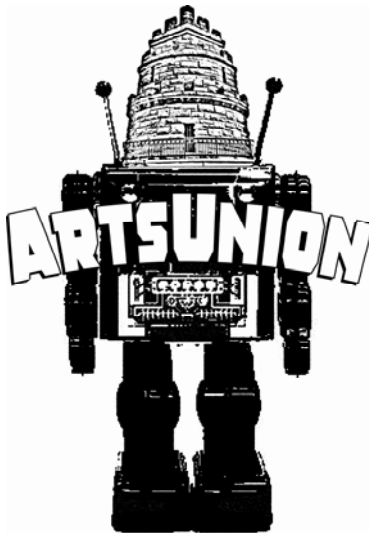


ArtsUnion

Economic Impact Evaluation

FY 2007-2008



Sponsored by
The Somerville Arts Council



CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH

March 2009

**UNIVERSITY OF MASSACHUSETTS DARTMOUTH
CENTER FOR POLICY ANALYSIS**

The University of Massachusetts Dartmouth Center for Policy Analysis is a multidisciplinary research unit that promotes economic, social, and political development by providing research and technical assistance to client organizations. The Center for Policy Analysis offers custom designed research and technical analysis in the areas of economic development, public management, program evaluation, and public opinion for government agencies, non-profit organizations, private businesses, and educational institutions. The Center for Policy Analysis does not pursue a predetermined research agenda, but is a flexible research organization responding on a timely basis to the problems and issues identified by client agencies.

Clyde W. Barrow, Ph.D., Political Science
Director

EXECUTIVE BOARD

Philip Melanson, Ph.D., Political Science
Chairman of the Board & Senior Research Associate

David Borges, M.P.A., Public Administration
Senior Research Associate

Chris Eisenhart, Ph.D., English
Senior Research Associate

William Hogan, Ph.D., Economics
Senior Research Associate

Toby Huff, Ph.D., Sociology
Senior Research Associate

Susan Krumholz, J.D., Ph.D., Sociology
Senior Research Associate

Spencer Ladd, Ph.D., M.F.A., Design
Senior Research Associate

Jeffrey Robinson, M.P.A., Public Administration
Senior Research Associate

Robin A. Robinson, Ph.D., Social Welfare
Senior Research Associate

Gail Russell, M.S., Ed.D., Nursing
Senior Research Associate

Shawna E. Sweeney, Ph.D., Political Science
Senior Research Associate

Paul Vigeant, M.A., Public Administration
Adjunct Research Associate

Luther Wallin, M.R.P., Regional Planning
Senior Research Associate

EXECUTIVE STAFF

David Borges, M.P.A., Public Administration
Senior Research Associate

Nina Galipeau, B.A., Sociology
Research Associate

Andrea Davis, Sociology
Assistant to the Director

ADJUNCT RESEARCH ASSOCIATES

Jeffrey Robinson, M.P.A., Public Administration
UMass Dartmouth Controller

Paul Vigeant, M.A., Public Administration
SouthCoast Development Partnership

Correspondence and inquiries should be addressed to: Center for Policy Analysis, University of Massachusetts Dartmouth, 285 Old Westport Road, North Dartmouth, Massachusetts 02747-2300 (telephone: 508-990-9660; fax: 508-999-8374).

Copyright © Center for Policy Analysis. All rights reserved. This document may not be reproduced in any form without prior written permission from the Center for Policy Analysis.

Author: David R. Borges
Website URL: www.umassd.edu/cfpa

The information and analysis in this report does not represent an official statement or view of the University of Massachusetts.

Cover Art by Dan Moynihan

Polling and Program Evaluation Research Series No. 79

CONTENTS

1.00 INTRODUCTION.....	1
1.10 ArtsUnion Project	1
1.20 Project Activities, 2005 & 2006	1
2.00 ECONOMIC IMPACT ANALYSIS METHODOLOGY, 2007 AND 2008	4
2.10 Economic Impact Analysis.....	4
2.20 Visitor Survey.....	4
2.30 Artist and Artisan Survey.....	5
3.00 ECONOMIC IMPACT ANALYSIS.....	6
3.10 Economic Impacts of ArtsUnion	6
4.00 CRAFT MARKET AND SPECIAL EVENT SURVEYS.....	10
4.10 How Did You Learn About the Event?.....	11
4.20 How Did You Get Here Today?.....	13
4.30 Level of Attendance at Events and Craft Markets.....	14
4.40 Craft Market and Special Event Specific Questions	16
4.50 Visitor Expenditures.....	18
4.60 Visitation Patterns and Perceptions	20
4.70 Demographic Background.....	24
4.80 Additional Comments	28
5.00 ARTIST AND ARTISAN SURVEY.....	33
5.10 What Type of Crafts/Art Do You Produce?.....	33
5.20 How Would You Rank Aspects of this Market on a Scale of 1 to 5, With 5 being the Highest?.....	35
5.30 How Many Years Have You Worked in Craft/Art Production?	36
5.40 Website	36
5.50 What Method Do You Use to Help Sell Your Crafts/Art?.....	37
5.60 What Craft/Art Fairs/Markets Do You Attend?.....	38
5.70 Income from Sales	39
5.70 Demographic Background.....	47
APPENDIX A – SURVEY QUESTIONNAIRES	50
APPENDIX B – IMPLAN & ECONOMIC IMPACT METHODOLOGY	55
APPENDIX C – CITIES AND TOWNS IN WHICH RESPONDENTS LIVE	57
APPENDIX D – COUNTRY OF ORIGIN.....	59

[This page left blank intentionally]

EXECUTIVE SUMMARY

In 2005, the Somerville Arts Council, working with the Mayor's Office of Strategic Planning and Community Development and several local partners, received a Massachusetts Cultural Council (MCC) John and Abigail Adams Grant to launch an arts-based economic development program for Union Square in Somerville. Called ArtsUnion, the program is designed to capitalize on the vibrant ethnic mix of the area and the burgeoning artist population to promote cultural economic development in Union Square. The overarching goal of the project is to designate Union Square as an arts district.

To transform Union Square to an active cultural designation, ArtsUnion implemented five key components:

- An outdoor event series comprised of different performances/festivals, each one curated by an independent "producer." A total of 32 events were held from 2005 through 2008 with an estimated total attendance of 13,000.
- An outdoor arts and crafts market held in conjunction with a farmers market. Twenty-six craft markets were held from 2005 through 2008 with an estimated total attendance of 12,000.
- A series of Union Square tours focused on architectural and cultural history, creative industries, and ethnic food markets developed in conjunction with the Somerville Historic Preservation Commission and Somerville Open Studios.
- New street architecture (benches, trash barrels, information kiosks and a performance space) and lightscapes designed and built by local artisans.
- A study and plan to revise zoning to benefit the arts community in the city and specifically within Union Square.

Economic Impact Analysis

The MCC awarded ArtsUnion a second round of funding for 2007 and 2008 to support new initiatives and ongoing expansion of the project. The Center for Policy Analysis was retained by the Somerville Arts Council to conduct an economic impact analysis of the ArtsUnion project for 2007 and 2008. This report also includes results of an intercept survey that was administered at both the craft markets and special events and results of a survey completed by artists and artisans. The Center for Policy Analysis conducted similar analyses in 2005 and 2006.

The total economic impact of ArtsUnion is \$193,426 for 2007 and \$296,521 for 2008. The decline in total economic impacts from 2006 are primarily the result of a decrease in the number of craft markets, a slowing economy, and total budgets in 2007 and 2008 that were about half the amount ArtsUnion spent in 2006.

Economic Impacts of ArtsUnion

	2005	2006	2007	2008
Direct Impact	\$51,233	\$77,400	\$67,468	\$65,584
Indirect Impact	\$107,836	\$220,941	\$111,409	\$174,039
Induced Impact	\$31,226	\$54,129	\$41,699	\$56,898
Total Impact	\$190,296	\$352,470	\$220,576	\$296,521

Return on Investment

ArtsUnion spent a total of \$70,085 on activities in 2007. Thus, for every dollar spent by ArtsUnion, 3.1 dollars in economic impacts were created. In terms of the state's return on investment, a total of \$40,000 of the Massachusetts Cultural Council grant was spent by ArtsUnion in 2007. With a total economic impact of \$220,576, 5.5 dollars have been generated for every state dollar.

In 2008, ArtsUnion spent a total of \$67,150 on activities. Thus, for every dollar spent by ArtsUnion, 4.4 dollars in economic impacts were created. In terms of the state's return on investment, a total of \$40,000 of the Massachusetts Cultural Council grant was spent by ArtsUnion in 2008. With a total economic impact of \$296,521, 7.4 dollars have been generated for every state dollar.

Craft Market and Special Event Surveys

An intercept survey was conducted from 2005 through 2008 at various the craft markets and special events to develop a profile of ArtsUnion visitors. The goal of the survey is to understand the types of people that attend ArtsUnion events and markets, what they do when they are at the event, and to provide expenditure data that is used as part of the economic impact analysis. A total of 926 surveys have been administered since 2005, with 164 administered in 2005, 496 in 2006, 244 in 2007, and 518 in 2008. Results of the craft market and special event survey include:

- Both craft market and special event respondents are most likely to have heard about the craft market or event from a friend, a website or email, from a flyer or poster, or while walking/driving by. Lower percentages of respondents learned about the event from the newspaper, "other" means, at work, at school, the radio, or television.
- The highest percentages of respondents from both the craft market and special events arrived by walking and driving, while smaller percentages biked, took a bus, had someone drive them, or arrived by "other" means. "Other" means by which respondents arrived include skateboard, subway, train, moped, and scooter.

Level of Attendance at Events and Craft Markets

- Respondents were asked the number of times they attended a craft market. A majority of respondents in each survey year have attended more than one craft market, although 24.1 percent of respondents in 2006, 27.4 percent of respondents in 2007, and 34.7 percent of respondents in 2008 were first-timers (this question not asked in 2005).
- A majority of respondents in each survey year have attended or anticipated attending more than one ArtsUnion special event, while 42.9 percent of respondents in 2005, 40.8 percent of respondents in 2006, 31.4 percent of respondents in 2007, and 48.6 percent of respondents in 2008 attended only one event.
- More than ninety-two percent of respondents in each survey year agreed that the craft vendors provided the types of crafts they expected – 95.7 percent in 2005, 94.4 percent in 2006, 95.7 percent in 2007, and 94.4 percent in 2008.

Visitor Expenditures

- The highest percentages of respondents spent or planned to spend between \$1 and \$24 at the craft market, with smaller percentages spending other amounts. Nearly 21 percent of respondents in 2005 (20.9%), 7.2 percent in 2006, 17.9 percent in 2007, and 22.2 percent in 2008 did not spend or plan to spend any money at the craft market.
- Respondents who did not spend money at the craft market were asked if they thought the prices were fair and reasonable. A large majority of respondents in all survey years agree that the prices at the craft market were fair and reasonable: 98.8 percent in 2006, 97.4 percent in 2007, and 85.2 percent in 2008 (question not asked in 2005).
- Ninety-three percent of respondents (93.0%) in 2006, 96.1 percent in 2007, and 94.0 percent of respondents in 2008 report that the special event they attended lived up to their expectations (question not asked in 2005).
- Respondents from both the craft markets and special events were asked how much money they spent or planned to spend at Union Square businesses. The highest percentages of respondents from both the craft markets and special events spent or planned to spend between \$1 and \$24 at Union Square businesses, with smaller percentages spending other amounts or nothing at all.

Visitation Patterns and Perceptions

- A large majority of respondents from both the craft markets and special events indicate that they have visited Union Square previously. For example, 84.8 percent of 2008 craft market attendees visited Union Square previously and 86.5 percent of 2008 event attendees visited previously.
- Respondents who have previously visited Union Square were asked why they came to Union Square. Most respondents previously visited Union Square to

dine or have drinks at a restaurant, bar, or café, because they live in the area or used to live in the area, to patronize a nearby business (other than dining), or to attend an ArtsUnion event.

- A significant percentage of respondents report that attending the ArtsUnion event changed their perception of Union Square positively. For example, in 2008, 60.0 percent craft market respondents and 56.6 percent of event respondents indicate that the ArtsUnion event changed their perception of Union Square positively or that they already had a positive perception of Union Square before attending the market or event.
- A minimum of ninety-four percent of respondents in each survey year indicate that they would return to Union Square if the ArtsUnion event was not taking place - 96.0 percent in 2006, 94.1 percent in 2007, and 95.9 percent in 2007 (question not asked in 2005).

Demographic Background

- Respondents were asked several questions about themselves to develop a profile of the types of people who attend ArtsUnion craft markets and special events. A craft market or special event attendee is most likely to live in Somerville, speak English, is female, under forty years of age, and has a Bachelor's degree or higher.

Artist and Artisan Survey

A survey of artists and artisans was conducted to develop a profile of these participants, including the type of art they produce, how they rate the craft fair, the amount of money they made at the fair, and various demographic questions. A total of 12 surveys were completed in 2005, 119 surveys in 2006, 50 surveys in 2007, and 60 surveys in 2008. Results of the artist and artisan survey include:

- The highest percentages of crafts and art produced by craft market respondents include jewelry and fiber, with smaller percentages producing art using paper, ceramics/porcelain, painting, glass, basketry, leather, wood, and metal.
- On a scale of 1 to 5, with 1 meaning very low and 5 meaning very good, respondents rate all aspects of the craft market above 3, with the highest ranking for organization/staff support, setup, and the general vibe of the event, followed by promotion and audience.
- The majority of respondents in each survey year have worked in craft/art production for 1 to 5 years, with smaller percentages having worked in craft/art production for other periods of time.

Website

- A majority of artists and artisans have a website (85.0% in 2008). These are most likely to be business websites (60.8% in 2008), with an increasingly higher percentage of respondents selling their crafts from their website (33.3% in 2005 versus 82.4% in 2008).
- Artists and artisans primarily sell their crafts and art through crafts fairs, while smaller percentages sell their goods through craft galleries, retail outlets, and wholesale/distributors.

Income from Sales

- A majority of respondents in each year earn less than \$5,000 annually from selling at craft/art shows (72.7% in 2005, 82.9% in 2006, 92.7% in 2007, and 72.7% in 2008).
- Artists and artisans sold various amounts of merchandise during the crafts market, although respondents in 2008 sold higher amounts. For example, 64.6 percent of respondents in 2006 and 55.0 percent of respondents in 2007 sold less than \$100 worth of merchandise, compared to only 29.2 percent who sold less than \$100 of merchandise in 2008 (this question not asked in 2005).
- A majority of respondents in each survey year report that their individual annual gross sales from the sale of crafts and craft related work is less than \$5,000: 72.7 percent in 2005, 82.9 percent in 2006, 92.7 percent in 2007, and 72.7 percent in 2008. Only small percentages of respondents report that they earn \$16,000 or greater from the sale of their work.

Craft Fair Fee

- Over fifty-seven percent of respondents (57.9%) in 2006 and 60.6 percent of respondents in 2007 report that they would participate in the crafts fair if there was a fee from \$25.00 to \$50.00 (question not asked in 2005 and 2008).

