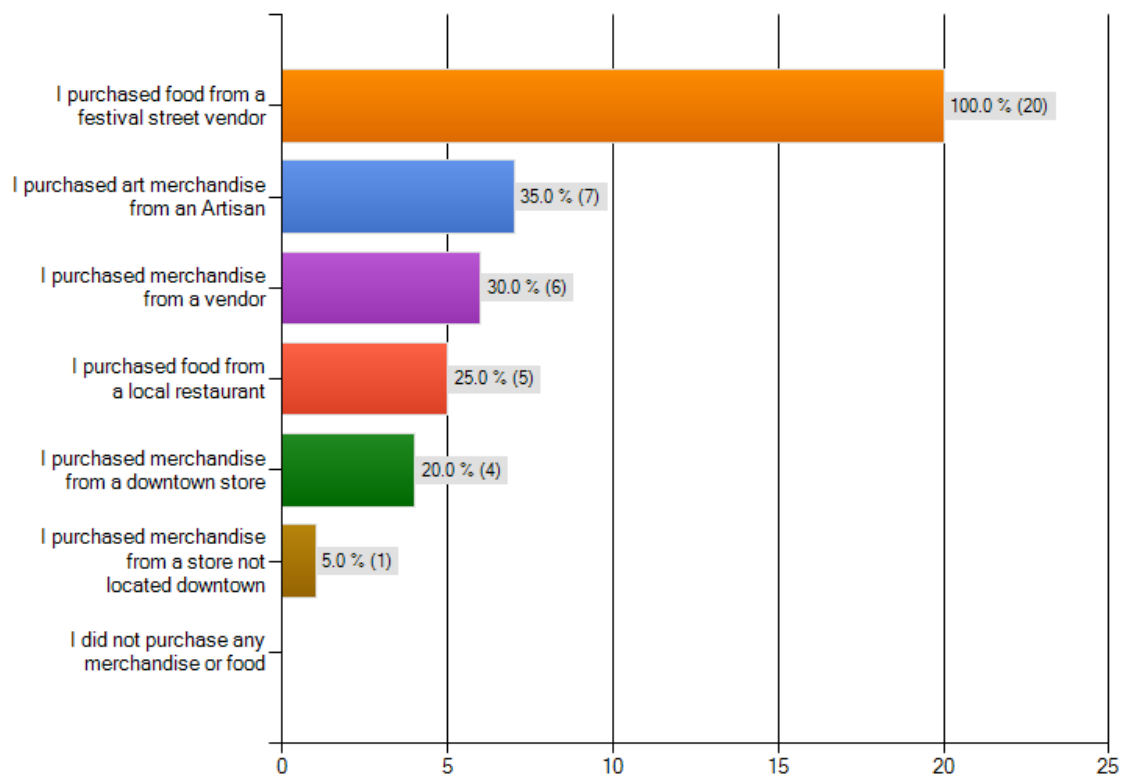


**While at the Festival, I experienced the following entertainment (check all that apply):**

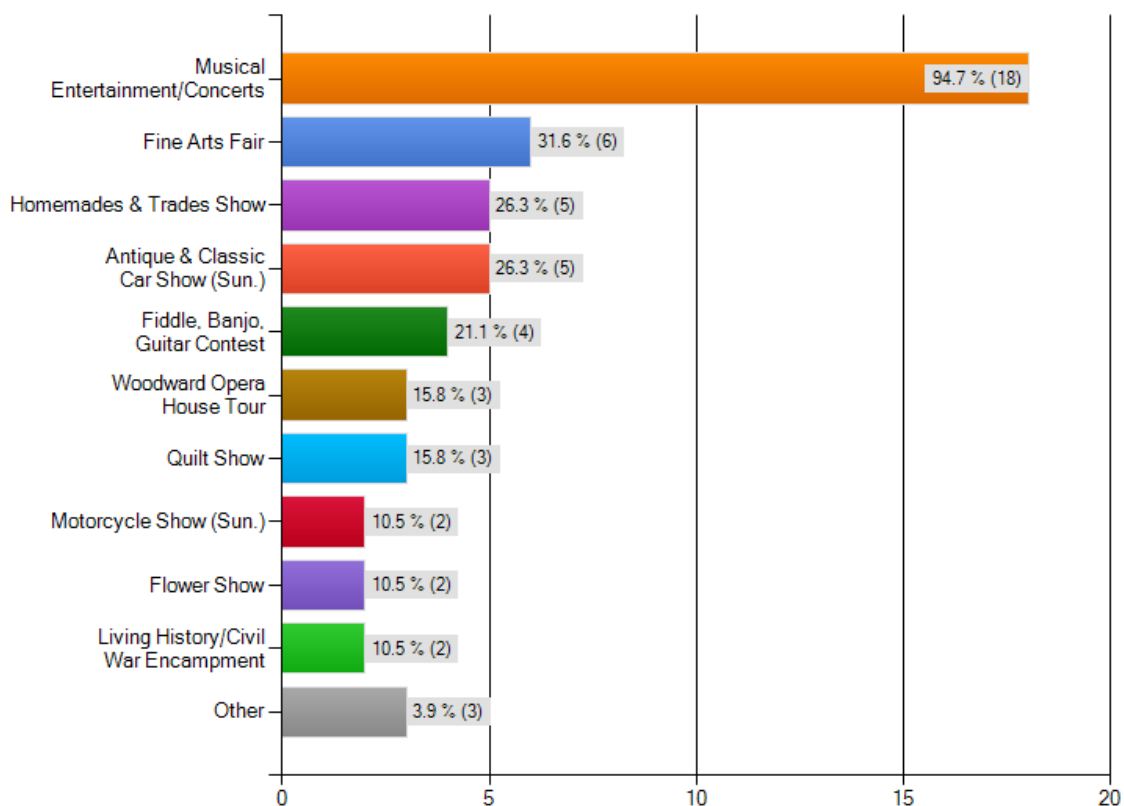


# 2009 Festival - Sponsor Survey

**Did you purchase merchandise and/or food in the Mount Vernon area while attending the Festival (check all that apply)?**

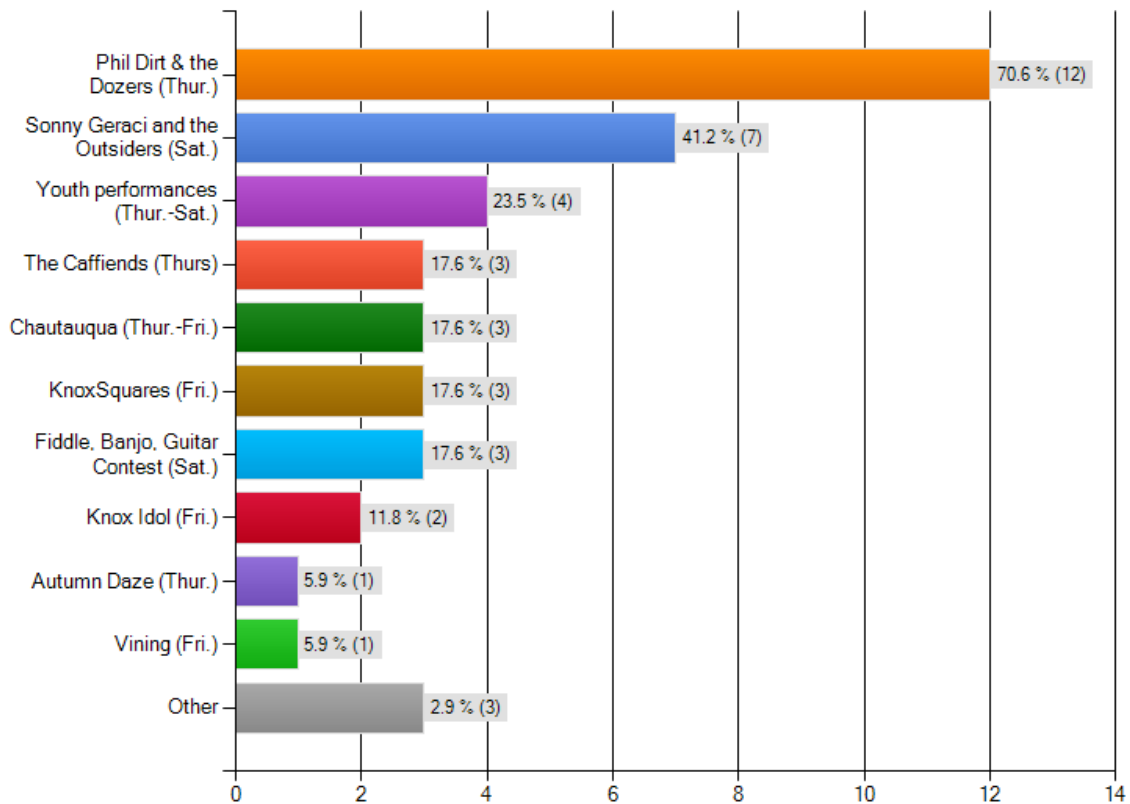


**The parts of the Festival that I enjoyed the most were (check all that apply):**

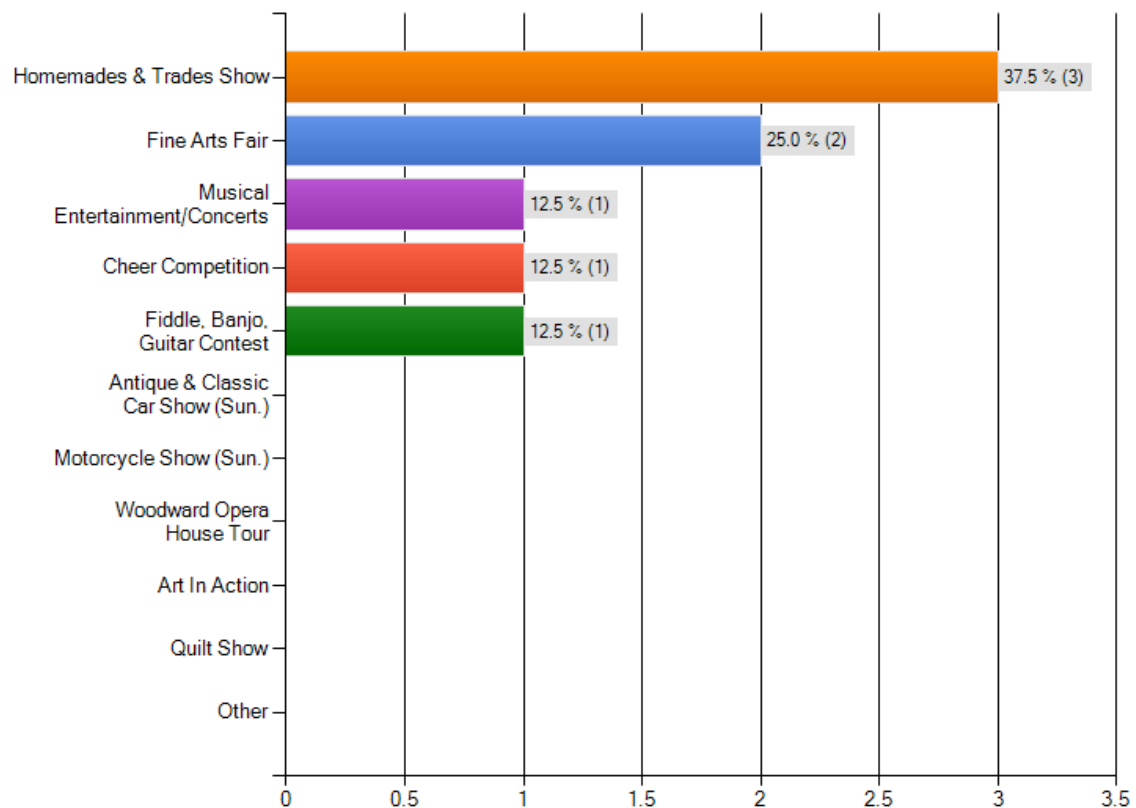


# 2009 Festival - Sponsor Survey

**The Festival entertainment that I enjoyed the most were (check all that apply):**



**What parts of the Festival need improvement and in what way (check all that apply)?**



# 2009 Festival - Sponsor Survey

**Additional Comments** (transcribed from written forms):

## **In your opinion what is the mission of the Festival.**

1. To showcase quality entertainment. \*Saxton Coronet Band was excellent from several years ago
2. Good Old Fashioned Fun! Social Event Small Town Atmosphere!
3. to celebrate the community and give people from within and outside of Knox County a chance to experience what Mount Vernon has to offer
4. The importance of music in people's lives and how it makes a person a more a well rounded person & how it brings people together in a community.
5. To promote music and art at the local level, to make these things easily accessible to the public.
6. To support Fellowship of the population of the community
7. Entertain & Recognition for Knox County
8. The mission is to bring people together for the enjoyment of "music and arts".
9. bring people together in the community
10. local entertainment - support and sponsor it.
11. Feature art and music for residents of Knox County as well as local activities
12. All kinds of music, and most people probably enjoy arts and crafts, but I'm too old to enjoy these things, and have no room in my home for more. Ha Ha.
13. To promote Mt Vernon and Knox County to the rest of the Midwest - like surrounding states so they might want to stay several days here to see the entire county.
14. To provide a positive and safe experience for visitors and participants while promoting music and art (both local and non-local), as well as the downtown area of Mount Vernon.

## **How could we better fulfill that Mission?**

1. Have better quality music groups. If you are going to have a top-notch festival, you need top-notch music groups.
2. You do fine already :) Just take the suggestions into account.
3. Expand the area to which advertising is shown - but it is perferably done extensively already
4. Have school music teachers participate with bring their students to be part of the festival
5. Doing a great job. Better every year. Unable to attend but one evening this year. :-(
6. Possibly shorten the festival to three days. Eliminate Thursday.
7. I think you do that.
8. Advertising! Advertising! I know it is expensive. Maybe you could raffle off something important and that items money could go towards advertising for the following year.
9. Change Mt. Vernon community attitude "Traffic is horrible" - "There is nowhere to park", etc.

# 2009 Festival - Sponsor Survey

**Additional Comments** (transcribed from written forms):

**List 5 things that you feel are an essential or a most important part of the Festival.**

1. 1. Music - Quality Music 2. More artisans for Fine Arts Fair
2. Good Variety of Music, Good sound system, interesting vendors, good food
3. Popular Music groups; good local food vendors; affordable, useful crafts & items to purchase; good signage & detached schedules of events
4. music, crafts, history, car show, tours of buildings
5. Phil Dirt & The Dozers, Ohio State Fair Band, Pork Chop Dinners, Auction of the Bells
6. Concerts, Youth concerts, art, street vendors, things for children like Veggie Tales
7. Entertainment, Food, Side Shows
8. Music, Arts & Crafts - Talents, Community Leadership recognition, youth
9. The opportunity for community youth to perform, a variety of good food, a variety of good music and art, a family orientation, good weather
10. entertainment, food, crafts
11. senior day, food, car show
12. music, music, & music
13. Phil Dirt & The Dozers, Fine Arts, Good food & drink, Fund Raising Efforts
14. I have always attended all four days, but this year my husband has been ill, so I only attended Thursday night and Saturday night. The music on Saturday night would have been great, but was just too loud. People all around me also thought it was loud.
15. Music - good quality live performances, Art - good quality art, History - promoting historical parts of the city
16. Advertising the Festival in more newspapers and magazines like AAA, Midwest Living, Ohio Newspapers. Bring in notable music people all the time
17. Quality entertainment including local people. Variety of food vendors. Variety and quality of vendors/unique things. Things are organized and on time. Safe environment and fun for all visitors.



# 2009 Festival - Sponsor Survey

**Additional Comments** (transcribed from written forms):

## **List 3 things that you would change or improve at the Festival.**

1. Go back to the original format for the music festival with more acoustic instruments i.e Neil Kotke, No Strings Attached, perhaps some Irish Music.
2. Sound system at main stage, provide more shade around stages
3. Would like to find a way for downtown businesses to have active participation in the Festival - the special events while enjoyable - overshadow the businesses that help make it (the Festival) possible. 2. An area of picnic tables for family groups to share over the course of the day.
4. Move the Craft display and booths to the center of the streets (back to back) this would let you make one trip down each side and you would be able to see booths and stores at the same time and not miss anyone.
5. Have the restaurants open for service. Improve the folk (Square) dancers. Take a credit card for donations at the festival instead of a check at the office. Tell or explain who Dan Emmett was.
6. Eliminate the Homemades and Trades show. It does not fit with this festival.
7. tent for crafts
8. Rides
9. Larger Juried Arts Show should be larger and more diverse, Begin festival with music on Thursday evening, Start Saturday night feature entertainment earlier, Lose fans @ middle break - do not have intermission
10. I think you do a good job, but some of the music at odd hours could be cut down.
11. Mostly the art needs to be upgraded
12. Less jewelry vendors and more artisan vendors. Port a Potties nearer the Square
13. Traffic/Parking problems during Thursday & Friday (or at least public perception). More vendors of unique items/greater variety - less "information" vendors (gutter master, Edward Jones, Etc)

## **What & how can we improve the Festival?**

1. Also selected "Fine Arts Fair" Stated: There were so few artisans this year. What happened? Local talent is fine but some of the young groups were awful.
2. (with Fiddle, Banjo, Guitar Contest added "sound system". Also selected Musical Entertainment/Concerts added "sound system especially for smaller groups") 1. Give the smaller groups better sound and attention
3. (Also selected Antique & Classic Car Show) Too Hot on west high street for car show. Need some shade.
4. Better food vendors Better arts & crafts vendors
5. did not attend enough to voice opinion
6. added "Eliminate" to Homemades & Trades, also selected Fine Arts Fair and said "Expand vendors"
7. Just fine as is, have no suggestions for improvement.
8. Need to get more crafters in maybe offer cheaper sites - Have a big tent or 2 for crafters. That way if the weather isn't perfect they are better protected. Keep them in one area. Those

# 2009 Festival - Sponsor Survey

**Additional Comments** (transcribed from written forms):

downtown didn't have a chance.

9. More senior events to craft day
10. Have a dedicated power line for the Red Cross for air conditioner
11. keep up the good work
12. Fine arts need to be more interesting... more diversified, better quality
13. More fine arts fair, less jewelry vendors
14. Cheer competition took over whole area with the very loud music. Did not seem that there were as many vendors on Sunday. Vendors that were left on Sunday did not interest us (T-shirts, signs, businesses, etc)

## **Additional Comments:**

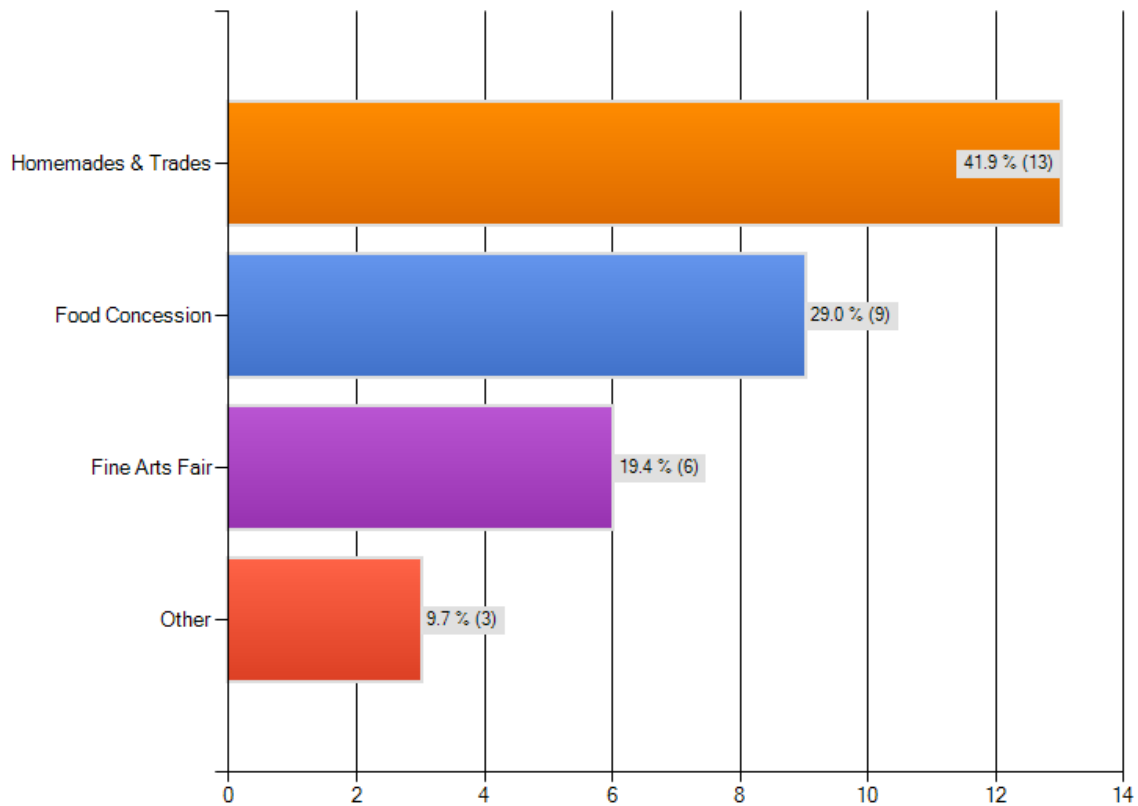
1. Need more trade show vendors, organized in a way to see them as well as stores.
2. Provide more shade for watching performances.
3. Some better food options.
4. Bring back OHIO State Band. Have the Drifter's Band Come
5. Sonny Geraci was the best Saturday night show we have had here so far. I always enjoy Phil Dirt
6. very nice
7. It's a wonderful festival and we appreciate your work. Thanks,
8. For your record, new administrator at Laurels of Mount Vernon is Alice Cree; Please change name for point of contact.
9. Please notify the Red Cross if you would like the First Aid Station in June 2010
10. Good job
11. I usually start my Christmas shopping if I see something I like. I have done this for years. I enjoy sitting on the square and visiting with friends and meet new people.
12. Very well organized considering the size of it. Good variety of entertainment
13. Knox Squares are pretty silly, waste of time
14. Always next year! :-)
15. Thanks,
16. Seniors love crafts so putting craft day at senior day would be great!
17. good care of grounds & porte-johns during crowded times, stage location good, we look forward to the festival each year, place some additional portajohns near high street on east side of square
18. We sue to enjoy the car show so much, but because of illness my husband can't get around, and I don't have the interest anymore. The Festival is for the young so try to keep their interest in mind.
19. I've attended for several years and really enjoy it. I am a sponsor.
20. None.