Later Sales and Visibility

- A majority of respondents in each survey year (59.2% in 2006, 59.5% in 2007, 72.5% in 2008) agree that participating in the craft market leads to later sales, while only small percentages report that participating in the craft market does not lead to later sales. A majority of respondents also agree that participating in the market helps with general visibility.

Demographic Background

- Artists and artisans were asked several questions about themselves to develop a profile of the types of people who sell crafts at the market. The majority of respondents are female, middle age, live outside of Somerville, are the head of their household, and have a Bachelor's degree or higher.

[This page left blank intentionally]

1.00 INTRODUCTION

1.10 *ArtsUnion Project*

In 2005, the Somerville Arts Council (SAC), working with the Mayor’s Office of Strategic Planning and Community Development and several local partners, received a Massachusetts Cultural Council (MCC) John and Abigail Adams Grant to launch an arts-based economic development program for Union Square in Somerville. Called ArtsUnion, the program is designed to capitalize on the vibrant ethnic mix of the area and the burgeoning artist population to promote cultural economic development in Union Square. The overarching goal of the project is to designate Union Square as an arts district.

Union Square is the oldest business district of Somerville and includes some of the most historically significant architecture in Somerville, has an ethnically diverse business community, and supports a growing population of artists. It boasts a diverse, mom-and-pop store, old-world ambiance and has long been home to immigrants, including Italians, Portuguese and Irish. New waves of immigrants—Brazilians, Haitians, Vietnamese and East Indian—are adding to a wider, even more vibrant mix. Although the community of Union Square continues to shift and grow, the thread of diversity remains constant, which lends a unique energy to the area.

Despite its assets, Union Square faces many challenges and is still considered the poorer stepsister to Davis Square. While Union Square boasts a variety of small businesses representing diverse ethnicities, the square has lacked the “designation” recognition to foster consistent foot traffic needed to maintain economic vigor. In addition, while numerous artists live in the area, the square doesn’t have adequate venues to promote and support these artists.

By transforming Union Square into an active cultural destination, ArtsUnion aims to increase foot traffic in the square and increase revenue for local businesses and artists. A long-term goal is to lure new businesses and organizations, especially arts-related enterprises, to move to arts-friendly Union Square and to designate Union Square as an arts district.

1.20 *Project Activities, 2005 & 2006*

To transform Union Square to an active cultural designation, ArtsUnion implemented five key components in its first two years:

- an outdoor event series comprised of different performances/festivals, each one curated by an independent “producer”;
- an outdoor arts and crafts market held in conjunction with a new farmers market;
- a series of Union Square tours focused on architectural and cultural history, creative industries, and ethnic food markets;

- new street architecture (benches, trash barrels, information kiosks and a performance space) and lightscapes designed and built by local artisans and;
- a study and plan to revise zoning to benefit the arts community in the city and specifically within Union Square.

ArtsUnion has been a success on multiple fronts with regard to each of the five program components. For example, ArtsUnion developed a “Call to Producers” for its yearly event series, which solicited strong applications reflecting the diverse arts landscape of Union Square and Somerville. In 2005, events ranged from a “History of Hip-Hop Block Party” to a “Bhangra Bash,” which celebrated Indian culture. In 2006, events included a Brazilian festival and a Windows Art Project exhibit, in which fifteen local businesses collaborated by offering window space. Using their own networks, the freelance producers have helped ArtsUnion lure entirely new audiences to Union Square.

The event series continues to garner press without spending resources on advertising. For example, the “What the Fluff” festival, which celebrated a Union Square invention with art, performances, cooking and science contests related to Marshmallow Fluff—was featured in local newspapers, including the *Boston Globe*, the *Boston Phoenix* and was highlighted on National Public Radio. Beyond press, ArtsUnion successfully branded the project by commissioning local artists to create playful, distinctive ArtsUnion posters, tour brochures, and T-shirts, which have sold well.

ArtsUnion also developed several tours with the Somerville Historic Preservation Commission (SHPC) and Somerville Open Studios (SOS). ArtsUnion worked with SOS to create a brochure for Union Square studios and creative industries, while SHPC has lead “Prospect Hill Walking Tours,” which focuses on Union Square architecture and history as well as a newly developed “Ghost of Somerville” tour that highlights local history and features a Union Square cemetery. In 2006, ArtsUnion developed an Ethnic Food Market tour and brochure, which support the local business community by introducing new audiences to the cultural, historic and retail riches of Union Square.

The crafts market, held in conjunction with a farmers market run by ArtsUnion partner Union Square Main Streets, has been a success for the farmers and local businesses because it created a sense of a festival. However, the market has been less successful for the actual craft vendors. Through extensive survey research, vendors concur that the “general vibe is great and the exposure is good,” but sales are not strong—perhaps due to early hours (9am to 1pm). However, the market accomplished a few established goals; foot traffic has increased in the square on Saturdays, improving sales within cafes and restaurants and improving the perception of the square.

An extension of these activities has been to lay the groundwork for what will be systemic change within Union Square, namely the development of an Arts Overlay District. Citywide, Somerville is home to one of the highest concentrations of artists of any American city. However, the current zoning lacks clarity as it affects live/work artists housing, work-only studios, and accessory studios on residential lots. These

ambiguities may discourage the construction or reuse of structures for arts-related uses in areas that could profit by these activities. Clarity and revision are needed for all arts related uses within the City. In addition, preserving and enhancing the character of Union Square for arts-related uses will provide cultural, economic, and social benefits to the district and the entire city. The Overlay District would protect existing arts-related uses, and provide incentives for the creation of new ones, including artists' live/work, artists' studios, theaters, galleries, and crafts stores.

1.21 ECONOMIC IMPACTS, 2005 & 2006

The MCC Adams Grant program requires that funded organizations document their performance in terms of outputs (economic impacts, leveraged funds, visibility, etc.) and process (program implementation). To that end, ArtsUnion retained the Center for Policy Analysis (CFPA) at UMass Dartmouth to conduct an economic impact analysis of 2005 and 2006 activities. Results of the analysis concluded that the total economic impact of the ArtsUnion program was \$126,329 in 2005 and \$352,470 in 2006. The ArtsUnion program also created an additional 1.2 jobs in 2005 and 3.5 jobs in 2006. The report also included results from the special event and craft market surveys that were administered at various events as well as results from a survey completed by artists and artisans.

2.00 ECONOMIC IMPACT ANALYSIS METHODOLOGY, 2007 AND 2008

The Massachusetts Cultural Council (MCC) awarded ArtsUnion \$40,000 in 2007 and \$40,000 in 2008 for new initiatives and ongoing expansion of the project. ArtsUnion also received funds from the City of Somerville Community Development Block Grant and the City of Somerville Arts Council.

ArtsUnion again retained the Center for Policy Analysis to conduct an economic impact analysis of 2007 and 2008 activities. This evaluation also includes results of a visitor survey and artist survey conducted by ArtsUnion staff. The three elements of this report and the methodology of each are explained below.

2.10 Economic Impact Analysis

Economic impacts measure the importance of an economic activity primarily in terms of the employment and personal (labor) income generated by that activity. Economic impacts consist of direct impacts, indirect impacts, and induced impacts. The direct, indirect and induced economic impacts of ArtsUnion are specified using IMPLAN (IMpact Analysis for PLANing), which is an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service.¹

Specifically, the Center for Policy Analysis estimated the direct, indirect, induced, and total annual economic impacts of ArtsUnion based on expenditures that were collected from the following sources:

- **Expenditures by ArtsUnion:** Includes ArtsUnion expenditures on items such as staff salaries, payments to artists, office supplies, postage, and printing. This data was provided by ArtsUnion.
- **Expenditures by Craft Market Visitors.** Includes purchases made by visitors at the craft fairs. The data was estimated from intercept surveys that were administered at the fairs.
- **Expenditures by Craft Market and Special Event Visitors at Union Square Businesses.** Expenditure data from ArtsUnion visitors at Union Square businesses (e.g. restaurants, convenience stores, retail) was estimated from intercept surveys that were administered at the special events and craft fairs.

2.20 Visitor Survey

An intercept survey was conducted at both the craft markets and special events. The goal of the survey is to understand the types of people that attend ArtsUnion events

¹ A detailed explanation of direct, indirect, and induced impacts, as well as an explanation of the IMplan economic modeling system can be found in Appendix B.

and markets, what they do when they are at the event, and to provide expenditure data that is used as part of the economic impact analysis. A total of 926 surveys have been administered since 2005.

2.30 Artist and Artisan Survey

A survey of artists and artisans was conducted to develop a profile of these participants, including the type of art they produce, how they rate the craft fair, the amount of money they made at the fair, and various demographic questions. A total of 241 surveys have been administered since 2005.

3.00 ECONOMIC IMPACT ANALYSIS

The strength of a program like ArtsUnion is that it stimulates economic activity in both the creative economy and in other sectors of the area's economy. For example, a family who attends an ArtsUnion craft market may purchase art from a vendor, eat at a local restaurant, and purchase bread, milk, and gasoline on their way home. This economic activity would not have occurred in the local area without the ArtsUnion program and is an example of how ArtsUnion encourages economic activity in the Union Square area and beyond.

Moreover, this spending induces further rounds of economic activity. For example, an artist from a craft market may use the proceeds from the sale of a piece of art to purchase a shirt at the mall, to replenish art and craft supplies, or to purchase any number of other household items. In turn, employees of these establishments use their wages and make further purchases. These multiplier effects play themselves out until the economic activity is finally exhausted by out of area leakage.

3.10 Economic Impacts of ArtsUnion

3.11 ARTSUNION EXPENDITURES

ArtsUnion made \$70,085 in expenditures in 2007 and \$67,150 in expenditures in 2008 on items such as project coordination, payments to artists, postage, space rentals, and printing (see Table 1).

Table 1
ArtsUnion Expenditures, 2007 and 2008

Type of Expense	2007	2008
ArtsUnion		
Project Coordination	\$11,785	\$3,480
Rentals	\$1,872	\$0
Professional Services (Arts)	\$20,742	\$31,596
Web Design	\$600	\$0
Technical	\$3,025	\$0
Postage	\$1,083	\$1,185
Space Rentals/Stages	\$240	\$1,195
Printing	\$698	\$2,544
Postcard	\$875	\$0
Poster	\$506	\$0
*T-Shirts	\$866	\$0
Program Supplies	\$644	\$0
Total ArtsUnion:	\$42,935	\$40,000
In-Kind	\$27,150	\$27,150
Grand Total	\$70,085	\$67,150

*T-Shirts sold at events

Note: In-Kind are included as expenditures for purposes of this economic impact analysis.

3.12 ARTSUNION ATTENDEE EXPENDITURES AT CRAFT MARKETS AND UNION SQUARE BUSINESSES

Craft market attendees spent an estimated \$21,804 in 2007 and \$26,017 in 2008 at the craft markets. The decline in craft market spending since 2005 is primarily due to the lower number of craft market events in 2007 (N=4) and 2008 (N=4) in comparison to 2005 (N=6) and 2006 (N=12), and a lower average estimated attendance at the craft markets in 2007 and 2008, which is most likely the result of a slowing economy during this time.

Craft market attendees also spent an estimated \$63,293 in 2007 and \$87,738 in 2008 at Union Square businesses as a result of attending an ArtsUnion craft market or special event. These businesses include restaurants/cafes, grocery and specialty stores, clothing stores, the post office, dry cleaners, auto service and sales, hair dresser/barber/nails, and Target (see Table 2).

**Table 2
Attendee Expenditures at Craft
Markets and Union Square Businesses**

Type	2005	2006	2007	2008
Craft Market Expenditures	\$88,805	\$69,201	\$21,804	\$26,017
*Off-Site Expenditures	\$43,263	\$121,075	\$63,293	\$87,738
Total	\$132,068	\$190,276	\$87,104	\$113,755

*Includes attendee spending from both the craft markets and special events

3.13 TOTAL ECONOMIC IMPACTS

The total economic impact of ArtsUnion is \$220,576 for 2007 and \$296,521 for 2008 (see Table 3). The decline in total economic impacts from 2006 are primarily the result of a decrease in the number of craft markets and total budgets in 2007 and 2008 that were about half the amount ArtsUnion spent in 2006. A detailed explanation of direct, indirect, and induced impacts, as well as an explanation of the IMPLan economic modeling system can be found in Appendix B.

**Table 3
Economic Impacts of ArtsUnion**

	2005	2006	2007	2008
Direct Impact	\$51,233	\$77,400	\$67,468	\$65,584
Indirect Impact	\$107,836	\$220,941	\$111,409	\$174,039
Induced Impact	\$31,226	\$54,129	\$41,699	\$56,898
Total Impact	\$190,296	\$352,470	\$220,576	\$296,521

Note: The methodology for calculating direct, indirect, and induced impacts was changed in 2007, thus the data from 2005 and 2006 reported above does not match data reported in previous reports. However, the change in methodology has no effect on the total economic impacts.

The total impacts of ArtsUnion are conservative estimates for two reasons:

- Some ArtsUnion visitors who would normally not shop in Union Square may return to make purchases when ArtsUnion is not taking place. In other words, the ArtsUnion craft market or special event attracts new people to downtown by raising awareness about the quality and types of businesses offered in Union Square.

In fact, ninety-four percent of survey respondents in 2007 and 95.9 percent of respondents in 2008 indicate that they would return to Union Square if a market or event were not taking place. While a percentage of these respondents may have visited Union Square regardless of attending a market or event, some respondents are likely to be new patrons of Union Square businesses. Thus, the economic impact of ArtsUnion extends beyond arts and culture programming. Estimates of these economic activities are not included in the economic impact estimate.

- ArtsUnion provides an opportunity for artists and artisans to increase their exposure and sales at craft fairs in other locations. For example, 59.5 percent of artists from the 2007 craft market and 72.5 percent of artists from the 2008 craft market agree that participating in the craft market sometimes leads to later sales. Estimates of these economic activities are not included in the economic impact estimate.

3.14 RETURN ON INVESTMENT

ArtsUnion spent a total of \$70,085 on activities in 2007. Thus, for every dollar spent by ArtsUnion, 3.1 dollars in economic impacts were created. In terms of the state's return on investment, a total of \$40,000 of the Massachusetts Cultural Council grant was spent by ArtsUnion in 2007. With a total economic impact of \$220,576, 5.5 dollars have been generated for every state dollar.

In 2008, ArtsUnion spent a total of \$67,150 on activities. Thus, for every dollar spent by ArtsUnion, 4.4 dollars in economic impacts were created. In terms of the state's return on investment, a total of \$40,000 of the Massachusetts Cultural Council grant was spent by ArtsUnion in 2008. With a total economic impact of \$296,521, 7.4 dollars have been generated for every state dollar.

3.15 ADDITIONAL IMPACTS

The benefits of ArtsUnion activities extend beyond the economic impacts described above. For example, the IMPLan model estimates that 2.3 jobs in 2007 and 3.1 jobs in 2008 were created due to the ArtsUnion project. These jobs are annualized FTEs (Full-Time Equivalent), that is, they represent yearlong employment. Importantly, these employment impacts occur primarily in the areas of miscellaneous store retailers and food and drinking establishments. Thus, while the focus of ArtsUnion is on arts and culture programming, the employment benefits of the project occur in other sectors of the economy.