**2009**  
**Dan Emmett**  
**Music & Arts**  
**Festival**

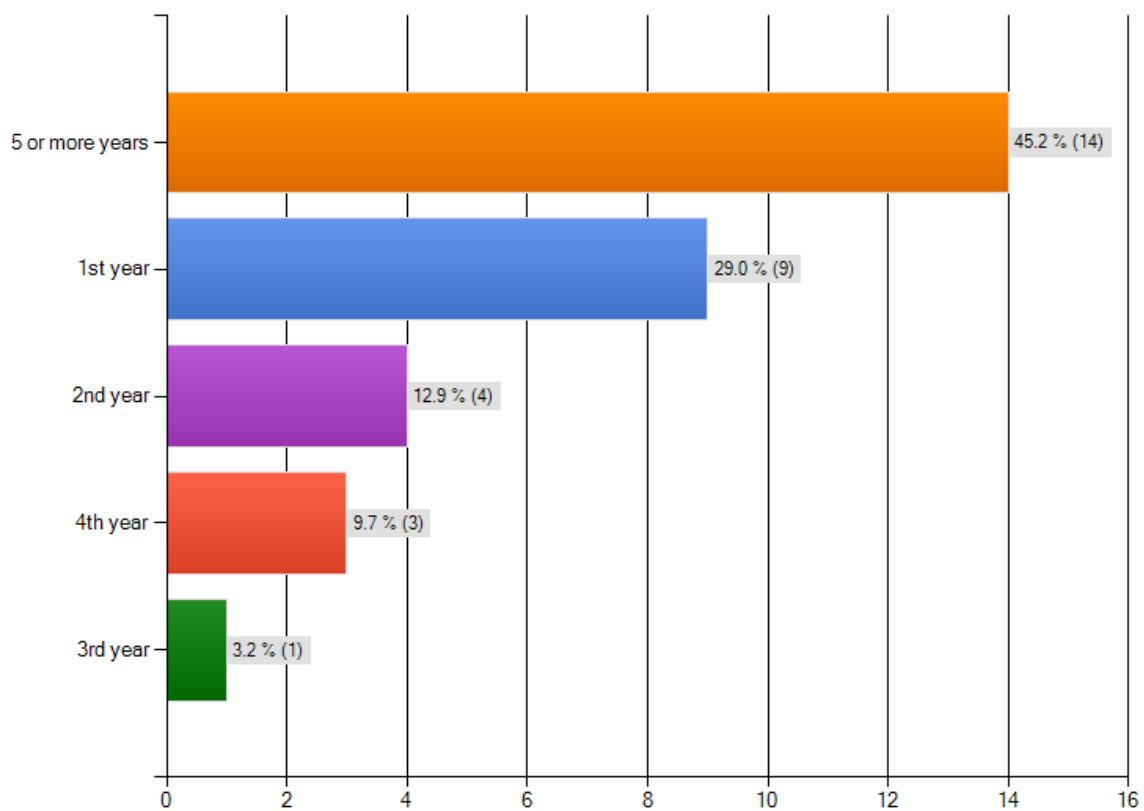
**Festival Vendor**  
**Survey**

# 2009 Festival - Vendor Survey

I participated on the 2009 Dan Emmett Music & Arts Festival in which part of the event:

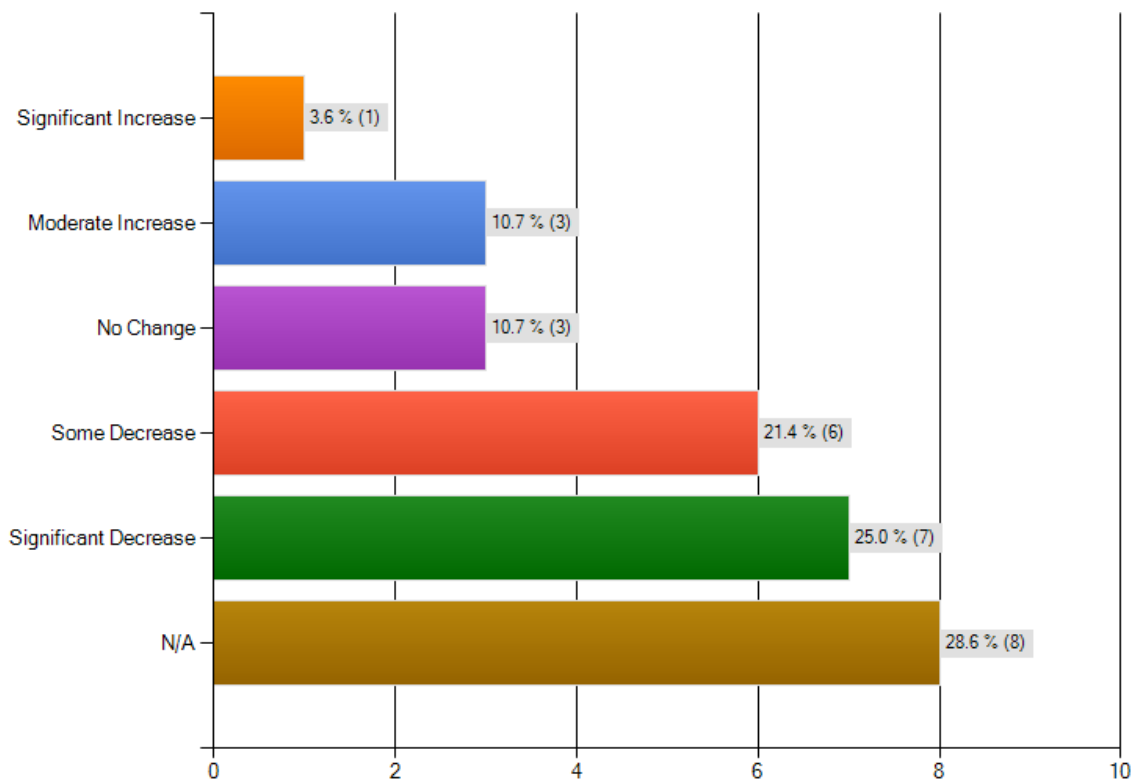


How many years have I participated as a vendor?

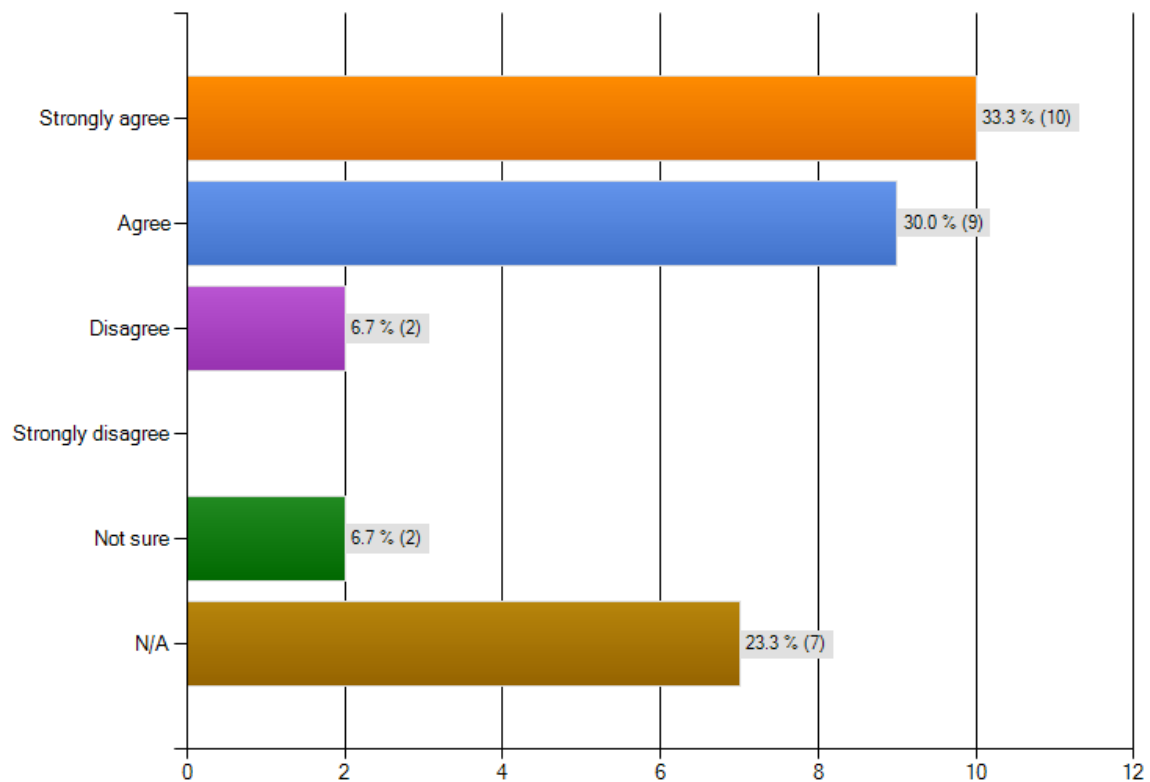


# 2009 Festival - Vendor Survey

Overall, my booth/concession experienced a \_\_\_\_\_ in trade/visits at the 2009 Dan Emmett Music & Arts Festival, when compared to previous Dan Emmett Festivals.