The non-cultural impacts are a result of the significant amount of foot traffic that ArtsUnion generates throughout Union Square before, during, and after its events and markets; it is estimated ArtsUnion attracted 13,000 visitations to its events from 2005 through 2008, while the craft markets attracted an estimated 12,000 visitations over this period.² These attendance figures are significant for two reasons. First, the ability to attract 25,000 visitations to Union Square over a four year period is a significant accomplishment in itself, and one that provides an opportunity for local artists and artisans to demonstrate and exhibit their work to a significant population, while reinforcing Union Square's perception as an artist community.

Second, ArtsUnion is able to attract visitors to Union Square who may normally not visit the area and who leave with an enhanced perception of the Union Square. In fact, a significant percentage of survey respondents report that attending the ArtsUnion event changed their perception of Union Square positively, which may translate in return visits to Union Square outside of an ArtsUnion event or market.

Thus, while not entirely quantifiable, these results demonstrate that ArtsUnion is creating a sense of place in Union Square by bringing a significant number of people and artists to the area and providing quality programming that improves visitors' perceptions. In doing so, ArtsUnion becomes a catalyst for community building by extending the project beyond its structured events and markets.

Although a direct correlation between ArtsUnion activities and increased business activity in Union Square cannot be made at this time, new business owners provide insight. For example, Jon O'Toole of the Grand store says, "I like to be in an up-and-coming neighborhood; there's a buzz about Union Square." Comments made by survey respondents echo these sentiments:

"ArtsUnion really makes me feel like the neighborhood really has something going on."

"I like what Union Square is doing by attracting different events to the square."

"I live in the area and value what it offers."

"[These events are] great for the neighborhood!"

"I love it here."

"These events make the area more inviting."

² The number of visitations is defined as the total attendance at ArtsUnion programs and not the number of unique visitors, since a person may attend more than one event or craft market during the year.

4.00 CRAFT MARKET AND SPECIAL EVENT SURVEYS

An intercept survey was conducted from 2005 through 2008 at both the craft markets and special events to develop a profile of ArtsUnion visitors (see Table 5). The goal of the survey is to understand the types of people that attend ArtsUnion events and markets, what they do when they are at the event, and to provide expenditure data that is used as part of the economic impact analysis. The surveys were conducted by ArtsUnion volunteers, copies of which can be found in Appendix A.

The craft market and special event survey questionnaires are nearly identical, although there are several questions that are specific to each survey. Data for each survey year is presented side by side where applicable so that trends can be analyzed.

A total of 926 surveys have been administered since 2005 (see Table 4). Importantly, there are some instances where the number of cases for a data item is low and conclusions should be made with caution. These instances are noted below the tables if applicable.

Table 4
Number of Surveys Administered

	2005	2006	2007	2008
Total	164	496	244	518
Events	52	296	149	365
Craft Markets	112	200	95	153

Table 5

2007 Events & Markets		
Name	Date	Attendance
Smell-O-Vision	7/28/2007	350
Devil Music	8/12/2007	325
Magpie Market *	8/18/2007	400
Project SUM	9/8/2007	150
Hawaiian Nights	9/14/2007	150
Rock 'n'roll yard sale *	9/15/2007	450
Urban Country Fair *	9/23/2007	450
Fluff	9/29/2007	1,000
Yum	10/13/2007	650
Import Market *	10/16/2007	200
Sound of Silence	8/24/2007	300
Project MUM:	8/18/2007	550
2008 Events & Markets		
Name	Date	Attendance
Sew What Market *	6/1/2008	300
Boston Handmade Marketplace *	6/28/2008	400
Mixology	8/3/2008	400
Devil Music	8/7/2008	250
VidFest	8/9/2008	400
Rock'n'Roll Yard Sale *	9/7/2008	800
Somerset Moped-Scooter rally	9/13/2008	350
Urban County Fair *	9/20/2008	500
Fluff	9/28/2008	2,000
Project MUM:	8/23/2008	400
* market		

4.10 How Did You Learn About the Event?

Respondents were asked how they learned about the ArtsUnion craft market or special event. Both craft market and special event respondents are most likely to have heard about the craft market or event from a friend, a website or email, from a flyer or poster, or while walking/driving by. Lower percentages of respondents learned about the event from the newspaper, “other” means, at work, at school, the radio, or television (see Table 6, Figure 1, and Figure 2).

**Table 6
How Did You Learn About the Event?**

	Craft Market					Special Event			
	2005	2006	2007	2008		2005	2006	2007	2008
A friend	24.1%	24.4%	44.2%	35.6%		17.6%	37.1%	40.9%	35.3%
Website or email	10.7%	8.3%	24.2%	21.1%		13.7%	20.6%	18.8%	28.8%
Flyer or poster	21.4%	21.2%	17.9%	20.3%		13.7%	17.1%	11.4%	15.7%
Saw it while driving/walking by	28.6%	31.1%	10.5%	12.9%		37.3%	4.7%	20.8%	14.4%
Newspaper	8.0%	2.6%	11.6%	11.5%		3.9%	14.6%	8.7%	11.1%
Other	6.3%	10.9%	2.1%	4.9%		5.9%	4.0%	0.7%	2.0%
At work	0.9%	0.0%	0.0%	1.9%		5.9%	0.3%	0.7%	0.0%
At school	0.0%	0.0%	0.0%	0.8%		2.0%	0.0%	0.0%	0.0%
Television	0.0%	0.0%	0.0%	0.8%		0.0%	0.3%	0.0%	0.0%
Radio	0.0%	1.6%	0.0%	0.5%		0.0%	1.3%	0.0%	0.7%

Note: Data may not total to 100% because respondents were able to choose more than one category. Data is sorted by 2008 craft market results.

Figure 1

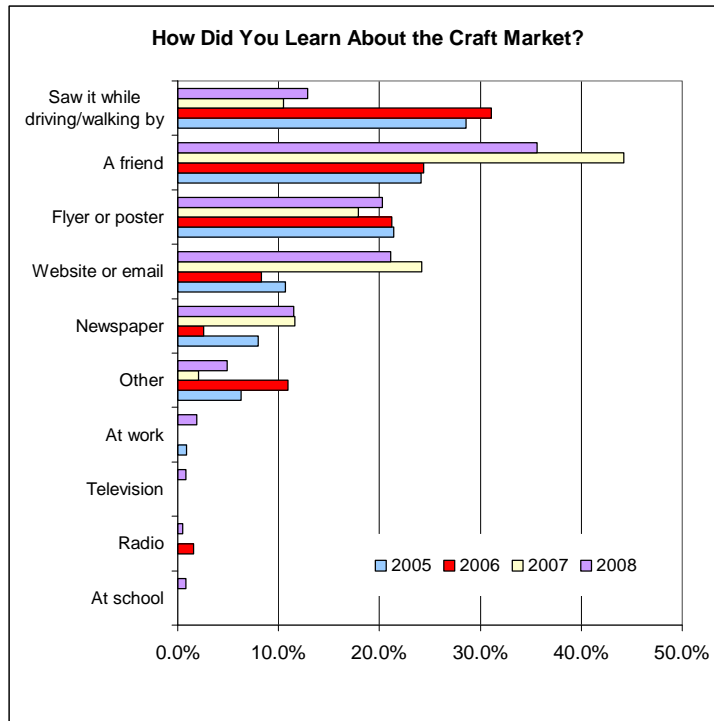
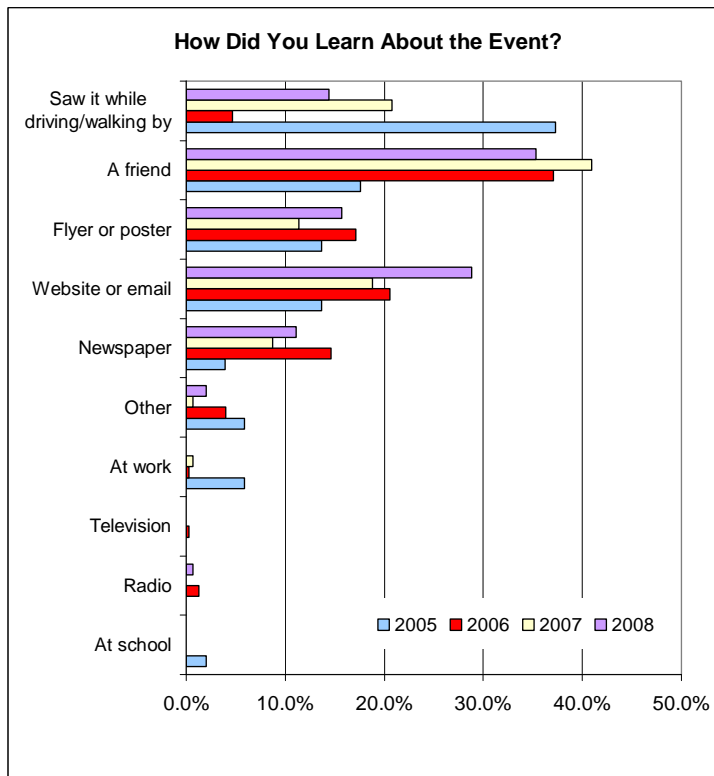


Figure 2



“Other” ways that respondents learned about the event include:

Market 2007	Market 2008	Event 2007	Event 2008
<ul style="list-style-type: none">• Magpie	<ul style="list-style-type: none">• Local business• SAC	<ul style="list-style-type: none">• An artist (N=2)• ArtBeat• Call for work• Friend of the Producer• Postcard• Skywriter	<ul style="list-style-type: none">• Had been before (N=5)• Word of mouth (N=5)• Live in Union Square area (N=4)• Postcard (N=4)• Just happened upon it (N=3)• Work at event (N=3)• Farmers' market (N=2)• A blog• A performer• Adele• Attended last year's event• Bostonis• Chreus Studio• Class from Tufts came on field trip• Community on Live Journal• Conduct research based on it• Dance Class• Farmer's Market• Involved in event• Margo• Saw it last year• Used to work there• Vendor advertisement• Wasabi Run• Weekly Dig• Yelp

4.20 How Did You Get Here Today?

Respondents were asked how they arrived at the craft market or special event. The highest percentages of respondents from both the craft market and special events arrived by walking and driving, while smaller percentages biked, took a bus, had someone drive them, or arrived by “other” means (see Table 7, Figure 3, and Figure 4). “Other” means by which respondents arrived include skateboard, subway, train, moped, and scooter.

Table 7
How Did You Get Here Today?

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
Walked	53.6%	58.7%	32.6%	41.8%	46.2%	34.6%	39.6%	39.5%
Drove	33.0%	28.6%	40.0%	33.3%	26.9%	40.7%	34.9%	38.1%
Biked	8.9%	10.7%	7.4%	8.5%	15.4%	9.8%	8.1%	8.8%
Bus	1.8%	1.5%	13.7%	11.1%	7.7%	6.4%	8.7%	7.1%
Someone drove me	2.7%	0.5%	6.3%	3.3%	1.9%	7.5%	8.7%	4.1%
Other	0.0%	0.0%	0.0%	2.0%	1.9%	1.0%	0.0%	2.5%

Note: Percentages may not total 100 percent because respondents were able to choose more than one response.

Figure 3

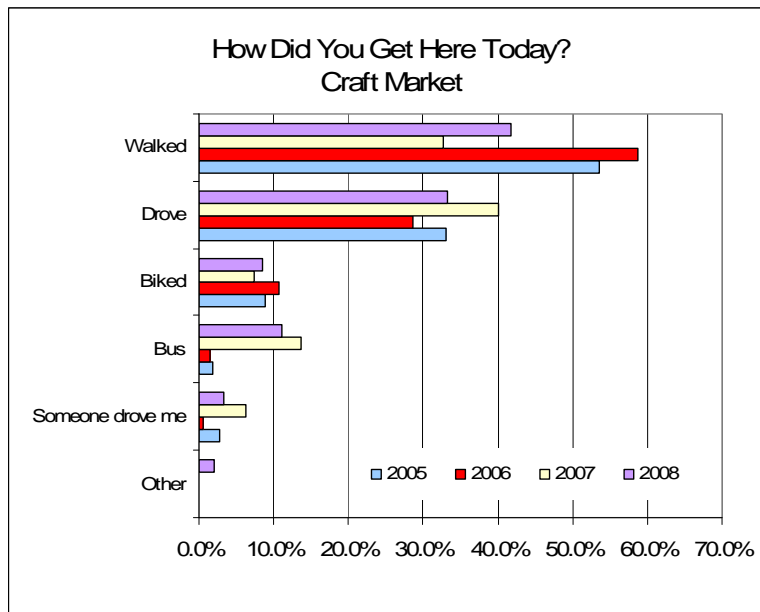
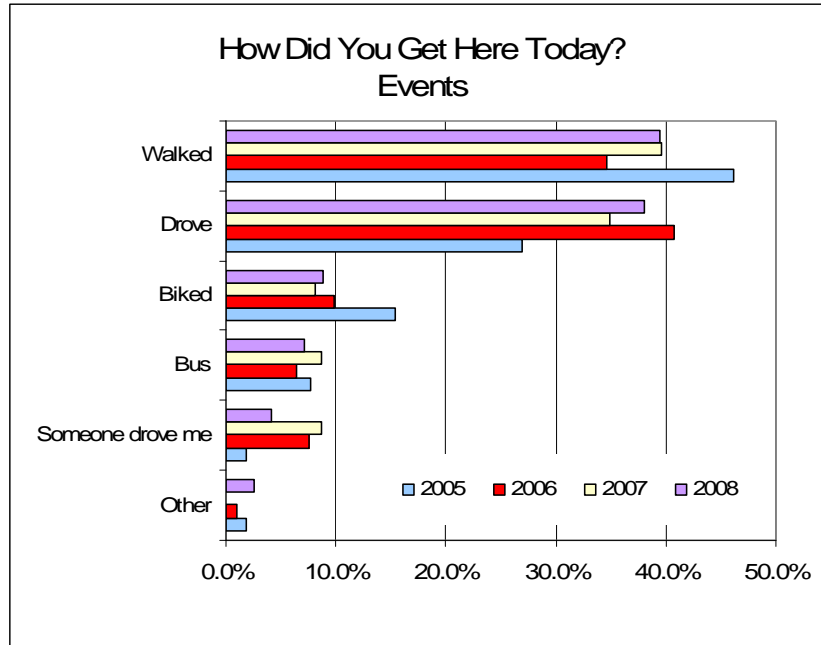


Figure 4



4.30 Level of Attendance at Events and Craft Markets

4.31 HOW MANY TIMES THIS SUMMER/FALL DID YOU ATTEND A CRAFT MARKET?

Respondents were asked the number of times that they attended a craft market in the summer and fall. A majority of respondents in each survey year have attended more than one craft market, although 24.1 percent of respondents in 2006, 27.4 percent of respondents in 2007, and 34.7 percent of respondents in 2008 were first-timers. Importantly, attendance levels may be understated because respondents who completed a survey earlier in the summer may have subsequently attended additional craft markets.