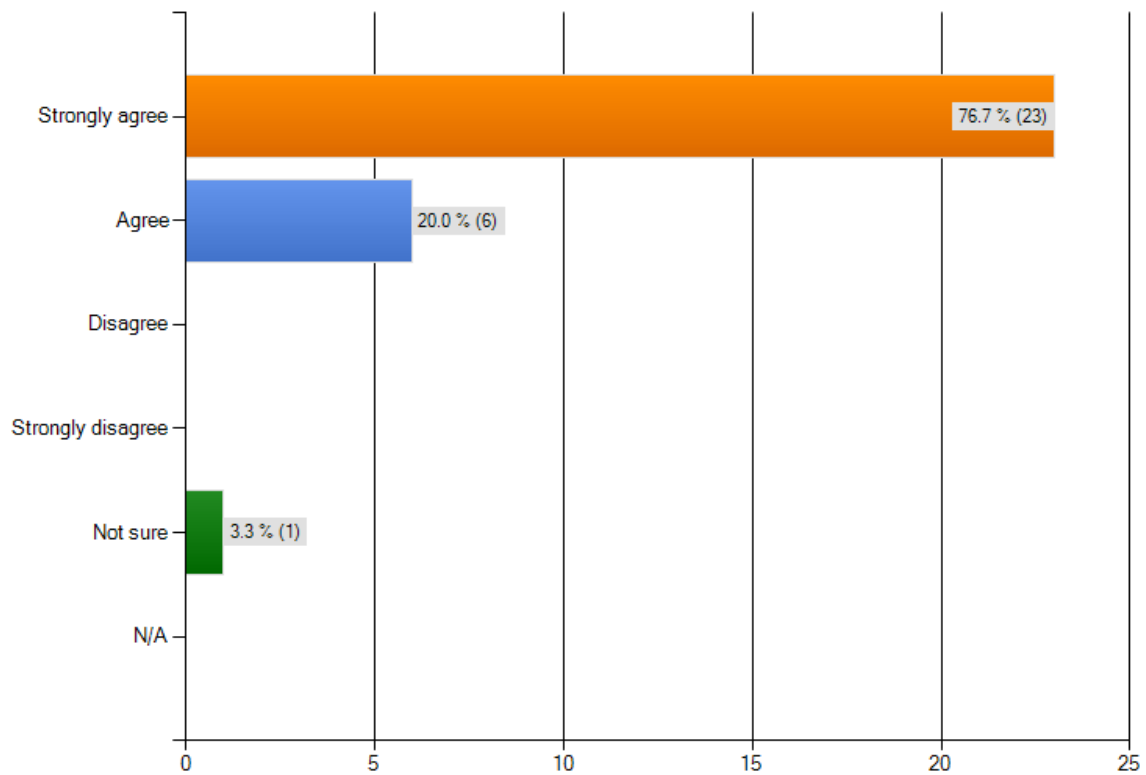


My business booth was able to make contacts and/or meet potential clients because of the 2009 Dan Emmett Music & Arts Festival.

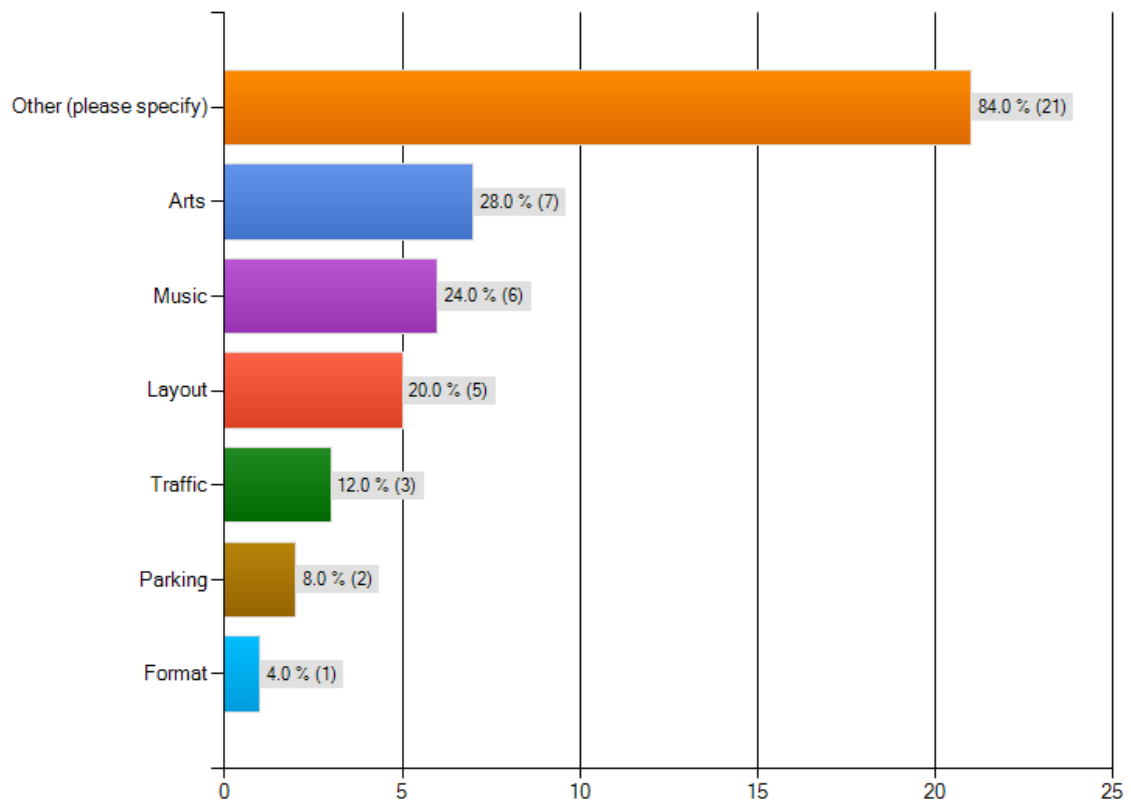


# 2009 Festival - Vendor Survey

**The continuation of the Dan Emmett Music & Arts Festival would be good for Mount Vernon.**

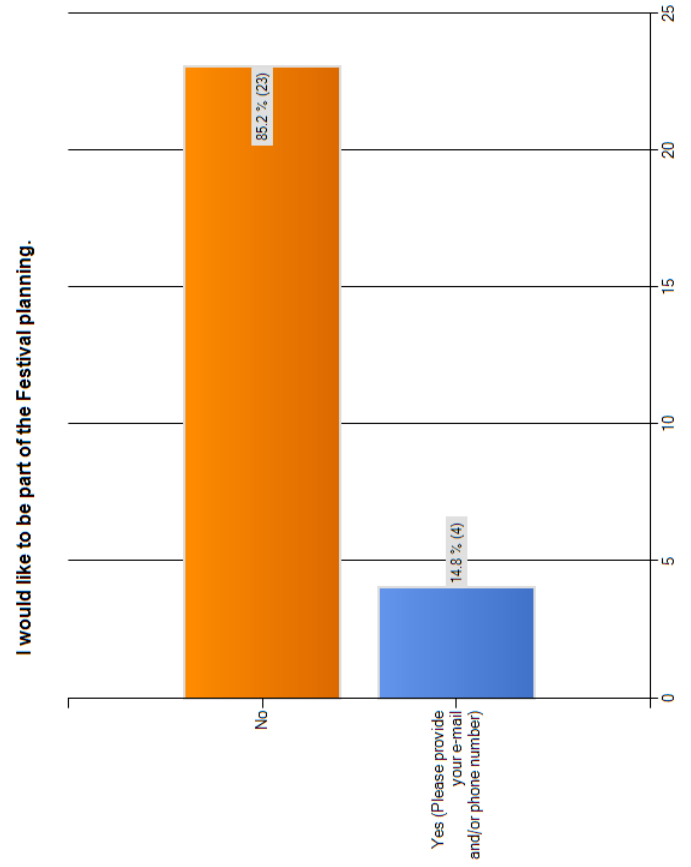
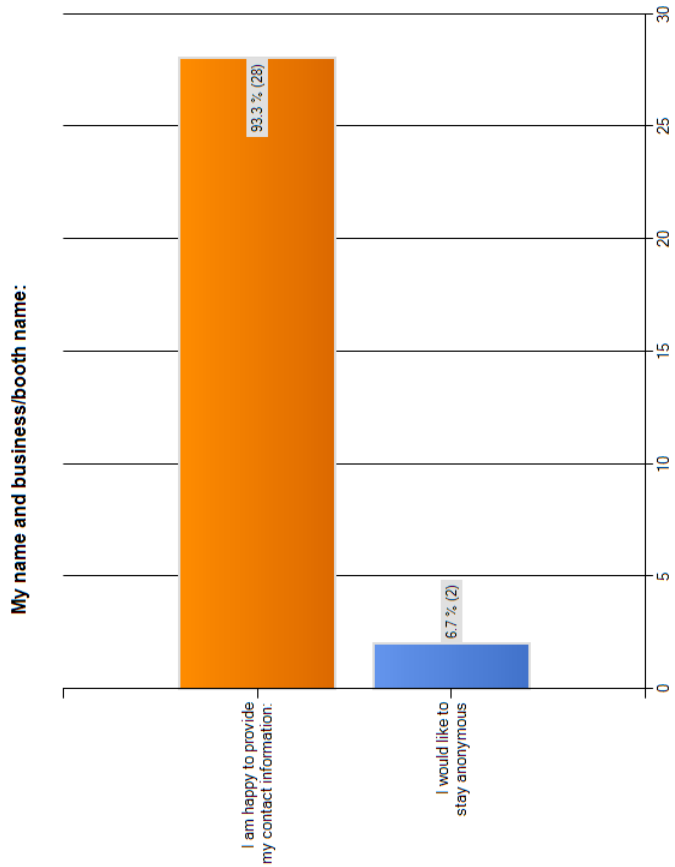
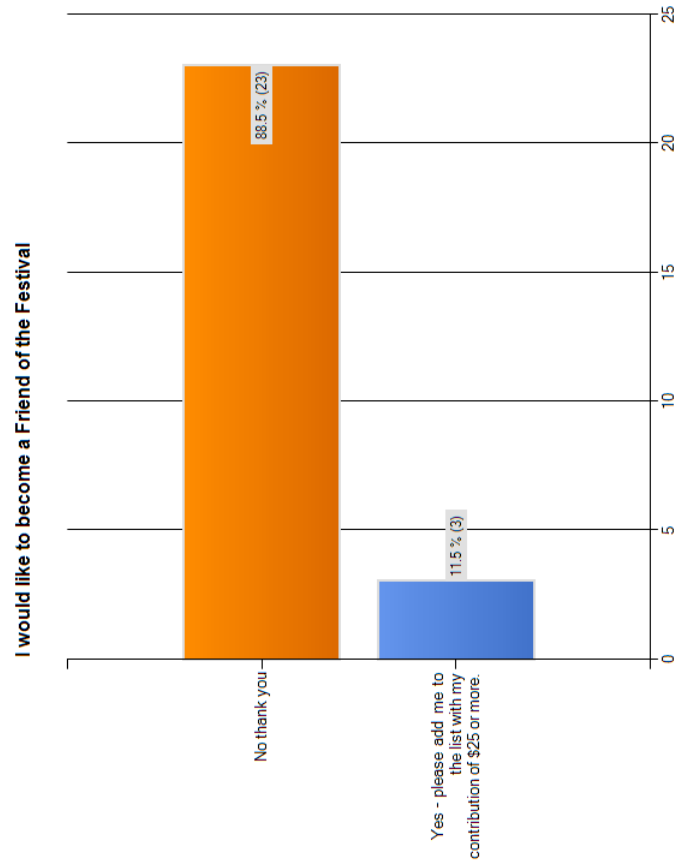