Table 8
How Many Times This Summer/Fall Did You Attend a Craft Market?

	2006	2007	2008
This is first time	24.1%	27.4%	34.7%
One time	4.6%	24.2%	23.8%
Two times	13.3%	21.1%	18.4%
Three times	15.4%	10.5%	11.6%
Four times	11.8%	13.7%	9.5%
Five Times	30.8%	3.2%	2.0%

Note: This question not asked in 2005.

4.32 NUMBER OF TIMES RESPONDENT ANTICIPATES ATTENDING AN ARTSUNION EVENT

A majority of respondents in each survey year have attended or anticipated attending more than one ArtsUnion event, while 42.9 percent of respondents in 2005, 40.8 percent of respondents in 2006, 31.4 percent of respondents in 2007, and 48.6 percent of respondents in 2008 attended or anticipated attending only one event (see Table 9). Importantly, the wording of this question was changed in 2007 and 2008; respondents were asked to anticipate how many events they attended or *planned* to attend, as opposed to the 2005 and 2006 surveys, which simply asked how many events respondents had attended. Thus, attendance levels in 2005 and 2006 may be understated because respondents who completed a survey earlier in the summer may have attended additional events.

**Table 9
Number of Times Respondent Attended or
Anticipates Attending a 2006 ArtsUnion Event**

	2005	2006	2007	2008
One time	42.9%	40.8%	31.4%	48.6%
Two times	5.0%	22.7%	19.7%	16.9%
Three times	14.3%	21.3%	25.5%	17.2%
Four times	17.4%	6.0%	13.1%	6.9%
Five Times	8.1%	4.6%	2.2%	5.8%
Six Times	12.4%	4.6%	8.0%	4.4%

4.40 Craft Market and Special Event Specific Questions

4.41 CRAFT MARKET SPECIFIC QUESTIONS

4.41A DO THE CRAFT VENDORS PROVIDE THE TYPES OF CRAFTS YOU EXPECTED?

More than ninety-two percent of respondents in each survey year agreed that the craft vendors provided the types of crafts they expected (see Table 10).

Table 10
Do the Craft Vendors
Provide the Types of Crafts You Expected?

	2005	2006	2007	2008
Yes	92.6%	94.4%	95.7%	94.4%
No	7.4%	5.6%	4.3%	5.6%

Note: This question asked only to craft market visitors.

Respondents who indicate that the craft vendors did not provide the types of crafts they expected were asked to indicate the types of crafts they would like to buy. Responses for 2007 and 2008 include:

- Cheaper, unique items
- Decorative crafts
- More jewelry
- More musical instruments
- More non-music
- More vegan food
- Political art
- Wood crafts

4.41B HOW MUCH MONEY WOULD YOU ESTIMATE YOU SPENT OR INTEND TO SPEND TODAY AT THE CRAFT MARKET?

Respondents were asked to estimate the amount they spent or intend to spend at the craft market. The highest percentages of respondents spent or planned to spend between \$1 and \$24, with smaller percentages spending other amounts (see Table 11). Nearly 21 percent of respondents in 2005 (20.9%), 7.2 percent in 2006, 17.9 percent in 2007, and 22.2 percent in 2008 did not spend or plan to spend any money at the craft market.

Table 11
How Much Money Would You Estimate You Spent or Intend to Spend Today at the Craft Market?

	2005	2006	2007	2008
\$0	20.9%	7.2%	17.9%	22.2%
\$1 to \$24	58.2%	69.2%	68.4%	67.3%
\$25 to \$50	15.7%	21.5%	10.5%	9.2%
\$51 to \$100	4.6%	2.1%	3.2%	0.7%
\$100 to \$200	0.7%	0.0%	0.0%	0.7%
>\$200	0.0%	0.0%	0.0%	0.0%

Respondents who did not spend money at the craft market were asked if they thought the prices were fair and reasonable. A large majority of respondents in all survey years agree that the prices at the craft market were fair and reasonable (see Table 12).

Table 12
If You Did Not Buy Anything, Do You Think the Prices Fair/Reasonable?

	2006	2007	2008
Yes	98.8%	97.4%	85.2%
No	1.2%	2.6%	14.8%

Note: This question was not asked in 2005.

4.42 SPECIAL EVENT SPECIFIC QUESTIONS

4.42A DID THIS SPECIAL EVENT LIVE UP TO YOUR EXPECTATIONS?

Ninety-three percent of respondents (93.0%) in 2006, 96.1 percent in 2007, and 94.0 percent of respondents in 2008 report that the special event they attended lived up to their expectations (see Table 13).

Table 13
Did This Special Event Live Up To Your Expectations?

	2006	2007	2008
Yes	93.0%	96.1%	94.0%
No	7.0%	3.9%	6.0%

Note: This question asked only to special event visitors. Not asked in 2005.

4.50 Visitor Expenditures

4.51 WHICH TYPES OF BUSINESSES HAVE YOU VISITED OR PLAN TO VISIT IN UNION SQUARE TODAY?

Respondents were asked to indicate the types of businesses they visited or planned to visit in Union Square. The highest percentages of respondents at both the craft markets and special events visited or planned to visit a restaurant/café or grocery/bakery/specialty food stores (see Table 14). There are also significant percentages of respondents who did not visit or did not plan to visit any businesses.

Table 14
Which Types of Businesses Have You Visited or Plan to Visit in Union Square Today?

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
Restaurant/café	44.6%	42.0%	45.3%	50.3%	40.4%	65.2%	57.0%	54.0%
Grocery/bakery/specialty foods	33.9%	37.0%	24.2%	30.1%	17.3%	25.7%	23.5%	27.7%
None	23.2%	18.5%	21.1%	23.5%	30.8%	15.9%	26.2%	21.6%
Post office	17.9%	10.5%	8.4%	9.2%	5.8%	4.1%	10.1%	4.7%
Target	10.7%	6.5%	8.4%	9.2%	5.8%	7.8%	10.7%	9.6%
Other	3.6%	4.0%	4.3%	7.8%	9.6%	7.1%	13.4%	7.4%
Dry cleaner, laundromat, tailor, etc.	5.4%	3.5%	3.2%	3.3%	3.8%	3.4%	2.0%	2.2%
Clothing & jewelry boutique	1.8%	3.0%	11.6%	6.5%	3.8%	4.7%	2.7%	6.3%
Hair dresser/barber/nails	0.9%	2.5%	4.2%	1.3%	5.8%	1.4%	1.3%	3.0%
Auto/motorcycle service & sales	2.7%	1.0%	2.1%	0.7%	1.9%	3.0%	0.7%	2.5%
Office (doctor, dentist, insurance, etc.)	0.9%	0.5%	1.1%	2.0%	0.0%	2.0%	2.7%	2.2%
Banking	20.5%	25.0%	29.5%	15.7%	13.5%	17.2%	14.8%	18.4%

Note: Percentages may not total 100 percent because respondents were able to choose more than one response.

“Other” businesses visited by respondents in 2007 and 2008 include:

Craft Market (2007-2008)

- Acupuncturist
- Convenience store (N=2)
- Dancing
- Fair
- Farmer’s Market
- Ricky’s (N=3)
- Hardware store
- PA’s Lounge
- Shoe store
- Vendors

Special Event (2007-2008)

- Bar(s) (N=14)
- Farmers' Market (N=4)
- Toast (N=3)
- Dance studio (N=2)
- Liquor store (N=2)
- Market Basket (N=2)
- AJ Wright
- Apartment hub
- Capone's
- Church
- Dunkin Donuts
- Flower center
- Greek fest
- Irish Eyes
- Margo
- Midnight Convenience
- Neighborhood Restaurant
- Plant store
- Riverside
- TirNaNog
- Veterinarian
- Wasabi dealers
- Wine shop

4.52 HOW MUCH MONEY HAVE YOU SPENT OR PLAN TO SPEND AT OTHER BUSINESSES IN UNION SQUARE DURING YOUR VISIT TODAY?

Respondents were asked how much money they spent or planned to spend at Union Square businesses. The highest percentages of respondents from both the craft markets and special events spent or planned to spend between \$1 and \$24, with smaller percentages spending other amounts or nothing at all (see Table 15).

Table 15
How Much Money Have You Spent or Plan to Spend
At Other Businesses in Union Square During Your Visit Today?

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
\$0	25.9%	25.8%	27.8%	24.8%	31.9%	16.1%	20.8%	15.9%
\$1 - \$24	52.8%	51.1%	46.7%	51.1%	51.1%	61.5%	52.3%	53.7%
\$25 - \$50	15.7%	17.2%	23.3%	12.8%	10.6%	16.1%	19.5%	21.3%
\$51 - \$100	3.7%	4.8%	1.1%	9.2%	6.4%	4.5%	7.4%	6.3%
\$100 - \$200	1.9%	0.5%	1.1%	1.4%	0.0%	1.0%	0.0%	2.6%
>\$200	0.0%	0.5%	0.0%	0.7%	0.0%	0.7%	0.0%	0.3%

Note: One respondent spent \$500 at the 2007 craft market.

4.60 Visitation Patterns and Perceptions

4.61 HAVE YOU VISITED UNION SQUARE BEFORE?

A large majority of respondents from both the craft markets and special events have visited Union Square previously (see Table 16).

Table 16
Have You Visited Union Square Before?

	Craft Market			Special Event		
	2006	2007	2008	2006	2007	2008
Yes	NA	83.7%	84.8%	86.9%	87.0%	86.5%
No	NA	16.3%	15.2%	13.1%	13.0%	13.5%

Note: This question not asked in 2005 or to craft market attendees in 2006.

4.62 IF YOU HAVE PREVIOUSLY VISITED UNION SQUARE, WHAT BROUGHT YOU HERE? DID YOU SHOP/DINE AT ANY BUSINESSES? IF YES, WHICH ONES?

Respondents who have previously visited Union Square were asked why they came to Union Square and to indicate specific businesses they patronized. Most respondents previously visited Union Square to dine or have drinks at a restaurant, bar, or café, because they live in the area or used to live in the area, to patronize a nearby business (other than dining), or to attend an ArtsUnion event. Specific businesses that visitors patronized in 2007 and 2008 include:

- Restaurants (general) (N=112)
- Independent (N=104)
- Farmers' Market (N=57)
- Sherman's Cafe (N=54)
- Grocery (e.g. Market Basket, Reliable Market) (N=53)
- La Taqueria (N=37)
- Bar (N=35)
- The Neighborhood (N=30)
- Coffee Shops/Cafes/Dunkin' Donuts (N=27)
- Machu Pichu (N=24)
- Toast (N=24)
- India Palace (N=22)
- ArtsUnion Vendors (N=21)
- Target (N=20)
- Asian Food (N=18)
- PA's (N=18)
- Capone's (N=16)
- Precinct (N=16)
- Music venues (N=13)
- Everything (N=12)
- Union Boot (N=12)
- Bloc II Coffee (N=11)
- ArtsUnion Event (N=9)
- Reliable market (N=9)
- Thai Chef (N=9)
- La Mexicana (N=8)
- Subway (N=8)
- Auto Zone/Goodyear/Mike's (N=7)
- Sally O'Briens (N=7)
- TirNaNog (N=6)
- Banks (N=5)
- Post Office (N=5)
- Rick's Flowers (N=5)
- SCAT (N=5)
- Korean restaurant (N=5)
- Brazilian Restaurant (N=3)
- Craft Market (N=3)
- Peruvian restaurant (N=3)
- Laundry (N=2)
- Motorcycle store (N=2)
- Riverside Motorsports (N=2)
- Shoe store (N=2)
- Sweet Ginger Market (N=2)
- Union Boot (N=2)
- WuChon House (N=2)
- 3rd Life Studio
- Acupuncturist
- Apartment Hub
- Art events (e.g. Sound of Silence)
- Art galleries
- Blue II
- Brazilian Night
- Brickbottom Studios
- Burger King
- Cantina
- Church
- Clothes store
- Convenience store
- Dance concert
- Drug store
- DykeNight
- El Patro
- Ethnic markets
- Euro2008
- Funion
- Jewelry Store
- Growing Center
- Hairdresser
- Halloween Haunted House
- Hemlock Inc.
- Hub Comics
- Internacionale
- Korean gift shop
- Lesbian Disco
- Liquor store
- Mama George's
- Mama Gina's
- Midnite Convenience
- Mini golf
- Moda Brasil
- Movies
- New Asia Cafe
- Nursery
- Parties
- PHA
- Pizza
- Portuguese bakery
- Red Horse Redbones
- Riverside
- Salon
- Smoke shop
- Solucao Meats
- Specialty shops
- Third Life Studio
- Vegan food
- Veggies
- Waitiki's
- Willy Wonka
- Wine Cask
- Yard Sale

4.63 DID ATTENDING THIS EVENT CHANGE YOUR PERCEPTION OF UNION SQUARE?

A significant percentage of respondents report that attending the ArtsUnion event changed their perception of Union Square positively (see Table 17). Importantly, many respondents who indicated that their perception did not change noted that they already had a positive perception before attending the event.

**Table 17
Did Attending This Event Change Your Perception of Union Square?**

	Craft Market		Special Event		
	2007	2008	2006	2007	2008
Yes (Changed it positively)	40.1%	45.0%	46.9%	46.4%	40.0%
Somewhat	1.2%	3.1%	1.0%	1.4%	1.6%
Not Sure	3.6%	1.0%	2.1%	3.4%	0.9%
No (Perception already positive)	15.4%	15.0%	10.0%	16.4%	16.6%
No (Previous perception not provided by respondent)	39.7%	35.9%	40.0%	32.4%	40.9%

Note: This question not asked in 2005 or to craft market attendees in 2006. Special event data for 2006 was recoded since the last report for better comparison to 2007 and 2008 data.

4.64 WOULD YOU RETURN TO UNION SQUARE TO SHOP, EAT, OR ENGAGE IN ANOTHER ACTIVITY IF THE ARTSUNION EVENT WAS NOT GOING ON?

A minimum of ninety-four percent of respondents in each survey year indicate that they would return to Union Square if the ArtsUnion event was not taking place (see Table 18).

Table 18
Would You Return to Union Square to Shop, Eat, or Engage In Another Activity if the ArtsUnion Event Was Not Going On?

	2006	2007	2008
Yes	96.0%	94.1%	95.9%
No	4.0%	3.9%	2.4%
Not Sure	NA	2.0%	1.7%

Note: This question not asked in 2005 and was asked to event attendees only.