**I would like to see change(s) in the Festival to: (Circle all that apply)**





# 2009 Festival - Vendor Survey



# 2009 Festival - Vendor Survey

**Additional Comments** (transcribed from written forms):

**What I liked best about my part of the event (i.e. Homemades & Trades, Fine Arts Fair, Food Concession).**

1. Meeting potential adopters, etc. Great crowd
2. Meeting other Artists
3. Sonny can return to play any time he wants, he was terrific. Anyone not there missed a great concert, please keep the main headliner Saturday night entertainment.
4. Open area, large booth space, wonderful to have cold water, etc. brought right to our booths.
5. Better organized than last year
6. Homemades & Trades
7. Easy access to the festival, set up & tear down was very easy
8. Being able to reach out to people that hadn't had a Tupperware contact before.
9. The atmosphere was very nice - very family friendly crowd. The selection and number of concession vendors seemed to be adequate.
10. Visibility as a community service organization
11. Variety of business - placement of crafts, businesses, etc was good.
12. I think you guys do a pretty good job. The square was layed out nicely, staff was always around if you needed something and more local businesses seemed to be getting involved and staying open
13. The concession people around me. The people in the community. The band started later on Saturday night. We had business until around 9:30.
14. I like the fact you limit the number of food vendors, and no duplication of product except ice cream.
15. Visiting with friends
16. We generated several quality leads from this event.
17. Homemades
18. The sales generated for our company
19. I was allowed in. I don't make my things
20. Our location Good musical entertainment / did not experience much else
21. Meeting people & Exposing my business
22. Food Concession
23. The opportunity to connect with the community and educate the public about what HCA's mission is & activities we are involved in

# 2009 Festival - Vendor Survey

**Additional Comments** (transcribed from written forms):

## **I would like to see change(s) in the Festival to:**

1. The art festival needs to be coordinated better with music. Phil Dirt & The Dozers on Thursday was possibly the best attended portion of the Festival, yet artists did not benefit because the arts hadn't started. The huge gap in entertainment made Saturday afternoon a disaster.
2. More parking available
3. More publicity for history events - they are spectacular! I liked being near the food (since Pampered Chef is cooking tools!) and other businesses with food. The spot was ideal for me. Thank you!
4. Having set up for the Humane Society for the last 4 years or so, I have experience with the Homemades & Trades Show and now this year with the Arts Fair. The H&T show gets many more visitors than the Arts Fair. It has always been my opinion that the Arts Fair does not get enough foot traffic. I'm not sure what the reason is, but perhaps: people don't see anything that immediately catches their eye and so don't walk up that way, maybe they don't realize there are any vendors over that way. There are not enough vendors on the southeast corner, They just don't want to walk up the hill, or maybe it has to do with the food between the two shows. Whatever the reason, the arts fair loses a lot of potential customers. I understand the need to split up the festival into distinct sections but the Arts fair seems to be losing out. I think the layout could be changed to have the arts fair closer to the H&T show Or move the food farther up the hill and put the Arts fair on the main or south end of the square. If the arts fair remains where it is, I would suggest changing the hours so that it is open until 8:30 like the H&T show. On Friday & Saturday evenings, there were many more people on the square due to the upcoming music acts. However, most of the artists closed their booths at 7pm and so anyone who wanted to stay open and take advantage of the extra foot traffic was losing out because of all the closed booths. Most people avoided that area because it looked like it was shutting down. As an artist, I would be willing to set up on Thursday as well. Personally, I would rather setup in the H&T at this point. It wouldn't guarantee more sales, but my space would be open more days, more hours, and have much more foot traffic. All in all, it was a great experience and I really appreciate the opportunity to set up for free in the arts fair this year. Thank you! As for the Humane Society's experience in the H&T show, it was great as always. We had an excellent location. Thanks! Looking forward to next year!
5. I always enjoy the festival. I'm out every weekend & this one is my favorite. :) I do want to be more involved and happy to volunteer. I will try to make it to the meeting. Stay in touch with me. :) (ALSO ADDED to question #3, Normally my Saturday night is busy. It was not this year, I think due to the heat.)
6. Pat & Sandy, Let me first say that I understand the organizing a show of this size is NOT an easy job. Now I will try to answer a few of your questions. This has become a "craft" and "sell anything" show. It is no longer an "Arts Festival". I definitely have done this show for many years and have watched the decline in artists and the quality of items offered. You need to canvas some of the many art shows that take place in Columbus and the surrounding areas to find more quality artists to join the show. #7 Layout - It is important to have artist mixed, not 3 jewelry booths in a row. If someone is looking for jewelry they walk up, compare quality and price and walk away. Not having seen the rest of the artwork. I had another woodworker across from me and people walked up to my booth then to his, made their decision and walked away. #7 Arts- I think I have addressed this above. #7 - Music. The music was fun. It was not too loud this year, and kept people smiling. We (artists) need a little more protection for our booths especially on Saturday evening. The music

# 2009 Festival - Vendor Survey

## Additional Comments (transcribed from written forms):

draws a lot of people, however I spent about 1 1/2 hours after I had dinner chasing kids who were playing hide-and-seek around our booths. There could have been hundreds of dollars worth damage just out of fun. #8 Sorry, living in Cleveland I can offer to help with the planning. Only one other comment - it asks that we return these forms by September 15th, well that is really hard since the postmark was September 10. I have done my best to try to answer your questions and wish you the best in your work for next year.

7. It was a ghost town compared to last year
8. none
9. Maybe some distance between music & arts would be helpful. One should not overpower the other.
10. None, it was great! I will be returning next year!
11. We feel that our menu is a good fit for the festival, but we would like to change the location of our trailer to enhance our business. We look forward to participating at this event in 2010!
12. Had many complaints this year & last that there weren't as many artisans on the square.
13. Would like to see food vendors protected on items like it was 3 years ago or so. Our tenderloins and gyros have been duplicated we need variety not duplication!!!
14. The concession meeting - it would be helpful if the pork chop people would set up after the trailers are placed. I have some concern about children riding bicycles behind and in front of trailers. Someone is going to get hurt. On Saturday night there are a lot of pre and young teens running up and down the sidewalks. Would like to see some security during this time.
15. Headliner needs to be very good every year not just a big name from the past. Mickey was bad/ this year was average
16. Local DJ playing in daytime when no concert. Contests, games, entertainment, activities in daytime hours to attract public.
17. My suggestions and opinions are listed below informally: No one has ever come around to my booth and asked if we were ok. At other festivals and craft shows someone always asked me if I need anything. A sign needed to be placed at the south side of the square letting people know that there were crafters up around the square. The booths started so far up you tended not to see them. Maybe a flyer in the MIDS would help inform the community of this upcoming event. Not everyone has a subscription to the newspaper. Could you find a local group looking to help out, like the Boy Scouts or a church youth group? Help setting up in the morning to the first day would be very helpful. I understand about the increase in our fee from \$90 to \$100 but I was very upset to hear you allow local artist to come in and do a FREE 3 day show. That is not fair. Maybe on the forms for next year you could do a FREE BOOTH FEE drawing. Sundays seem to drag on and on. May end the event earlier on Sunday. I have been a vendor for 7 years and this year my booth was placed on a side street at the end... is that fair??? This being a craft show there were several non-art vendors like Pampered Chef and Sunglasses placed on very prime spots... in front of the Alcove and Heralds. I appreciate the fact that there was a survey sent out. Thanks
18. I still think more hand crafted items together not mixed with businesses (like windows/spouting & etc)
19. Everything is well-organized. (Added to question #3 -- 33% decrease, mostly due to extreme heat)
20. Eliminate Sunday and make it a 3 day festival. Eliminate the lower stage and put more entertainment at the main stage. Seemed like a lot of dead time on the square. (Added on back page) >>Thank

## 2009 Festival - Vendor Survey

### **Additional Comments** (transcribed from written forms):

you Sandy & Pat for your hard work - and your staff too. The festival really missed the Fair Band and we need a better filler for Friday night. Also the lower stage on main street looks very expensive. Would eliminating it save \$? Move all that talent to the Main Stage. Would it be possible to move the car show to Saturday morning and early pm. The square was dead on Sunday. Actually (several times) during the festival where only "food" was attraction. I heard many food vendors sayin they were "down" significantly I personally was most grateful for what we did. Also everywhere we have gone, sales have been down 25% to 40% for most people we talk to. If you hear many complaints, and I hope not, remind people when unemployment is almost 12% in our area - be grateful! Thanks again for all your labors! p.s. Don't forget poor Danville and the Turkey - They need your help.

21. One addition to promotion of the event I would like to see - banner at entrances more strategically placed.

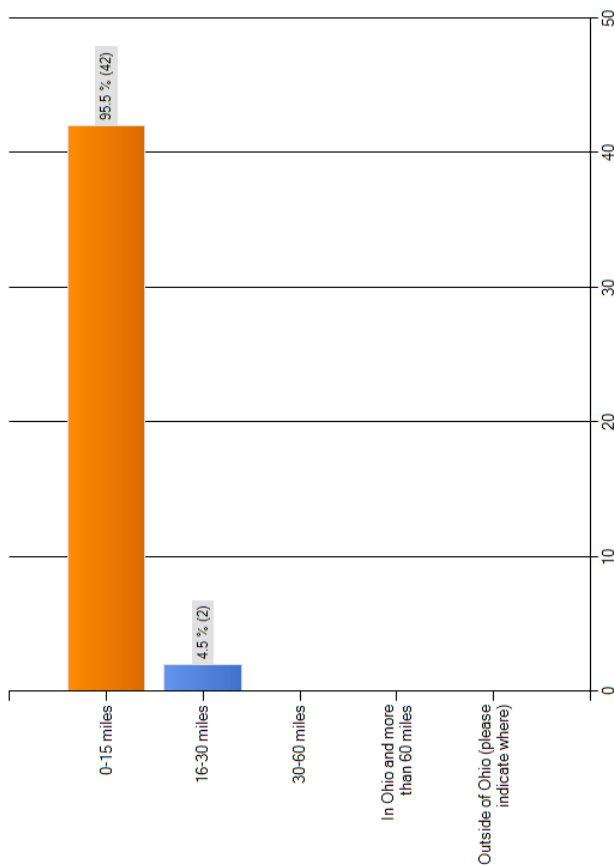
**2009**  
**Dan Emmett**  
**Music & Arts**  
**Festival**

**Special**  
**Survey**  
**Cheer Competition**  
**Youth Participants**

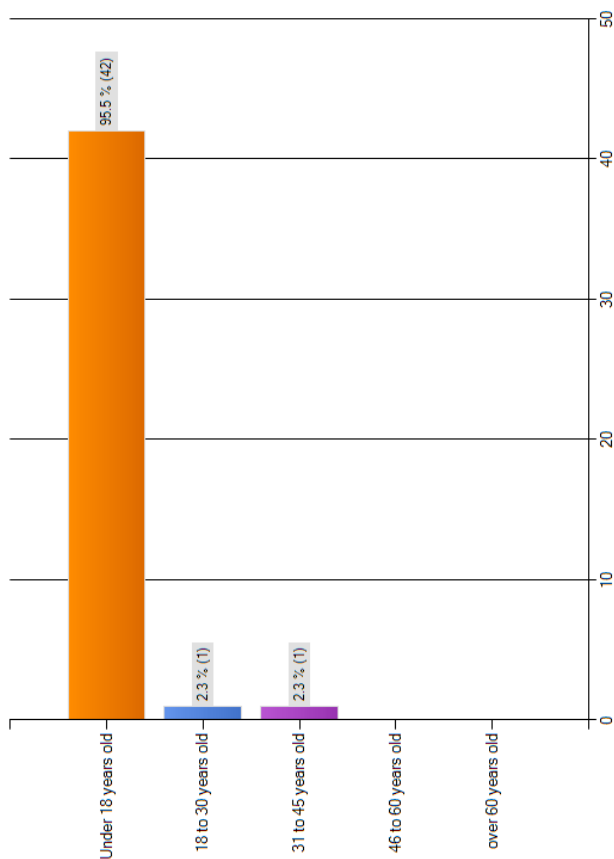


# 2009 Festival - Special / Cheer Youth Survey

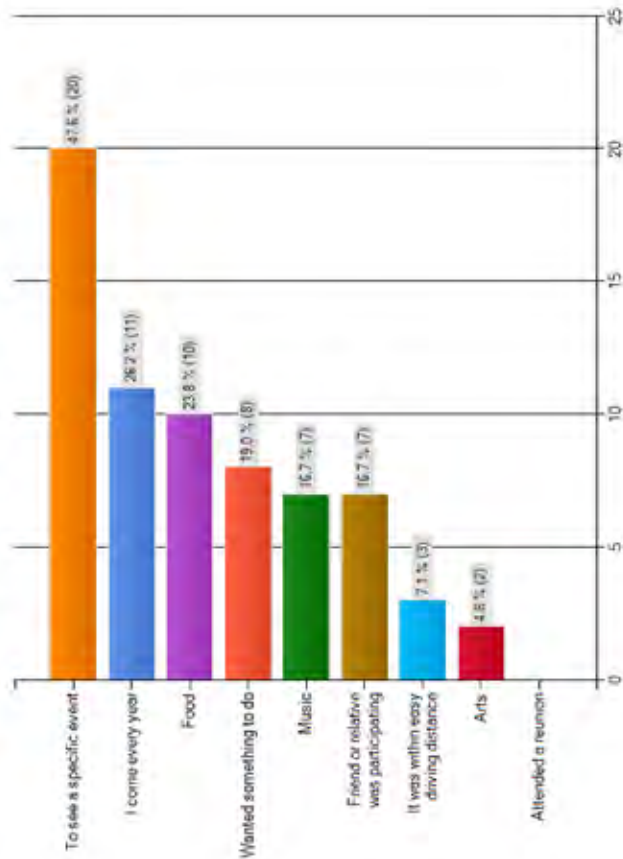
How far did you travel to attend the Festival (one way)?



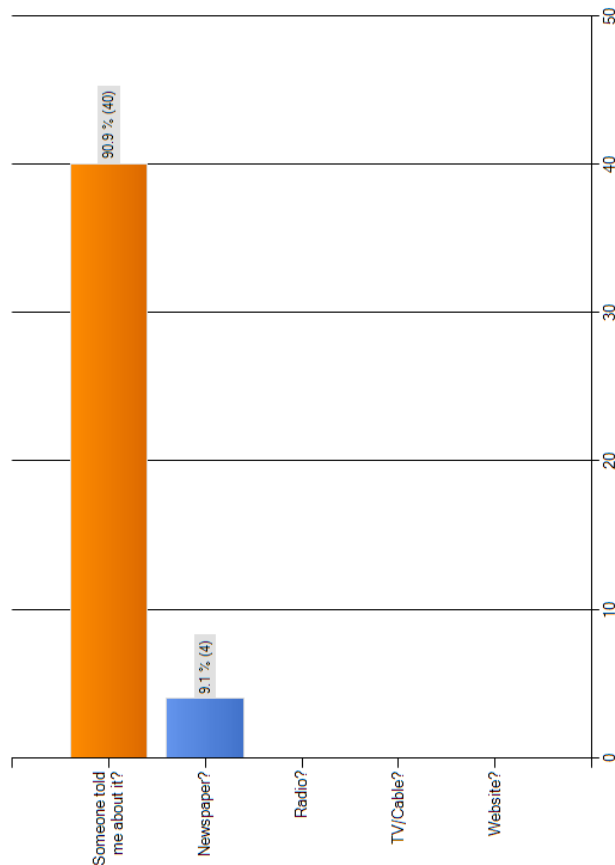
My Age is:



What initially drew you to the festival? Why did you come?

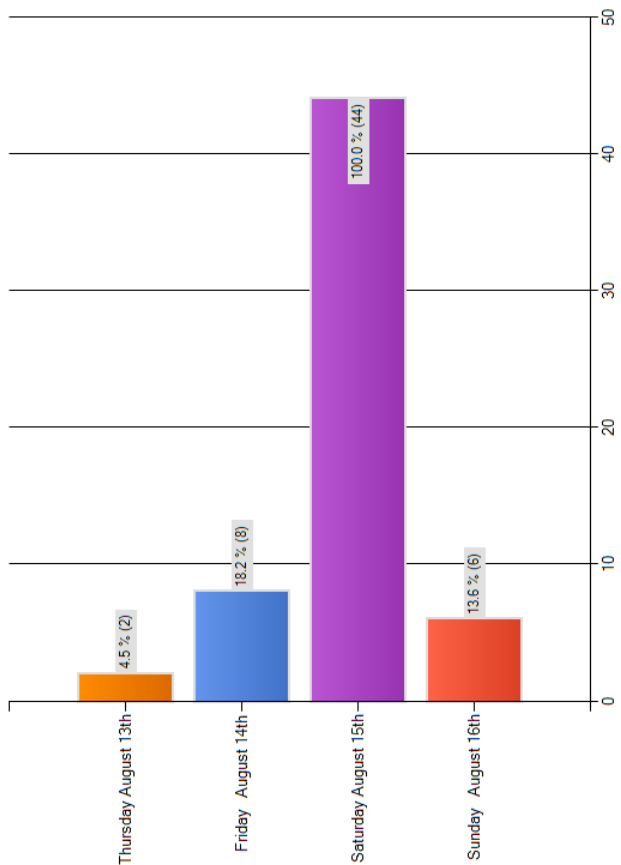


How did you hear about the 2009 Dan Emmett Music & Arts Festival (check only one)?

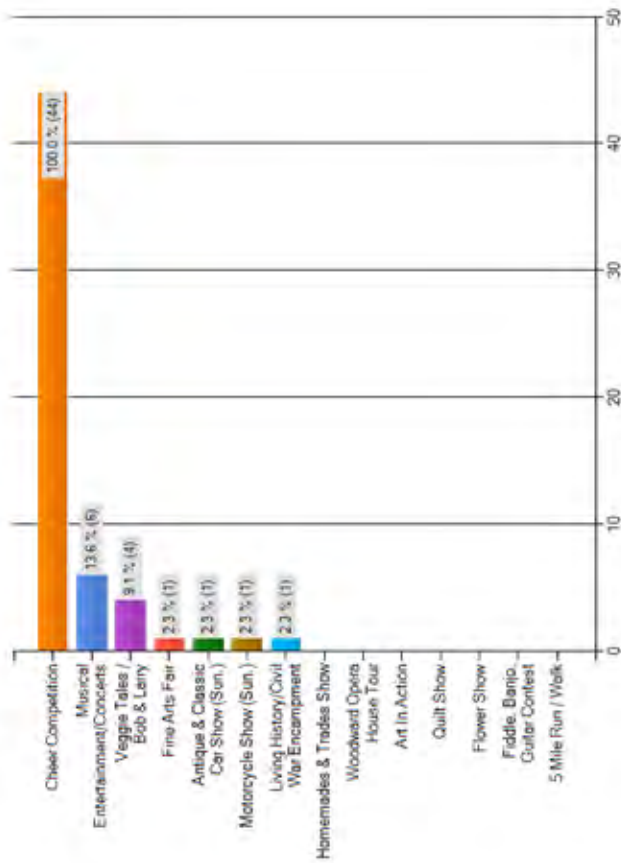


# 2009 Festival - Special / Cheer Youth Survey

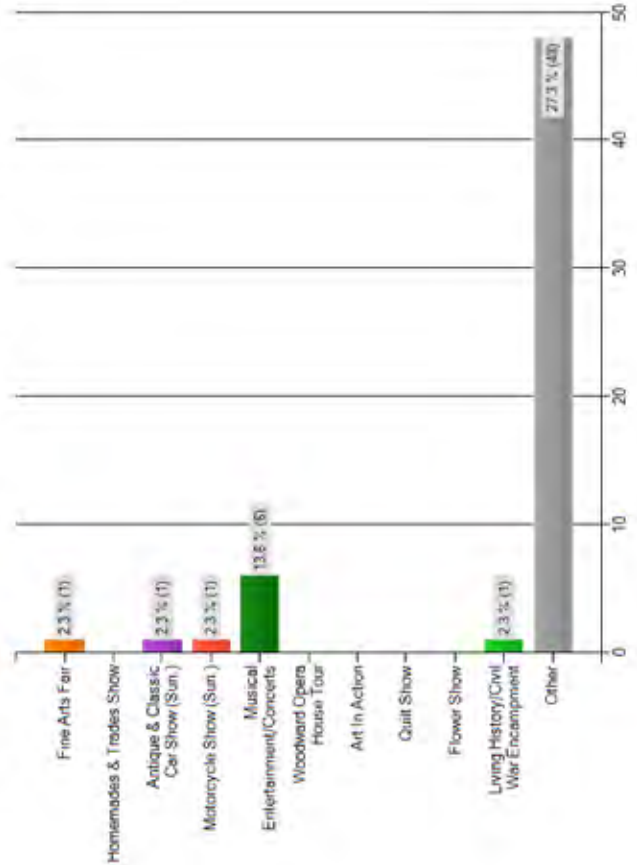
I attended the Festival on what day(s) - please check all that apply?