Respondents who indicate that they would return to Union Square if an ArtsUnion event was not going on were asked what they would do and where they would go. Results from 2007 and 2008 include:

- Dine/Restaurants (N=11)
- Shop (N=7)
- Bank
- Dine at Brazilian and Peruvian restaurant
- Farmer's Market
- Hang out and walk around
- Live music and art exhibits
- Many things
- Minigolf event
- Neighborhood or Independent
- WuChon House

4.70 Demographic Background

Respondents were asked several questions about themselves to develop a profile of the types of people who attend ArtsUnion craft markets and special events. A craft market or special event attendee most likely lives in Somerville, speaks English, is female, under forty years of age, and has a Bachelor’s degree or higher. Specific results include:

4.71 PRIMARY LANGUAGE

Table 19
Primary Language

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
English	98.2%	95.9%	95.8%	94.7%	84.6%	95.5%	89.9%	94.5%
Portuguese	0.9%	1.5%	0.0%	0.7%	5.8%	1.7%	1.4%	0.6%
Spanish	0.0%	1.0%	0.0%	0.0%	1.9%	1.0%	6.1%	1.1%
Japanese	0.0%	0.0%	0.0%	0.7%	0.0%	0.3%	0.0%	0.0%
Vietnamese	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Chinese	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Other	0.9%	1.0%	2.1%	3.3%	3.8%	0.7%	2.0%	2.8%
Haitian Kreyol	0.0%	0.0%	1.1%	0.7%	3.8%	0.0%	0.0%	0.0%
Italian	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Korean	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tibetan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

“Other” languages spoken at home that were reported by respondents in 2007 and 2008 include:

- Arabic (N=2)
- Bengali
- Bosnian
- Esperanto
- French
- Gaelic
- German
- Hebrew
- Indian
- Nepalese
- Norwegian
- Punjabi
- Russian (N=2)
- Swiss German
- Yiddish

4.72 HOUSEHOLD INCOME

**Table 20
Household Income**

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
< \$9,999	3.8%	8.8%	4.7%	8.7%	8.1%	6.3%	10.5%	6.5%
\$10,000 - \$19,999	7.7%	12.1%	11.8	12.6%	8.1%	11.3%	3.8%	8.9%
\$20,000 - \$29,999	16.3%	13.7%	7.1%	12.6%	18.9%	10.0%	14.3%	8.3%
\$30,000 - \$39,999	14.4%	12.6%	12.9%	14.2%	13.5%	15.8%	8.3%	15.1%
\$40,000 - \$49,999	11.5%	6.0%	12.9%	5.5%	8.1%	14.2%	11.3%	16.0%
\$50,000 - \$59,999	11.5%	11.5%	16.5%	7.9%	2.7%	10.0%	12.0%	7.7%
\$60,000 - \$74,999	7.7%	12.1%	12.9%	8.7%	16.2%	7.9%	14.3%	8.9%
\$75,000 - \$99,999	8.7%	23.1%	11.8%	11.8%	10.8%	10.4%	10.5%	12.6%
> \$100,000	18.3%	0.0%	9.4%	18.1%	13.5%	14.2%	15.0%	16.0%

4.73 GENDER

**Table 21
Gender**

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
Female	34.8%	65.3%	69.1%	55.7%	40.4%	60.8%	59.1%	58.8%
Male	65.2%	34.7%	30.9%	44.3%	59.6%	39.2%	40.9%	41.5%

4.74 AGE GROUP

**Table 22
Age Group**

	Craft Market				Special Event			
	2005	2006	2007	2008	2005	2006	2007	2008
Under 18	0.0%	0.0%	0.0%	1.4%	0.0%	2.5%	1.4%	1.7%
18 to 29	14.7%	35.8%	39.4%	41.1%	9.1%	43.0%	34.9%	41.3%
30 to 39	38.5%	35.2%	36.2%	31.2%	31.8%	24.6%	35.6%	32.2%
40 to 49	21.15	14.0%	18.1%	12.8%	29.5%	14.8%	16.4%	13.1%
50 to 59	23.8%	11.4%	5.3%	12.1%	25.0%	11.6%	8.9%	7.7%
60 +	1.8%	3.6%	1.1%	1.4%	4.5%	3.5%	2.7%	4.0%
Avg. Age	36	35	36	33	38	35	34	34

4.75 EDUCATION LEVEL

**Table 23
Education Level**

	Craft Market			Special Event		
	2006	2007	2008	2006	2007	2008
< High School	1.0%	1.1%	3.3%	1.4%	0.0%	1.4%
High School Diploma	1.0%	3.2%	2.0%	4.5%	5.4%	5.5%
Some College	8.2%	8.4%	18.7%	13.1%	16.3%	11.0%
Associate's	2.1%	3.2%	2.7%	2.4%	2.7%	3.6%
Bachelor's	40.0%	42.1%	32.0%	46.0%	39.5%	40.8%
Master's +	47.7%	42.1%	41.3%	32.6%	36.1%	37.7%

Note: This question not asked in 2005.

4.76 TOWN/CITY OF RESIDENCE

The majority of respondents live in Somerville. A full list of the cities and towns in which respondents live can be found in Appendix C.

Table 24
Where Do You Live?

	2005	2006	2007	2008
Somerville	69.2%	52.3%	53.6%	50.4%
Cambridge	7.1%	15.1%	11.8%	13.7%
Boston	7.1%	10.0%	11.0%	12.9%
Medford	1.9%	3.0%	2.5%	2.8%
Brookline	1.9%	1.6%	1.7%	2.2%
Arlington	1.3%	1.0%	2.1%	1.8%
Watertown	0.0%	1.7%	0.4%	1.6%
Newton	0.0%	1.0%	2.5%	1.2%
Chelsea	0.0%	0.0%	0.4%	0.6%
Malden	0.0%	0.7%	1.3%	0.6%
Marblehead	0.0%	0.0%	0.4%	0.6%
Waltham	0.6%	0.0%	1.3%	0.6%

4.77 COUNTRY OF ORIGIN

The majority of respondents were born in the United States, while smaller percentages were born in other countries (see Table 25). The full list can be found in Appendix D.

Table 25
Country of Origin

	2005	2006	2007	2008
United States	83.4%	85.0%	84.0%	82.3%
China	0.0%	0.0%	0.0%	0.8%
India	1.3%	0.0%	0.4%	0.8%
France	0.7%	0.5%	0.0%	0.6%
Portugal	0.7%	0.0%	0.0%	0.6%
Brazil	1.3%	1.0%	0.8%	0.4%
Canada	4.0%	2.0%	0.8%	0.4%
Germany	0.0%	0.5%	0.0%	0.4%
Haiti	1.3%	0.0%	0.4%	0.4%
Ireland	0.0%	0.5%	0.4%	0.4%
Italy	0.7%	0.0%	0.4%	0.4%
Japan	0.0%	0.5%	0.0%	0.4%
Mexico	0.7%	0.0%	0.8%	0.4%
Nepal	1.3%	0.0%	0.0%	0.4%
Taiwan	0.0%	0.0%	0.0%	0.4%
Trinidad	0.0%	0.5%	0.0%	0.4%
Africa	0.0%	0.0%	0.0%	0.2%
Austria	0.0%	0.0%	0.0%	0.2%
Chile	0.0%	0.5%	0.0%	0.2%
Colombia	0.0%	0.0%	1.2%	0.2%

4.80 Additional Comments

4.81 CRAFT MARKET ADDITIONAL COMMENTS

Additional comments and suggestions provided by craft market attendees in 2007 and 2008 were primarily positive and include:

- Thank you/Thanks for all your work (N=14)
- Keep up the good work! (N=8)
- Great work/Great job/Keep it up. (N=6)
- I love Union Square. (N=6)
- Keep it up! (N=4)
- Great event! (N=3)
- Fun! Thanks! (N=2)
- All of your events seem great.
- ArtsUnion means quality. Always well organized and fun.
- Awesome event! Keep it up!
- Better music, food vendors, bubbles, oompa loompas.
- Block the roads and limit the traffic.
- Buy local produce.
- Dig the events.
- Enjoyed the folk music and vendors.
- Food vendors!
- Have more like this! It's great for the neighborhood!
- I dig Union Square and am happy to see fun things going on here. Keep 'em coming!
- I don't normally associate Union Square with events such as this one.
- I expected more artists and crafters and many local businesses to participate. I'm especially disappointed about the latter.
- I had a great time!
- I had fun; thank you!
- I hope to see the Green Line here soon!
- I like the festival atmosphere. Maybe we could try to plant more trees in Union Square to promote those kinds of projects.
- I like the improvements that have been happening here.
- I love it here.
- I love the "skills" activities and the non-profit booth.
- I wish I could buy the lamps!
- I would like more ethnic groups and I think the square should be cleaned more often.
- I would like the event to be bigger.
- I'd love it if there were a theater (for plays) or movie theater here.
- I'd love to see more support for you from the city.
- I'm new to the town and probably wouldn't have visited if my roommate hadn't driven me. Union Square has a bad reputation.
- It's hard to get transportation here.
- Let Ricky's live!

- Let's work on more vendors at the farmers' market!
- Like the logo!
- Low turn out, but I don't know why. Great music, salsa dancing and crafts. I wish the square had more shops.
- More food at the festival!
- More free cinema and music.
- More local food would have been nice; the music was great but a little too heavy on the commerce.
- More musical instruments.
- More of the same. You should sell food and drinks also.
- More visual artists.
- Nice job- glad to see something happening in this space.
- Plant more trees.
- Please put driving directions and better instructions on how to get to Union Square.
- Post signs at Davis Square T stop, giving instructions on how to get to Union Square from there (what Bus #, how far it is, how long it takes on the bus).
- Reduce traffic.
- There is still too much traffic. You need to divert it away from the square and make the area more pedestrian/bike friendly.
- These events make the area more inviting.
- This is a wonderful and vital part of this community.
- Too much trash and too much traffic.
- You need at least 10% as many entertainers/activities as you have vendors.

4.82 EVENT ADDITIONAL COMMENTS

Additional comments and suggestions provided by special event attendees in 2007 and 2008 were primarily positive and include:

- Good job/Great job/Great work. (N=32)
- Thank you! (N=19)
- Keep it up/Keep it going. (N=15)
- Great event. (N=10)
- Get a T stop. (N=3)
- More parking. (N=3)
- Fun time. Thanks. (N=2)
- I had a great time (N=2)
- I love Fluff. (N=2)
- I love it here! (N=2)
- I love Union Square! (N=2)
- A nice event for all ages to enjoy.
- ArtsUnion rocks!
- Band is too loud!
- Better and more music.
- Brilliant!
- Change [survey] questions 4 & 15.
- Continue ArtsUnion events.
- Cool vendors.
- Designate a large portion of the audience areas as NON SMOKING. I am tired of having to move every 5 minutes because of the smokers. There are small kids here!
- Enjoyed walking through.
- Fluff fest is the best event known to man!
- Fluff wrestling and fluff dunk tank.
- Food.
- Go- go dancers.
- Good fair. Fun atmosphere and great to have a band. More food!
- Great opportunity to meet others. Keep up the good work!
- Great way to bring people into the neighborhood.
- Harmony is pretty.
- Have more events like this.
- How do you walk around here?
- I also love the dog park!
- I enjoyed the art displays and wish there were more.
- I just moved here and am very excited about it!
- I like what Union Square is doing by attracting different events to the square.
- I live in the area and value what it offers.
- I look forward to other markets.
- I love Fluff.
- I love the uniqueness and originality of the ArtsUnion events!
- I loved the Dance festival a few week ago!
- I suggest that you have water/bathroom access for future events.

- I would come to events like this any day!
- I would love to see more restaurants and bars in the Square.
- I would recommend blocking off the street entrance and the alley by Thai Cuisine, because it gets sketchy with cars.
- Include some gay, lesbian and transgender based events.
- It makes me feel like the neighborhood really has something going on.
- It was fun.
- It's a cool place with many great events.
- It's hard to get here by Mass transit. Better directions are needed.
- It's nice to see all of the college-aged folks.
- Keep up the outside activities- they are great!
- Loved the outdoor movie and the farmers' market.
- Loved the sculptures!
- Make businesses clean the street outside of them.
- Make it easier for pedestrians to cross traffic in Union Square (pedestrian signals that activate immediately).
- Make the events and parties last later.
- Margo.
- Mimi is doing a great job!
- More art and more food
- More events, please.
- More food next time.
- More free Fluff.
- More jewelry.
- More movies or evening music.
- More outdoor events.
- More restaurants!
- Nice to see the parking area available as an events venue. Makes the square feel more vibrant.
- No more dog poo!
- Open up communication to people who are blind.
- Please support the arts - they work.
- Post more flyers.
- Rock on!
- Somerville arts seems like it's on the right track.
- Somerville is Mecca of amazing things.
- Sum is a wonderful, urban idea.
- Thanks for offering this great Hawaiian night!
- Thanks for putting on diverse events, despite the fact that these video pieces. didn't float my boat, I appreciate the opportunity to explore something different.
- The art was nice.
- The event didn't start on time. The environment is nice.
- The price is right, too!
- The promotional poster is cool.
- The silent movies with music are fantastic.
- The square needs another dinner restaurant that is a little more upscale than the Independent.
- The website drew me in!

- There should be free water.
- These events are a great way to build community.
- This event makes me proud of Somerville.
- This type of thing should happen more often.
- We need ice cream in Union Square
- What a detailed survey!
- Wonderful event!
- Would like “movements.”
- Would like more vendors and cheaper goods.
- Yay Fluff!

5.00 ARTIST AND ARTISAN SURVEY

A survey of artists and artisans was conducted to develop a profile of these participants, including the type of art they produce, how they rate the craft fair, the amount of money they made at the fair, and various demographic questions. A total of 12 surveys were completed in 2005, 119 surveys in 2006, 50 surveys in 2007, and 60 surveys in 2008 (see Table 26). Due to the low number of surveys completed in 2005, conclusions should be made with caution when comparing this data.

Table 26
Number of Surveys Administered

2005	2006	2007	2008
12	119	50	60

5.10 What Type of Crafts/Art Do You Produce?

The highest percentages of crafts and art produced by craft market participants include jewelry and fiber, with smaller percentages producing art using paper, ceramics/porcelain, painting, glass, basketry, leather, wood, and metal (see Table 27).

Table 27
What Type of Crafts Do You Produce?

	2005	2006	2007	2008
Jewelry	41.7%	27.2%	42.0%	25.0%
Fiber	41.7%	23.8%	30.0%	40.0%
Paper	25.0%	15.0%	12.0%	13.3%
Ceramics/Porcelain	8.3%	12.9%	8.0%	3.3%
Painting	8.3%	6.8%	0.0%	6.7%
Glass	0.0%	6.8%	6.0%	8.3%
Basketry	0.0%	2.7%	2.0%	5.0%
Leather	0.0%	2.7%	4.0%	3.3%
Wood	0.0%	1.4%	0.0%	0.0%
Metal	0.0%	0.7%	4.0%	8.3%

Percentages do not total 100 percent because respondents were able to choose more than one category.

Other types of crafts produced by artists include:

2007 Survey

- Bags
- Envelopes
- Cushion covers
- Chocolate
- Henna
- Clothes
- Collage
- Photography
- Gems
- Mixed media
- Records
- Soapstone
- Wood

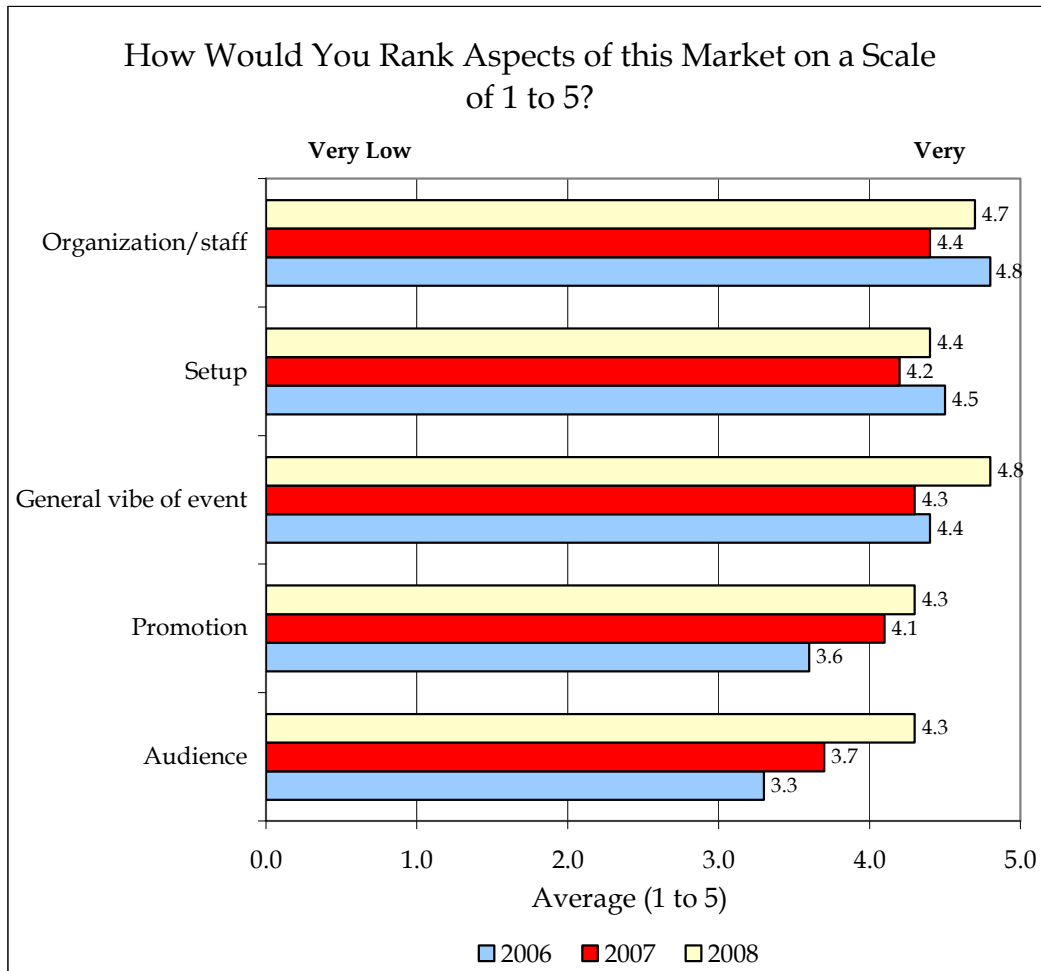
2008 Survey

- Apparel
- Cast cement
- Chocolate
- Honey and hive products
- Local history books
- Photography
- Records/CDs (N=3)
- Craft Supplies
- Soy candles
- Wire sculpture

5.20 How Would You Rank Aspects of this Market on a Scale of 1 to 5, with 5 being the Highest?

On a scale of 1 to 5, with 1 meaning very low and 5 meaning very good, respondents rate all aspects of the craft market above 3, with the highest ranking for organization/staff support, setup, and the general vibe of the event (see Figure 5).

Figure 5



Note: This question not asked in 2005.

5.30 How Many Years Have You Worked in Craft/Art Production?

The highest percentage of respondents in each survey year have worked in craft/art production for 1 to 5 years, with smaller percentages having worked in craft/art production for other periods of time (see Table 28).

Table 28
How Many Years Have You Worked in Craft/Art Production?

	2005	2006	2007	2008
Less than 1 year	0.0%	16.8%	19.0%	23.7%
1 - 5 years	50.0%	47.9%	66.7%	55.9%
6 - 10 years	16.7%	19.5%	9.5%	8.5%
11- 15 years	33.3%	5.9%	0.0%	3.4%
More than 15 years	0.0%	9.6%	4.8%	8.5%

5.40 Website

A majority of artists and artisans have a website (see Table 29). These are most likely to be business websites (see Table 30), with an increasingly higher percentage of respondents selling their crafts from their website (see Table 31).

Table 29
Do You Have a Website?

	2005	2006	2007	2008
Yes	66.7%	62.6%	75.0%	85.0%
No	33.3%	37.4%	25.0%	15.0%

Table 30
What Kind of Website is It?

	2005	2006	2007	2008
Personal	14.3%	18.6%	9.1%	9.8%
Business	85.7%	81.4%	60.6%	60.8%
Personal & Business	0.0%	0.0%	27.3%	23.5%
Other	0.0%	0.0%	3.0%	5.9%

“Other” types of websites include non-profit and a craft blog.

Table 31
Do You Sell Any Crafts from the Website?

	2005	2006	2007	2008
Yes	33.3%	7.1%	77.4%	82.4%
No	66.7%	52.9%	22.6%	17.6%

5.50 What Method Do You Use to Help Sell Your Crafts/Art?

Artists and artisans primarily sell their crafts and art through crafts fairs, while smaller percentages sell their goods through craft galleries, retail outlets, and wholesale/distributors (see Table 32).

Table 32
What Method Do You Use to Help Sell Your Crafts/Art?

	2005	2006	2007	2008
Wholesale/distributors	16.7%	17.6%	24.0%	26.7%
Retail	16.7%	33.6%	40.0%	58.3%
Craft galleries	41.7%	36.1%	18.0%	25.0%
Craft fairs	83.3%	79.8%	80.0%	91.7%

Note: Percentages do not total 100 percent because respondents were able to choose more than one category.

5.60 What Craft/Art Fairs/Markets Do You Attend?

Responses from 2007 and 2008 include:

- Any I can get into
- Arlington Farmers' Market
- Arlington Open Studios
- Art Beat Somerville (N=5)
- Arts Central (N=2)
- ArtsUnion events (N=5)
- Bazaars
- BC fair trade
- Beverly Arts fest
- Bizarre Bazaar (N=18)
- Boston art festivals (N=2)
- Boston Handmade Fest
- Boston Public Market
- Brooklyn Renegade Craft Fair (N=2)
- Bust Magazine Craftacular (N=2)
- BYOT
- Cambridge River Festival (N=2)
- CCAE Holly Fair
- Celebrate Newton
- Charles River festivals
- Church fairs/events (N=2)
- Concord Arts
- Coolidge Corner
- Craft Drama
- Craft Outlaws
- Craft This
- Craftland (Providence) (N=3)
- Crafty Bastards (N=2)
- Cultural Survival (N=2)
- Fair trade/International events
- Farmers' Markets (N=4)
- Fenway Cultural Festival
- Foo Fest (N=2)
- Fort Point Open Studios
- Gore Est.
- Green festival
- Groton Arts
- Harbor Days
- Harvard Square Holiday Fair
- HollyFair
- Imports
- Jazz fest
- JP Art Walk
- JP First Thursday (N=2)
- JP Open Studios (N=2)
- Ladies' nights
- Lancaster
- Lexington Art & Craft Society
- Lexington Farmer's Market (N=2)
- Local fairs/markets (N=5)
- Lowell Open Studios
- Mass MKT
- May Fair (N=2)
- New Bedford Open Market
- New Bedford Summerfest
- Newton Autumn Art Show
- Newton Open Studios
- Oktoberfest (N=2)
- Open Studios (N=2)
- Picnic music
- Political events
- Porter Square Arts Fest
- Providence Open Market (N=5)
- Punk Rock Flea Market
- Recraft (N=2)
- Renegade Craft Fair (N=4)
- RISD (N=3)
- Riverfest (N=2)
- Roslindale Open Studios
- Salem Jazz Soul festival
- Sew What
- Somerville Open Studios
- South End Open Market (N=13)
- SoWa Open Market (N=7)
- Start on the Street (N=4)
- Survival Cultural
- Union square Farmers' Markets
- Union Square Winter Craft Market
- UnionArts
- Various Cape area shows
- Wake up the Earth
- Wakefield Festival by the Lake
- Waltham Farmers' Market
- Wellesley Marketplace
- Wellfleet Oyster Fest
- Weston shows
- WFMU (N=2)

5.70 Income from Sales

5.71 WHAT IS YOUR INCOME FROM SELLING AT CRAFT/ART SHOWS A YEAR?

A majority of respondents in each year earn less than \$5,000 annually from selling at craft/art shows (see Table 33).

Table 33
What is Your Income from Selling at Craft/Art Shows a Year?

	2005	2006	2007	2008
< \$5,000	72.7%	82.9%	92.7%	72.7%
\$5,000 - \$15,999	27.3%	14.3%	2.4%	20.0%
\$16,000 - \$25,999	0.0%	1.9%	2.4%	0.0%
\$26,000 - \$35,999	0.0%	1.0%	0.0%	3.6%
\$36,000 - \$45,999	0.0%	0.0%	0.0%	1.8%
> \$46,000	0.0%	0.0%	2.4%	1.8%

5.72 HOW MUCH MERCHANDISE DID YOU SELL TODAY AT THE CRAFTS MARKET?

In terms of dollar value, artists and artisans sold various amounts of merchandise during the crafts market, although respondents in 2008 sold higher amounts (see Table 34).

Table 34
How Much Merchandise Did You Sell at Today's Crafts Market?

	2006	2007	2008
\$10 to \$25	15.2%	25.0%	7.3%
\$25 - \$50	25.3%	5.0%	16.4%
\$50 - \$100	24.1%	25.0%	5.5%
\$100 - \$150	17.7%	7.5%	9.1%
\$150 - \$200	13.9%	15.0%	29.1%
Over \$200	3.8%	22.5%	32.7%

Note: This question not asked in 2005.

5.73 WHAT ARE YOUR INDIVIDUAL ANNUAL GROSS SALES FROM THE SALE OF CRAFTS AND CRAFT RELATED WORK?

A majority of respondents in each survey year report that their individual annual gross sales from the sale of crafts and craft related work is less than \$5,000 (see Table 35). Only small percentages of respondents report that they earn \$16,000 or greater from the sale of their work.

Table 35

What are Your Individual Annual Gross Sales From The Sale of Arts and Crafts and Craft Related Work?

	2005	2006	2007	2008
< \$5,000	81.8%	75.8%	65.4%	68.3%
\$5,000 - \$15,999	18.2%	18.2%	25.0%	22.0%
\$16,000 - \$25,999	0.0%	4.0%	3.8%	2.4%
\$26,000 - \$35,999	0.0%	1.0%	3.8%	0.0%
\$36,000 - \$45,999	0.0%	0.0%	0.0%	4.9%
> \$46,000	0.0%	1.0%	1.9%	2.4%

5.64 IN ADDITION TO GETTING INCOME FROM SELLING CRAFTS AND ART, FROM WHAT OTHER SOURCES DO YOU RECEIVE INCOME?

Many respondents report that they receive additional income from full-time or part-time work in both non-art and art-related areas. Specific responses from 2007 and 2008 include:

- Arts marketing business
- Auctioning vintage clothing and records on eBay
- Babysitting
- Full-time job (N=30)
- Child care
- Classes and custom commissions
- Craigslist, sales
- Creative assistant at event planner's
- Custom fabrication company
- Custom printing
- Odd jobs
- Internet sales
- Custom printing, retail and wholesale
- Direct selling
- Freelance animation
- Freelance cello teacher and performer. takes care of a special needs person
- Freelance design
- Gardening
- Sculpture

- Painting
- Harvard
- Husband (N=5)
- Teach swimming lessons
- Non-profit organization
- non profit organization. money through donations
- Online sales (N=3)
- Own a business marketing company
- Own a store and sell on ebay
- Part time job (N=8)
- Production manager at Helmark and Scechter
- Real estate
- Tutoring
- Retail job
- Running a web community
- Student stipend
- Teaching art classes
- Teaching performing music
- Unemployment
- Waitressing
- Website, mail order
- Whole sale/Websites
- Work for a fashion designer
- Write children's programs

5.65 WOULD YOU PARTICIPATE IN THIS CRAFTS FAIR IF THERE WAS A FEE FROM \$25.00 TO \$50.00?

Over fifty-seven percent of respondents (57.9%) in 2006 and 60.6 percent of respondents in 2007 report that they would participate in the crafts fair if there was a fee from \$25.00 to \$50.00 (see Table 36).

Table 36
Would You Participate in this Crafts Fair
If There Was a Fee From \$25.00 to \$50.00?

	2006	2007
Yes	57.9%	60.6%
No	22.1%	12.1%
Possibly/Don't Know	20.0%	27.3%

Note: This question not asked in 2005 and 2008. Data for 2006 was recoded since the last report for better comparison to 2007 data.

5.66 HOW WOULD YOU DESCRIBE YOUR EXPERIENCE SELLING CRAFTS AT THE ARTSUNION CRAFTS MARKET?

Respondents were asked how they would describe their experience selling crafts at the ArtsUnion Crafts Market. Most comments are positive and include:

- Excellent/Fantastic/Great. (N=15)
- Very good. (N=7)
- Amazing. (N=3)
- Good. (N=3)
- Loved the bands. (N=3)
- Lovely! (N=2)
- Yay! (N=2)
- A great vibe.
- A+
- Best fair we've ever been to. We had a great time and met lots of fun people. The bands were also fantastic.
- Distribution successful!
- Enjoyable, positive experience.
- Friendly community.
- Fun! I loved the weather, music and people.
- Fun, cool atmosphere.
- Good atmosphere and live entertainment.
- Good vibe, great crowd.
- Great momentum.
- Great venue and theme.
- Great vibe, receptive customers, intelligent consumers.
- Great! Enthusiastic and steady crowd.
- Great! I'd do it again.
- Great. Low stress, friendly people, not too costly.
- Happy! Very good- great crowd, great weather, good music. A great idea and a great day.
- Heartwarming, inspiring, profitable, a good time.
- I did extremely well and loved the bands.
- I enjoyed the music/entertainment, but the turnout of buyers was low.
- I had a good experience.
- I love the ArtsUnion markets, the people are wonderful and supportive.
- I loved the setup in the plaza, people walking could stop. Lots of foot traffic. The swap was a great idea, too. I would definitely participate again.
- Incredible! Loved the small-fair feel. Wasn't intimidating at all. Fun, easy to meet people, great for networking.
- Inspiring. It's lovely to see and meet so many other artistic and supportive people.
- It is a wonderful vibe, strong community feel. Lots of socializing and great networking opportunities.
- It was a very pleasurable experience. Thank you!
- It was great. I would do it again.
- It was more fun than I expected. I liked talking to people and the weather was good.
- It was okay.
- It's nice to come and meet people. Very low key and relaxing.
- It's very interesting and I met new people.