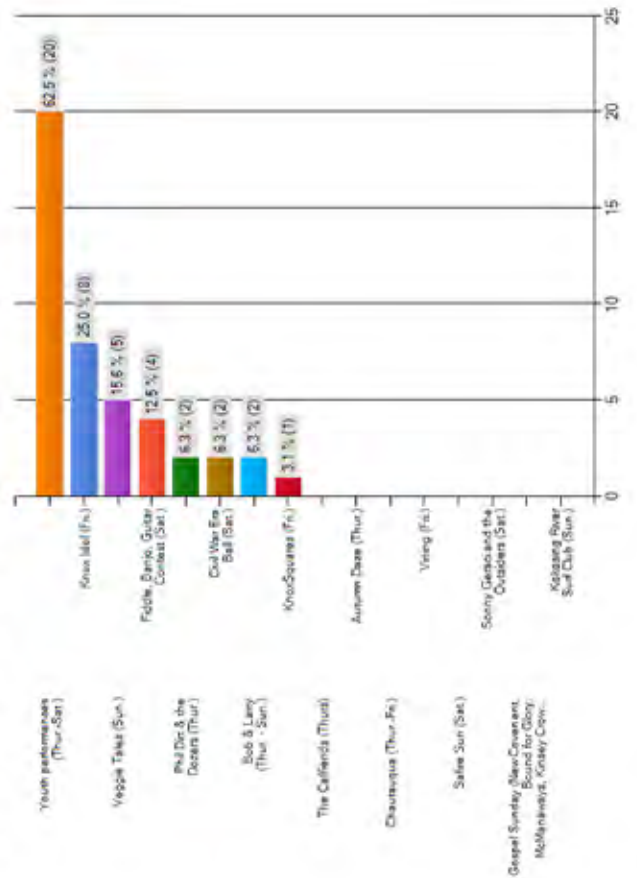
What part of the Festival did you experience (check all that apply)?



What part of the Festival did you experience (check all that apply)?

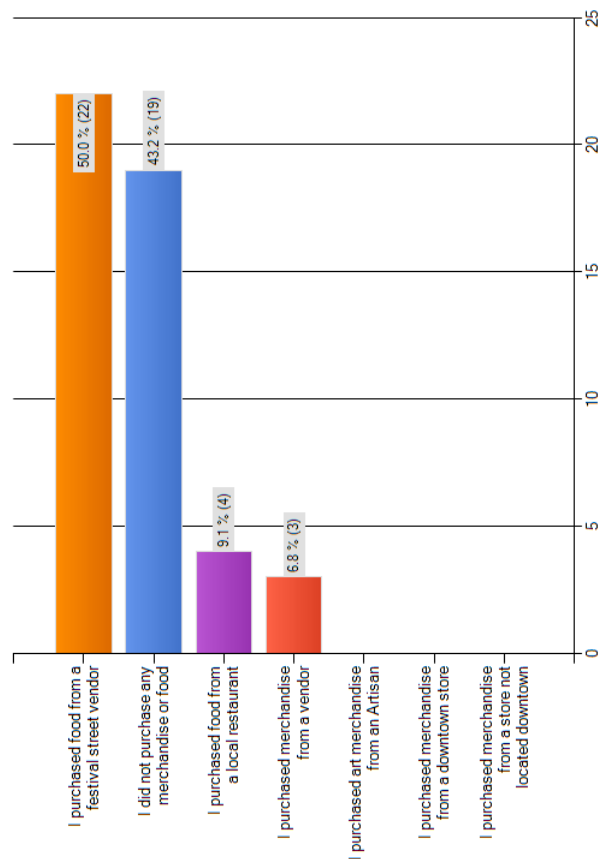


While at the Festival, I experienced the following entertainment (check all that apply):

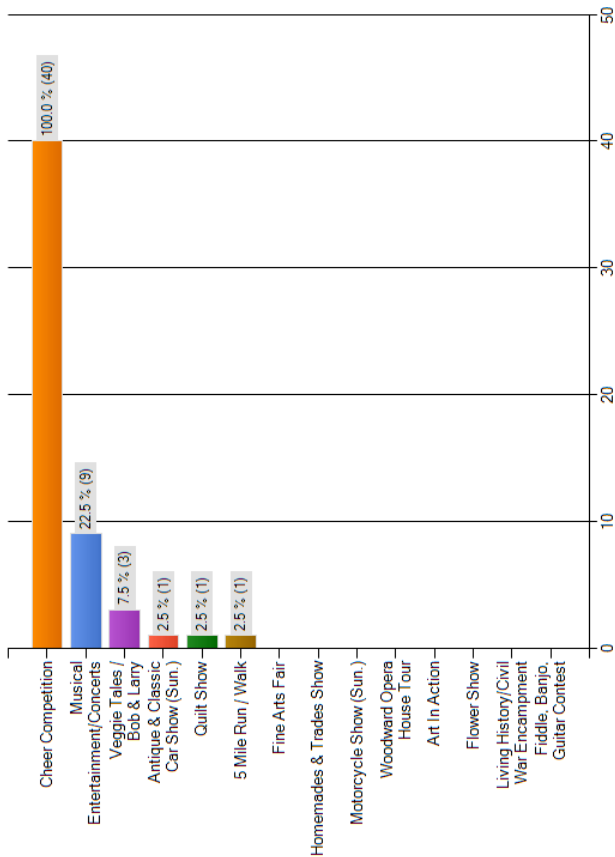


# 2009 Festival - Special / Cheer Youth Survey

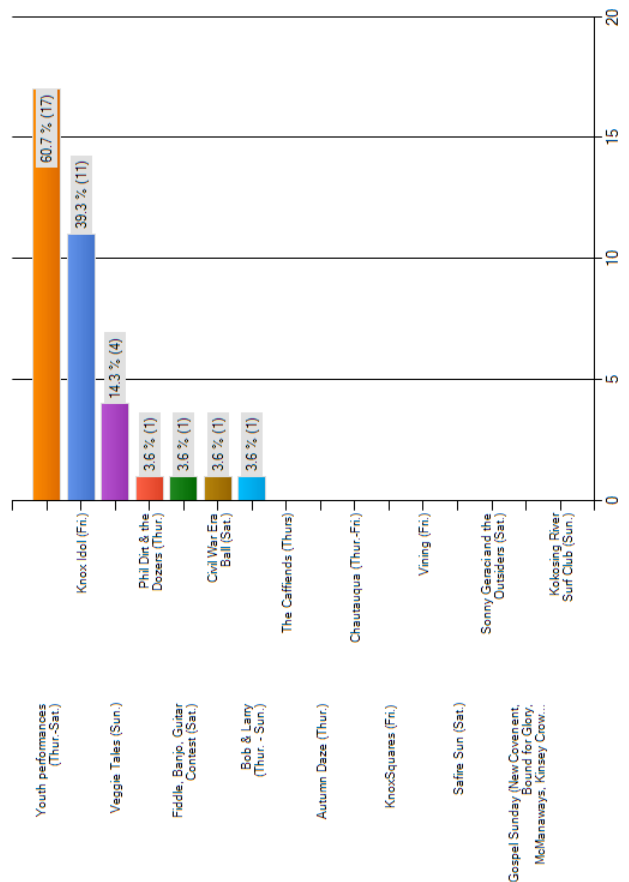
Did you purchase merchandise and/or food in the Mount Vernon area while attending the Festival (check all that apply)?



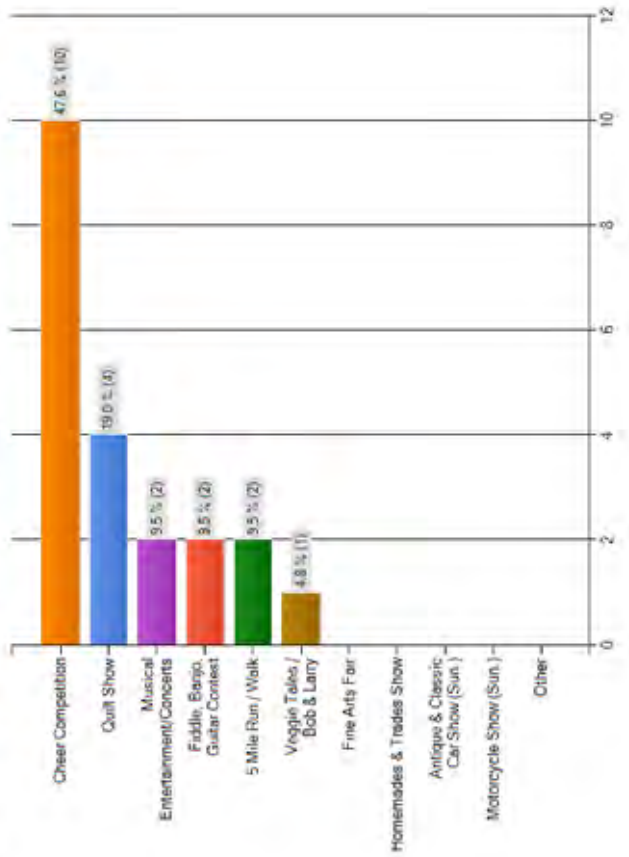
The parts of the Festival that I enjoyed the most were (check all that apply):



The Festival entertainment that I enjoyed the most were (check all that apply):



What parts of the Festival need improvement and in what way (check all that apply)?



# **Appendix**

## **Community Service and Impact Report 1998 - 2009**

### **Index**

- A1 - Economic Impact Study**
- A2 - Economic Impact Study Methodology**
- A3 - 2008 & 2009 Festival Income Distribution Chart**
- A4 - Website Sample Page**
- A5 - 1998-2009 Headliner Entertainment Summary**

# 2009 Dan Emmett Music & Arts Festival Economic Impact Report

Key: See next page for catagorical definitions.