- Like the DJ.
- Low sales.
- Nice crowd and atmosphere but poor sales.
- Nice crowd.
- Not enough foot traffic.
- Okay.
- Pleasant, but I had no sales.
- Pleasant.
- Positive. Interesting and fun, the proper audience for my product and the music is really enjoyable.
- Pretty good.
- Really nice, good day, crowd and music.
- Really wonderful, collegial atmosphere, wonderful vendors, friendly and accommodating organizers. Overall really fantastic.
- Sales were fair. Everything was very good.
- Set up was a little rocky.
- Slow traffic but nice people.
- So pleasant and easy. It really seems to be the right audience for my goods.
- Super mix of vendors and awesome community support. Perfect audience for our goods.
- Support from manager is great but general attendance was very poor. Live music performance was encouraging.
- This event was fantastic! Amazing format, great vendors, lots of shoppers who were willing to buy. Loved the music.
- This is one of the best fairs ever! Friendly people- selling AND buying.
- This is the best fair I've been to. Great vibe, great energy. A real feeling of community. Loved the music!
- This was my first event and went better than expected.
- Today was excellent. Excellent crowd! Thanks.
- Totally awesome. You guys rule! I'm serious...it was fantastic.
- Usually great, today...not quite.
- Very enjoyable! Lots of nice folks! Great music, very successful.
- Very friendly staff. I think it was a wonderful experience. You managed to get a lot of people to attend.
- Very well attended by the target audience.
- Very well organized and professionally run- a pleasure to vend and a great locations.
- We came to advertise our services. We enjoy recruiting from outside our usual community.
- Wonderful people. Sold a ton of stuff, felt very comfortable. I want to move to Somerville now!
- Would do it again.

Note: Responses above are from 2007 and 2008.

5.67 WHAT MIGHT MAKE THIS MARKET BETTER?

Artists and artisans were asked what might make the market better. Responses include:

- More advertisement/Marketing (N=9)
- More vendors (N=5)
- More food vendors (N=4)
- More people (N=3)
- Pre designated vendor spots (N=2)
- Tables should be provided for vendors (N=2)
- The music was a little loud (N=3).
- A more solid sense of available "spaces" and who goes where. More organized set up.
- Better arrangement of booths, tents provided.
- Better layout planning for smoother set up.
- Better marketing.
- Better signs and promotion
- Beverages.
- Bigger, better.
- Block out booth space before hand for easier set up.
- Clearer options for parking.
- Crowds.
- Earlier start and longer day to sell.
- Farmers' market was late to breakdown, which delayed set up.
- Food and drink, particularly coffee.
- Food and snacks.
- Food for sale or other activities.
- Food vendors, bathrooms.
- Food vendors. Beer vendors.
- Happen more frequently.
- Have more of them.
- I would not pay more than \$20.
- Include Import vendors with regular farmers' market vendors.
- Increase traffic.
- Integrate skill workshops, more advertising
- Larger size. Start earlier and end earlier.
- Longer hours, like 12-7.
- Longer hours.
- Longer time for set up
- More customers
- More diversity in crafts
- More frequent events
- More market dates.
- More organized placement of vendor booths. Would be nice to have all of the booths together.
- More organized set up.
- More press and in larger media outlets.
- More publicity.
- More space for more vendors
- More traffic

- Parking/unloading could be improved.
- Start earlier and last longer
- Sweeping before the event.
- The DJ was too loud at times. Would like a better music selection.
- The first band was too loud.
- We were disturbed by the volume and selection of the music
- Weekend with less competition.
- Wider variety of crafts
- With a global theme, more varied and peppy music. Entertainment could have drawn a better audience.

Note: Responses above are from 2007 and 2008.

5.68 DOES PARTICIPATING IN THE MARKET SOMETIMES LEAD TO LATER SALES AND HELP WITH GENERAL VISIBILITY?

A majority of respondents in each survey year agree that participating in the craft market leads to later sales, while only small percentages report that participating in the craft market does not lead to later sales (see Table 37). In addition, many respondents were not sure at the time of completing the survey if they would make future sales as a result of participating in the craft market. A majority of respondents also agree that participating in the market helps with general visibility (see Table 38).

Table 37
Does Participating in the Market
Sometimes Lead to Later Sales?

	2006	2007	2008
Yes	59.2%	59.5%	72.5%
No	9.2%	16.7%	9.8%
Possibly/Don't Know	31.6%	23.8%	17.6%

Note: This question not asked in 2005.

Table 38
Does Participating in the Market
Sometimes Help with General Visibility?

	2006	2007	2008
Yes	76.8%	69.0%	83.6%
No	1.8%	7.1%	0.0%
Possibly/Don't Know	21.4%	23.8%	16.4%

Note: This question not asked in 2005.

5.70 Demographic Background

Artists and artisans were asked several questions about themselves to develop a profile of the types of people who sell crafts at the market. The majority of respondents are female, middle age, live outside of Somerville, are the head of their household, and have a Bachelor's degree or higher. Detailed results follow.

5.71 GENDER

Table 39
Gender

	2005	2006	2007	2008
Male	8.3%	18.4%	20.5%	15.3%
Female	91.7%	81.6%	79.5%	84.7%

5.72 AGE GROUP

Table 40
Age Group

	2005	2006	2007	2008
Under 18	0.0%	1.8%	0.0%	0.0%
19 - 25	0.0%	3.5%	17.8%	18.6%
26 - 35	33.3%	47.4%	55.6%	44.1%
36 - 45	33.3%	25.4%	17.8%	18.6%
46 - 55	33.3%	15.8%	4.4%	13.6%
56 - 65	0.0%	5.3%	4.4%	5.1%
65 +	0.0%	0.9%	0.0%	0.0%

5.73 ARE YOU FROM SOMERVILLE?

Table 41
Are You from Somerville?

	2005	2006	2007	2008
Yes	92.7%	40.4%	23.9%	18.6%
No	7.3%	59.6%	76.1%	81.4%

5.74 HOW MANY YEARS HAVE YOU LIVED IN SOMERVILLE?

Table 42
How Many Years Have You Lived in Somerville?

	2005	2006	2007	2008
Less than 1	0.0%	3.6%	17.9%	0.0%
2 - 5 years	0.0%	30.9%	25.0%	58.3%
6 - 10 years	18.2%	29.1%	25.0%	25.0%
11 - 15 years	36.4%	20.0%	3.6%	8.3%
15 + years	45.5%	16.4%	28.6%	8.3%

5.75 ARE YOU THE HEAD OF YOUR HOUSEHOLD?

Table 43
Are You the Head of Your Household?

	2005	2006	2007	2008
Yes	63.6%	66.7%	65.9%	69.6%
No	36.4%	33.3%	34.1%	30.4%

5.76 HOW MANY MEMBERS IN YOUR HOUSEHOLD?

Table 44
How Many Members in Your Household?

	2005	2006	2007	2008
1 member	25.0%	33.3%	31.8%	18.6%
2 members	41.7%	39.4%	40.9%	42.4%
3 members	0.0%	15.2%	15.9%	23.7%
4 members	25.0%	6.1%	9.1%	10.2%
5 members	0.0%	4.0%	2.3%	5.1%
6 or more members	8.3%	2.0%	0.0%	0.0%

5.77 WHAT IS YOUR EDUCATION LEVEL?

Table 45
What is Your Education Level?

	2005	2006	2007	2008
Less than high school	0.0%	1.0%	0.0%	0.0%
High school	0.0%	1.0%	6.7%	1.7%
Some college	9.1%	9.8%	13.3%	13.8%
Associate degree	9.1%	2.9%	4.4%	1.7%
Bachelor degree	63.6%	52.0%	51.1%	60.3%
Advanced degree	18.2%	33.3%	24.4%	22.4%

APPENDIX A - SURVEY QUESTIONNAIRES



ArtsUnion Crafts Market Customer Survey



Thank you for helping us make Union Square a better place to be! The ArtsUnion initiative is working to improve Union Square and your input is very important to us. Please take a few moments to answer the following questions. Your answers are completely confidential.

1. How did you learn about this ArtsUnion crafts market?

- Flyer or poster
- At School
- At Work
- Website or email
- Saw it while driving or walking by
- A friend told me
- Newspaper
- TV
- Radio
- Other _____

2. How did you get here today?

- I drove
- I walked
- I biked
- I took a bus
- Someone drove me
- Other _____

3. How many times this summer/fall did you attend a market?

- This is my first time
- Once
- Twice
- Three times
- Four times
- Five times

4. Do the craft vendors provide the types of crafts you expected?

- Yes
- No, I would like to be able to buy (please list)

5. How much money would you estimate you spent or intend to spend today at the market?

- \$0
- \$1 to \$24
- \$25 to \$50
- \$51 to \$100
- \$100 to \$200
- More than \$200 _____ (how much)

If you didn't buy anything, did you think prices were fair/reasonable? Yes; No

6. Which types of businesses have you visited or plan to visit in Union Square today? Check all that apply.

- None
- Banking
- Grocery, bakery and specialty foods
- Restaurant/Café
- Clothing and jewelry boutique
- Hair dresser/barber/nails
- Auto/motorcycle service & sales
- Dry cleaner, laundromat, tailor, etc.
- Office (doctor, dentist, insurance, etc.)
- Post Office
- Target
- Other: _____

7. How much money have you spent or plan to spend at other businesses in Union Square during your visit today?

- \$0
- \$1 to \$24
- \$25 to \$50
- \$51 to \$100
- \$100 to \$200
- More than \$200 _____ (how much)

8. Zip code where you live _____

9. What language do you speak at home? (Pick the one you speak the most.)

- English
- Portuguese
- Spanish
- Haitian Kreyol
- Italian
- Other: _____
- Japanese
- Korean
- Chinese (Mandarin/Cantonese)
- Tibetan
- Vietnamese

10. What is your country of origin? _____

11. Which of these broad categories best describes your household income from all sources last year?
Less than \$9,999

- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000-\$99,999
- \$100,000 and over

12. What is your age? _____

13. What is your gender? Female Male

14. Education Level:

- Less than high school _____
- High School _____
- Some College _____
- Associates Degree _____
- Bachelors Degree _____
- Advanced Degree _____

15. Have you visited Union Square before? If so, what brought you here? Did you shop/dine at any businesses? Which ones?

16. Did attending this event change your perception of Union Square?

Do you have any other comments, or suggestions? Thank you for your time

For office use only:
Survey date:
Survey time:



ArtsUnion Event Customer Survey

The Somerville Arts Council's ArtsUnion initiative is working to improve Union Square and your input is very important to us. Please take a few moments to answer the following questions. Your answers are completely confidential.



1. How did you learn about this ArtsUnion event?

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Flyer or poster | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> At School | <input type="checkbox"/> TV |
| <input type="checkbox"/> At Work | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Website or email | Other _____ |
| <input type="checkbox"/> Saw it while driving or walking by | |
| <input type="checkbox"/> A friend told me | |

2. How did you get here today?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> I drove | <input type="checkbox"/> Someone drove me |
| <input type="checkbox"/> I walked | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> I biked | |
| <input type="checkbox"/> I took a bus | |

3. # of times you have attended a 2007 ArtsUnion event?

- | | |
|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Once | <input type="checkbox"/> Four times |
| <input type="checkbox"/> Twice | <input type="checkbox"/> Five times |
| <input type="checkbox"/> 3 times | <input type="checkbox"/> Six times |

4. Did this event live up to your expectation?

- Yes
 No

5. Which types of businesses have you visited or plan to visit in Union Square today? Check all that apply.

- None
 Banking
 Grocery, bakery and specialty foods
 Restaurant/Café
 Clothing and jewelry boutique
 Hair dresser/barber/nails
 Auto/motorcycle service & sales
 Dry cleaner, laundromat, tailor, etc.
 Office (doctor, dentist, insurance, etc.)
 Post Office
 Target
 Other: _____

6. How much money have you spent or plan to spend at other businesses in Union Square during your visit today?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> \$0 | <input type="checkbox"/> \$51 to \$100 |
| <input type="checkbox"/> \$1 to \$24 | <input type="checkbox"/> \$100 to \$200 |
| <input type="checkbox"/> \$25 to \$50 | More than \$200 _____ (how much) |

7. Zip code where you live _____

8. What is your age? _____

9. What is your gender? Female; Male

10. Which of these broad categories best describes your household income from all sources last year?

- Less than \$9,999
 \$10,000 to \$19,999
 \$20,000 to \$29,999
 \$30,000 to \$39,999
 \$40,000 to \$49,999
 \$50,000 to \$59,999
 \$60,000 to \$74,999
 \$75,000-\$99,999
 \$100,000 and over

11. What is your country of origin? _____

12. What language do you speak at home (Pick the one that you speak most).

- | | |
|---|---|
| <input type="checkbox"/> English | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> Portuguese | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Chinese (Mandarin/Cantonese) |
| <input type="checkbox"/> Haitian Kreyol | <input type="checkbox"/> Tibetan |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Other: _____ | |

13. Education Level:

- Less than high school _____
 High School _____
 Some College _____
 Associates Degree _____
 Bachelors Degree _____
 Advanced Degree _____

14. Have you visited Union Square before? If so, what brought you here? Did you shop/dine at any businesses? Which ones?

15. Did attending this event change your perception of Union Square?

16. Would you return to Union Square to shop, eat or engage in another activity if an ArtsUnion market or event wasn't going on? If yes, what would you do and where would you go?

Do you have any other comments, or suggestions? Thank you for your time

For office use only:
 Survey date:
 Survey time:

SURVEY FOR THE ARTISTS & ARTISANS OF THE ARTSUNION CRAFTS MARKET

ArtsUnion is a cultural economic development project. The Massachusetts Cultural Council, which provides funding for this project, asks that we evaluate our success. With this survey, we hope to measure the economic impact of the ArtsUnion Craft Market. Please return this to the craft coordinator before you leave; email it to artsunionsomerville@yahoo.com; or mail to: ArtsUnion Craft Market Survey, Somerville Arts Council, 50 Evergreen Ave, Somerville MA, 02145.