1. **Direct Local Festival Expenditures:**

2.	Local Vendors/Suppliers Paid Directly by Festival	\$15,200
3.	Festival Vendors (Food, Arts, Crafts, Trades)	\$66,700
4.	Area Media	\$10,500
5.	Local Entertainers & Groups	\$8,400
<b>Total Direct Local Festival Expenditures</b>		<b>\$100,800</b>

6. **Visitor Local Business Expenditures during Festival**

7.	Out-of-county Festival Visitors	Number	\$ per day*	
	One Day Stays	5000	\$10	\$50,000
	Overnight Stays	200	\$150	\$30,000
8.	Local Festival Visitors (from Knox County)	15000	\$8	\$120,000
<b>Total Visitor Local Business Expenditures during Festival</b>				<b>\$200,000</b>

**Overall Direct and Visitor Expenditures**

9.	Direct Local Festival Expenditures	\$100,800
10.	Visitor Local Business Expenditures during Festival	\$200,000
<b>Total Direct and Visitor Expenditures</b>		<b>\$300,800</b>
11.	<b>Resulting Indirect Expenditures</b>	<b>\$100,300</b>
12.	<b>Resulting Induced Expenditures</b>	<b>\$100,300</b>

13.	<b>Total Knox County Economic Impact of Festival</b>	<b>\$501,400</b>
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\* Estimates derived from data collected by the Knox County Convention & Visitors Bureau

04/07/2010

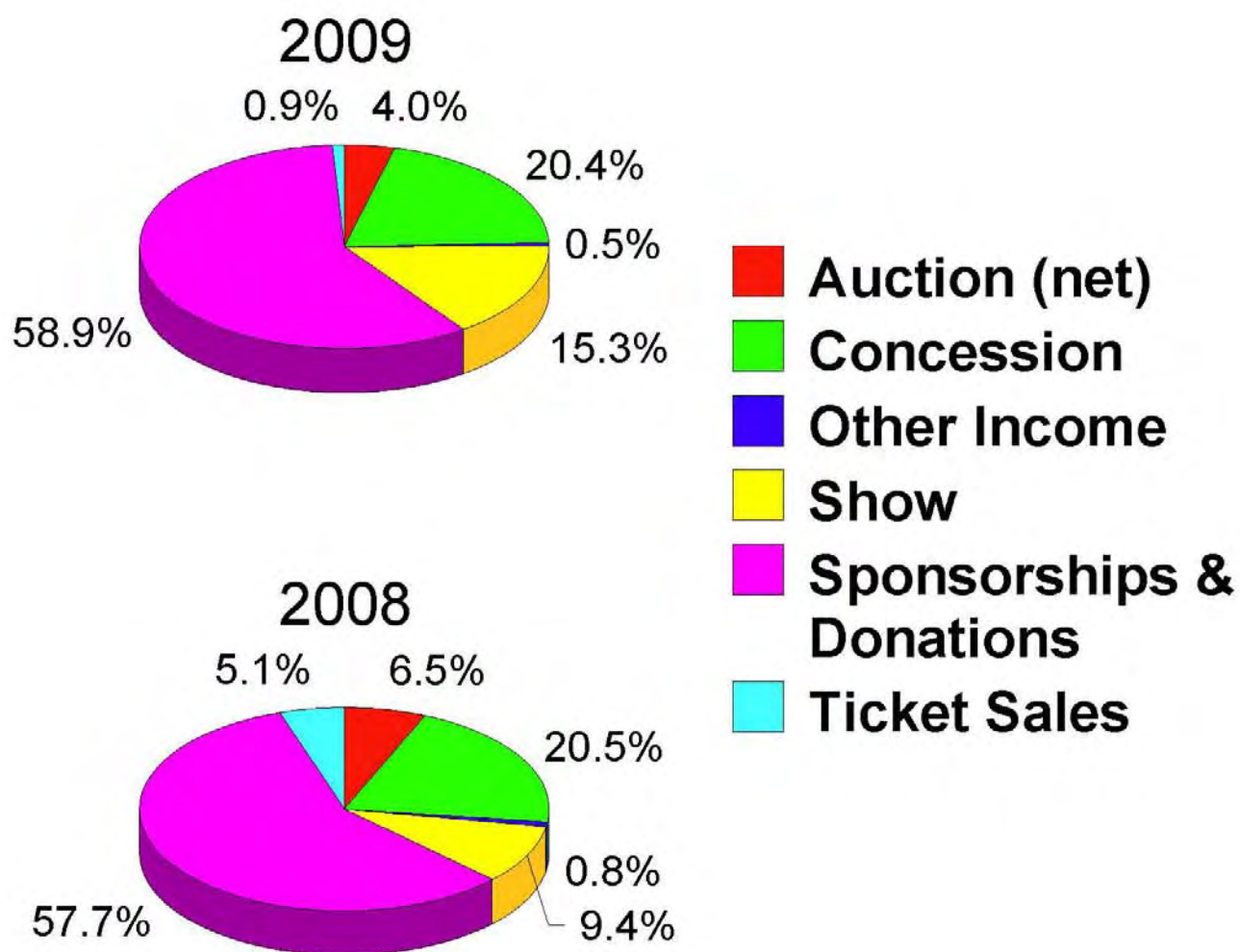
## **2009 Dan Emmett Music & Arts Festival Economic Impact Report Methodology**

### **Definitions:**

1. **Direct Local Festival Expenditures** – This Category includes all direct expenditures made to local (Knox County area) vendors and suppliers for services and products used by the Festival.
2. **Local Vendors/Suppliers Paid Directly by Festival** – These are vendors and suppliers who provide material to and are paid directly by the Festival (e.g. banners, portajons, office supplies, poster/brochure/ink supplies, contractors, awards, T-shirts, security, etc.).
3. **Festival Vendors (Food, Arts, Crafts, Trades)** – This amount is derived by the Festival vendors (Food concessions, Artisans, and homemades & trades booths). This is an extrapolated amount that these local vendors receive as a result of their sales. This income does not come to the festival, except as paid as booth fees and commissions.
4. **Area Media** – Cash dollars paid to the area media for advertising.
5. **Local Entertainers & Groups** – Money is paid to almost all performers who step onto the stage. Some exceptions apply, such as self promoting private groups like karate classes, dance studio groups, etc. who attend the event as a means of recruitment for their private groups.
6. **Visitor Local Business Expenditures during Festival** - This includes all festival attendees from Knox County and those who travel here from other counties and states.
7. **Out-of-county Festival Visitors (One Day Stay and Overnight Stays)** – This category includes dollars spent by all festival attendees who travel here from other counties and states (i.e. not from Knox County).
8. **Local Festival Visitors** - This category includes dollars spent by all festival attendees who are from Knox County.
9. **Direct Local Festival Expenditures** – Total from items #2 through #5 above.
10. **Visitor Local Business Expenditures during Festival** - Total from items #6 through #8 above.
11. **Resulting Indirect Expenditures** – This number is derived using statistical analysis. Industry experts calculate that Indirect Expenditures caused by Direct Local Festival Expenditures amount to approximately 1/3 of the total.
12. **Resulting Induced Expenditures** - This number is derived using statistical analysis. Industry experts calculate that Induced Expenditures caused by Direct Local Festival Expenditures amount to approximately 1/3 of the total.
13. **Total Knox County Economic Impact of Festival** – This is the resulting total dollar Knox County economic impact caused directly, indirectly, and induced by the 2009 Dan Emmett Music & Arts Festival.



# Festival Income Distribution



## 2008 Post-Festival Website at [www.DanEmmettFestival.org](http://www.DanEmmettFestival.org)



**Become a  
Friend of the Festival**

[Return to the 2009 Festival  
Page](#)

### Quick Links

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### Featured Entertainers:

[Micky Dolenz of The Monkees](#)

[Phil Dirt & the Dozers](#)

[All-Ohio State Fair Band](#)

[Performing Artists & Events](#)

### Festival Highlights:

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[5-Mile Run/Walk](#)

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[Civil War Activities](#)

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[Festival Map](#)

# Dan Emmett Music & Arts Festival

August 13 – 16, 2009

This year, the Dan Emmett Music & Arts Festival began its 21st year of performances and activities in Downtown Mount Vernon. The Festival is a celebration of American music commemorating Mount Vernon's own Daniel Decatur Emmett, the author and composer of many 19th century songs. Emmett's tunes, such as *Dixie*, *Blue Tail Fly*, *Ole Dan Tucker*, and *Turkey in the Straw*, bring back the nostalgia of our heritage in each of our hearts.

## 2008 Festival Highlights include...

### Thursday

*Dance to the Oldies*

### Phi Dirt and the Dozers

Senior's Day!

Homemades & Trades Show

Other Featured Entertainers



*Micky Dolenz of The Monkees  
[Got Tickets???](#)*

### Friday

*Stars & Stripes and Pearly Lights*

### Knox County Idd All-Ohio State Fair Band

Fine Arts & Crafts Fair

Dan Emmett Flower Show

Knox County Quilt Show

Civil War Ball

Other Featured Entertainers



*Fine Arts and Crafts*

### Saturday

*Art, Bluegrass, Rock & More*

### Micky Dolenz of The Monkees

Festival Auction

Fine Arts & Crafts Fair



*Enjoy a concert on the town square*

# Dan Emmett Music & Arts Festival

## Headliner Entertainment Summary - 1998 - 2009

### 1998

Friday Bob Bechtel's Big Band  
 Saturday **The Lettermen**  
 Sunday Brown Singers

### 1999

Thursday Phil Dirt & The Dozers  
 Friday Colonial City Big Band  
 Saturday **The Kingston Trio**

### 2000

Wednesday Arnett Howard  
 Thursday Phil Dirt & The Dozers  
 Friday The Columbus Jazz Arts Group  
 Saturday **The Four Aces**  
 Sunday Candle Rain

### 2001

Wednesday Arnett Howard  
 Thursday Back Beat  
 Friday All Ohio State Fair Band  
 Saturday Camp Chase Fife & Drum  
**Four Lads**

### 2002

Thursday Macaw  
 Friday All Ohio State Fair Band  
 Friday Mighty Meaty Swing Band  
 Saturday Juggernaut Jug Band  
**The Lettermen**

### 2003

Thursday Phil Dirt & The Dozers  
 Friday All Ohio State Fair Band  
 Friday Worthington Civic Band  
 Saturday Camp Chase Fife & Drum  
**Jan & Dean**

### 2004

Thursday Phil Dirt & The Dozers  
 Friday All Ohio State Fair Band  
 Saturday Camp Chase Fife & Drum  
**Joey Dee & The Starlighters**  
**Avalons**

### 2005

Thursday Phil Dirt & The Dozers  
 Friday All Ohio State Fair Band  
 Saturday **Paul Revere & The Raiders**  
 Sunday Anointed

### 2006

Thursday Walt Sanders - Elvis  
 Phil Dirt & The Dozers  
 Friday All Ohio State Fair Band  
 Knox Idol  
 Saturday Saxtons' Cornet Band  
**The Association**  
 Sunday Joy Williams

### 2007

Thursday Phil Dirt & The Dozers  
 Friday All Ohio State Fair Band  
 Knox Idol  
 Saturday Saxton's Cornet Band  
**Peter Noone Herman's Hermits**

### 2008

Thursday Phil Dirt & The Dozers  
 Friday All Ohio State Fair Band  
 Knox Idol  
 Saturday **Micky Dolenz, The Monkees**

### 2009

Thursday Phil Dirt & The Dozers  
 Friday Knox Squares  
 Knox Idol  
 Saturday **Sonny Geraci & The Outsiders**