1. What type of craft do you produce? Check as many as apply.

Glass _____
Ceramics/Porcelain _____
Metal _____
Jewelry _____
Paper _____
Wood _____
Fiber/Fabrics _____
Basketry _____
Leather _____
Paintings _____

2. How would you rank aspects of this market on a scale of 1 to 5 with 5 being the highest.

Setup _____
Promotion _____
Audience size _____
General vibe of event _____
Organization/Support staff _____

3. How many years have you worked in craft production?

Less than one _____
1-5 years _____
6-10 years _____
11-15 years _____
More than 15 years _____

4. Do you have a website? (If no skip 11)

Yes _____ No _____

5. If yes, what kind of website is it?

Personal website _____
Business website _____
Other (please specify) _____

6. Do you sell any of your crafts from the website?

Yes _____ No _____

7. What method do you use to help sell your crafts? Check as many as apply.
(If you do not check craft fairs please skip question)

- Wholesale/Distributors _____
- Retail _____
- Craft Galleries _____
- Craft Fairs _____

8. Which craft fairs do you attend?

9. What is your income from selling at craft shows a year?

- Less than \$5,000 _____
- \$5,000-\$15,999 _____
- \$16,000-\$25,999 _____
- \$26,000-\$35,999 _____
- \$36,000-\$45,999 _____
- More than \$46,000 _____

10. How much merchandise did you sell today at the crafts market?

- Between \$10-\$25 _____
- Between \$25-\$50 _____
- Between \$50-\$100 _____
- Between \$100-\$150 _____
- Between \$150-\$200 _____
- Over \$200 _____

11. What is your individual gross income reported only from the sale of crafts and craft related work?

- Less than \$5,000 _____
- \$5,000-\$15,999 _____
- \$16,000-\$25,999 _____
- \$26,000-\$35,999 _____
- \$36,000-\$45,999 _____
- More than \$46,000 _____

12. In addition to getting income from selling crafts from what other sources do you receive income?

I do not receive any income outside of selling crafts _____

13. Would you participate in this crafts fair if there was a fee from \$20-\$50?

14. How would you describe your experience selling crafts at the ArtsUnion Crafts Market?

15. What might make this market better?

16. Does participating in the market sometimes lead to sales that occur later? Does it help with general visibility?

Demographics:

17. Gender:

Male _____

Female _____

18. Age:

Under 18 _____

19-25 _____

26-35 _____

36-45 _____

46-55 _____

56-65 _____

Over 65 _____

19. Do you live in Somerville?

Yes _____ No _____

20. How many years have you lived in Somerville or the greater Boston area?

Less than 1 _____

2-5 _____

6-10 _____

11-15 _____

More than 15 _____

21. Are you the head of your household?

Yes _____ No _____

22. How many members in your household?

1 _____

2 _____

3 _____

4 _____

5 _____

5+ _____

23. Education Level:

Less than high school _____

High School _____

Some College _____

Associates Degree _____

Bachelors Degree _____

Advanced Degree _____

APPENDIX B –IMPLAN & ECONOMIC IMPACT METHODOLOGY

B1. IMPLAN

The direct, indirect and induced economic impacts of the ArtsUnion project are specified using IMPLAN (IMpact Analysis for PLANing), which is an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been in use since 1979 and is currently used by over 500 private consulting firms, university research centers, and government agencies. The Center for Policy Analysis has been a licensed IMPLAN user since 1999 and regularly employs its econometric modeling system in conducting economic and fiscal impact analyses.

The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis' Input-Output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in a given time period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. Bureau of Economic Analysis and follow a balanced account format recommended by the United Nations.

IMPLAN also includes social accounting data (e.g., personal income and gross state product) that makes it possible to measure non-industrial transactions such as the payment of indirect taxes by businesses and households. The IMPLAN data base provides data coverage for the entire United States by county and has the ability to incorporate user-supplied data at each stage of the model building process to insure that estimates of economic impacts are both up-to-date and specific to an economic target area.³ IMPLAN can construct local input-output models in units as small as five-zip code clusters.

IMPLAN's Regional Economic Accounts and the Social Accounting Matrices are used to construct local, county, or state-level multipliers specific to a target economic area. Multipliers describe the response of an economy to a change in demand or production. The multipliers allow economic impact analysis to move from a descriptive input-outputs model to a predictive model. Each industry that produces goods or services generates demand for other goods and services and this demand is multiplied through a particular economy until it dissipates through "leakage" to economies outside the specified area. Thus, multipliers calculate the response of the targeted economic area to a change in demand or production.

³ The IMPLAN modeling system draws on a variety of statistical sources, including the Bureau of Labor Statistics Growth Model, Bureau of the Census, ES-202 employment and earnings data, the Regional Economic Information System (REIS), and the Bureau of Economic Analysis Gross State Product data.

IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states as a consequence of a change in demand are not counted as impacts within the economic area. The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects from increased demand.

A predictive model is constructed by specifying a series of new expenditures in a specific economic area (e.g., new employment or construction) which is then applied to the industry multipliers for that particular region. Based on these calculations, the model estimates final demand, which includes employment, employee compensation (excluding benefits), and point-of-work personal income (including benefits). The initial IMPLAN data details all purchases in a given area, including imported goods and services. Importantly, IMPLAN's Regional Economic Accounts exclude imports to an economic area so the calculation of economic impacts identifies only those impacts specific to the targeted economic area. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area's particular characteristics. The Regional Purchase Coefficient represents the proportion of goods and services that will be purchased regionally under normal circumstances, based on the area's economic characteristics described in terms of actual trade flows within the area.

B2. DIRECT, INDIRECT, INDUCED, & TOTAL ECONOMIC IMPACTS: METHODOLOGY

Economic impacts consist of direct impacts, indirect impacts, and induced impacts. Direct impacts include payroll expenses made by ArtsUnion, including payments to staff and artists. Indirect impacts derive primarily from other budget expenditures made by ArtsUnion such as advertising, printing, office supplies, and postage. Indirect impacts also include economic activities that occur primarily as a result of non-payroll local expenditures by attendees to ArtsUnion events and markets such as purchases on food, retail, gas, transportation, and art. These include both purchases made on-site during craft events as well as off-site purchases that occur as a direct result of the ArtsUnion market or event. Induced impacts are the multiplier effects of the direct and indirect impacts created by successive rounds of spending by employees and proprietors.

The Center for Policy Analysis built a combined regional input-output model for Middlesex County, Massachusetts using the IMPLAN Professional 2.0 model building software and county-level data packages. Expenditure data was collected through intercept surveys and from ArtsUnion.

**APPENDIX C – CITIES AND TOWNS
IN WHICH RESPONDENTS LIVE**

Where Do You Live?				
	2005	2006	2007	2008
Somerville	69.2%	52.3%	53.6%	50.4%
Cambridge	7.1%	15.1%	11.8%	13.7%
Boston	7.1%	10.0%	11.0%	12.9%
Medford	1.9%	3.0%	2.5%	2.8%
Brookline	1.9%	1.6%	1.7%	2.2%
Arlington	1.3%	1.0%	2.1%	1.8%
Watertown	0.0%	1.7%	0.4%	1.6%
Newton	0.0%	1.0%	2.5%	1.2%
Chelsea	0.0%	0.0%	0.4%	0.6%
Malden	0.0%	0.7%	1.3%	0.6%
Marblehead	0.0%	0.0%	0.4%	0.6%
Waltham	0.6%	0.0%	1.3%	0.6%
Everett	0.0%	0.0%	0.4%	0.4%
Melrose	0.0%	0.0%	0.0%	0.4%
Milton	0.0%	0.0%	0.0%	0.4%
N. Andover	0.0%	0.0%	0.0%	0.4%
Norwood	0.0%	0.0%	0.0%	0.4%
Salem	0.0%	0.3%	0.4%	0.4%
Wakefield	0.0%	0.0%	0.0%	0.4%
Walpole	0.0%	0.0%	0.0%	0.4%
Ann Arbor, MI	0.0%	0.0%	0.0%	0.2%
Belmont	0.6%	0.7%	0.4%	0.2%
Boulder, CO	0.0%	0.0%	0.0%	0.2%
Braintree	0.0%	0.0%	0.0%	0.2%
Brooklyn, NY	0.6%	0.7%	0.4%	0.2%
Cohasset	0.0%	0.0%	0.0%	0.2%
Concord	0.0%	0.0%	0.4%	0.2%
Creston, IL	0.0%	0.0%	0.0%	0.2%
Dover	0.0%	0.0%	0.0%	0.2%
Doylestown, PA	0.0%	0.0%	0.0%	0.2%
Easton	0.0%	0.0%	0.0%	0.2%
Ellington, CT	0.0%	0.0%	0.0%	0.2%
Gloucester	0.6%	0.0%	0.0%	0.2%
Ithaca, PA	0.0%	0.0%	0.0%	0.2%
Lowell	0.0%	0.0%	0.0%	0.2%
Marlborough	0.0%	0.0%	0.0%	0.2%
Nashua, NH	0.0%	0.3%	0.0%	0.2%
Needham	0.0%	0.0%	0.0%	0.2%
Newburyport	0.0%	0.0%	0.4%	0.2%
North Providence, RI	0.0%	0.0%	0.0%	0.2%
Olney, MD	0.0%	0.0%	0.0%	0.2%
Port Saint Lucie, FL	0.0%	0.0%	0.0%	0.2%
Providence, RI	0.0%	0.0%	0.0%	0.2%
Rockland	0.0%	0.3%	0.0%	0.2%
Stoughton	0.0%	0.0%	0.0%	0.2%
Taunton	0.0%	0.0%	0.0%	0.2%
Wareham	0.0%	0.0%	0.0%	0.2%

Where Do You Live? (Continued)				
	2005	2006	2007	2008
Wayland	0.0%	0.0%	0.0%	0.2%
Wenham	0.0%	0.0%	0.0%	0.2%
West Warwick, RI	0.0%	0.0%	0.0%	0.2%
Westford	0.6%	0.0%	0.0%	0.2%
Westwood	0.0%	0.0%	0.0%	0.2%
Wethersfield, CT	0.0%	0.0%	0.0%	0.2%
Wilmington	0.0%	0.0%	0.0%	0.2%
Winchester	0.0%	0.3%	0.0%	0.2%
Woburn	0.6%	0.3%	0.8%	0.2%
Woonsocket, RI	0.0%	0.0%	0.0%	0.2%
Alameda, CA	0.0%	0.3%	0.0%	0.0%
Andover	0.0%	1.3%	0.0%	0.0%
Austin, TX	0.0%	0.3%	0.0%	0.0%
Berkeley, CA	0.0%	0.0%	0.4%	0.0%
Brockton	0.0%	0.3%	0.0%	0.0%
Burlington	0.0%	0.3%	0.4%	0.0%
Dartmouth	0.0%	0.3%	0.4%	0.0%
Deer Isle, ME	0.6%	0.0%	0.0%	0.0%
Derry, NH	0.6%	0.0%	0.0%	0.0%
Exeter	0.0%	0.3%	0.0%	0.0%
Fairfield, CT	0.0%	0.0%	0.4%	0.0%
Glendale Heights, IL	0.0%	0.3%	0.0%	0.0%
Haverhill	0.0%	0.3%	0.0%	0.0%
Hull	0.0%	0.0%	0.4%	0.0%
Ipswich	0.0%	0.0%	0.4%	0.0%
Katonah, NY	0.6%	0.0%	0.0%	0.0%
Lexington	1.3%	1.0%	0.0%	0.0%
Londonderry, NH	0.0%	0.3%	0.0%	0.0%
Louisville, KY	0.0%	0.3%	0.0%	0.0%
Lynn	0.0%	0.0%	0.4%	0.0%
New Castle, NH	0.6%	0.0%	0.0%	0.0%
North Brookfield	0.0%	1.3%	0.0%	0.0%
North Hampton	1.9%	0.0%	0.0%	0.0%
Okatie, SC	0.0%	0.0%	0.4%	0.0%
Peabody	0.0%	1.0%	0.8%	0.0%
Philadelphia, PA	0.0%	0.0%	0.4%	0.0%
Pittsburg, CA	0.0%	0.0%	0.4%	0.0%
Providence	0.6%	1.0%	0.0%	0.0%
Quincy	0.0%	0.3%	0.0%	0.0%
Randolph	0.0%	0.0%	0.4%	0.0%
Reading	0.0%	0.3%	0.4%	0.0%
Revere	0.0%	0.3%	1.3%	0.0%
San Diego, CA	0.0%	0.3%	0.0%	0.0%
Stratham, NH	0.0%	0.3%	0.0%	0.0%
Syracuse	0.0%	1.3%	0.0%	0.0%
Warwick, NY	0.6%	0.0%	0.0%	0.0%
Wellesley Hills	0.6%	0.0%	0.4%	0.0%
Winooski, VT	0.0%	0.0%	0.4%	0.0%
Worcester	0.6%	0.0%	0.0%	0.0%

APPENDIX D – COUNTRY OF ORIGIN

Country of Origin				
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
United States	83.4%	85.0%	84.0%	82.3%
China	0.0%	0.0%	0.0%	0.8%
India	1.3%	0.0%	0.4%	0.8%
France	0.7%	0.5%	0.0%	0.6%
Portugal	0.7%	0.0%	0.0%	0.6%
Brazil	1.3%	1.0%	0.8%	0.4%
Canada	4.0%	2.0%	0.8%	0.4%
Germany	0.0%	0.5%	0.0%	0.4%
Haiti	1.3%	0.0%	0.4%	0.4%
Ireland	0.0%	0.5%	0.4%	0.4%
Italy	0.7%	0.0%	0.4%	0.4%
Japan	0.0%	0.5%	0.0%	0.4%
Mexico	0.7%	0.0%	0.8%	0.4%
Nepal	1.3%	0.0%	0.0%	0.4%
Taiwan	0.0%	0.0%	0.0%	0.4%
Trinidad	0.0%	0.5%	0.0%	0.4%
Africa	0.0%	0.0%	0.0%	0.2%
Austria	0.0%	0.0%	0.0%	0.2%
Chile	0.0%	0.5%	0.0%	0.2%
Colombia	0.0%	0.0%	1.2%	0.2%
Croatia	0.0%	0.0%	0.0%	0.2%
Dominican	0.0%	0.0%	0.0%	0.2%
England	0.0%	0.5%	0.4%	0.2%
Honduras	0.0%	0.0%	0.0%	0.2%
Israel	0.7%	0.0%	0.0%	0.2%
Jordan	0.0%	0.0%	0.0%	0.2%
Netherlands	0.0%	0.0%	0.8%	0.2%
Norway	0.0%	0.0%	0.0%	0.2%
Russia	0.0%	0.0%	0.4%	0.2%
Singapore	0.0%	0.0%	0.0%	0.2%
Sweden	0.0%	0.5%	0.0%	0.2%
Switzerland	0.0%	0.5%	0.0%	0.2%
Uganda	0.0%	0.0%	0.0%	0.2%
Ukraine	0.0%	0.0%	0.0%	0.2%
Wales	0.0%	0.0%	0.0%	0.2%
Australia	0.7%	0.5%	0.4%	0.0%
Bangladesh	0.0%	0.5%	0.0%	0.0%
Barbados	1.3%	0.0%	0.0%	0.0%
Bosnia	0.0%	0.0%	1.2%	0.0%
Ecuador	0.0%	0.0%	0.4%	0.0%
El Salvador	0.0%	0.5%	0.4%	0.0%
Hong Kong	0.7%	0.0%	0.0%	0.0%
Iran	0.0%	0.0%	0.8%	0.0%
Korea	0.0%	0.5%	0.4%	0.0%
Lithuania	0.0%	0.0%	0.4%	0.0%
Morocco	0.0%	0.0%	0.4%	0.0%
New Zealand	0.0%	0.5%	0.0%	0.0%
Philippines	0.7%	0.0%	0.8%	0.0%
Puerto Rico	0.0%	0.5%	0.4%	0.0%
Senegal	0.0%	0.5%	0.0%	0.0%
Slovak Republic	0.7%	0.0%	0.0%	0.0%
South Africa	0.0%	0.5%	0.0%	0.0%
South Korea	0.0%	0.5%	0.0%	0.0%
Spain	0.0%	0.5%	0.8%	0.0%
Turkey	0.0%	0.5%	0.4%	0.0%
Uruguay	0.0%	0.0%	0.4%	0.0%