

ArtsUnion

Economic Impact Analysis

2006



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the Somerville Arts Council

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UNIVERSITY OF MASSACHUSETTS
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EXECUTIVE SUMMARY

The Somerville Arts Council, working with the Somerville Mayor's Office of Strategic Planning and Community Development, implemented an arts-based economic development program in Union Square, Somerville, Massachusetts. Now in its second year, "ArtsUnion" is a project initiative designed to boost the cultural economic development of Union Square in Somerville. The overarching goal of the project is to designate Union Square as an arts district. The program is funded through a \$40,000 grant from the Massachusetts Cultural Council (MCC) and a matching Community Development Block Grant from the City of Somerville.

The Center for Policy Analysis was retained by Somerville Arts Council to conduct an economic impact analysis of the ArtsUnion project. This is the second consecutive year that this analysis has been conducted. This report also includes results from the special event and craft market surveys as well as results from a survey completed by artists and artisans.

ArtsUnion Project Economic Impact

The total economic impact of the ArtsUnion program is \$352,470. These impacts include \$251,200 in direct impacts, \$47,141 in indirect impacts, and \$54,129 in induced impacts. The ArtsUnion programs also created an additional 3.5 full-time equivalent positions. These jobs are annualized FTEs (Full-Time Equivalent), that is, they represent year long employment and not simply jobs for the periods that the craft markets and special events were held.

**Total Economic and Employment
Impacts of ArtsUnion**

	Direct	Indirect	Induced	Total
Economic Impact	\$251,200	\$47,141	\$54,129	\$352,470
Employment Impact	2.6	0.4	0.5	3.5

A total of \$40,000 of the Massachusetts Cultural Council grant was spent on ArtsUnion activities. With a total economic impact of \$352,470, almost nine dollars have been generated for every state dollar spent in grant money. The City of Somerville, through a Community Development Block Grant, matched the MCC grant with an additional \$40,000. Thus, for every grant dollar provided by the MCC and City of Somerville, almost four and a half dollars have been generated by ArtsUnion programs.

Craft Market and Special Event Surveys

An intercept survey of visitors to both the craft markets and special events was conducted to measure the success of each of the programs. A total of 200 surveys were completed at the craft markets and 296 surveys were completed at the special events. Results include:

- The highest percentages of respondents from the craft markets learned about the event because they saw it while driving/walking by (31.1%), through a friend (24.4%), or from a flyer or poster (21.2%). A higher percentage of respondents from the special event survey learned about the event through a friend (37.1%) or from a website/email (20.6%) in comparison to craft market respondents.
- More than half of respondents (58.7%) walked to the craft market, compared to 34.6 percent of respondents who walked to the special event. In addition, 28.6 percent of craft market respondents and 40.7 percent of special event respondents drove to the event. Smaller percentages of respondents biked (10.7% craft market, 9.8% special event), took a bus (1.5% craft market, 6.4% special event), or had someone drive them (0.5% craft market, 7.5% special event).
- Respondents were asked which types of businesses they have visited or planned to visit in Union Square. The highest percentages of respondents at the craft markets visited or planned to visit a restaurant/café (42.0%) or a grocery/bakery/specialty foods store (37.0%). Similarly, the highest percentages of respondents at the special events also visited or planned to visit a restaurant/café (65.2%) or a grocery/bakery/specialty foods store (25.7%). In addition, over eighteen percent of craft market respondents (18.5%) and 15.9% of special event respondents did not visit or plan to visit any businesses in Union Square.
- More than half of craft market respondents (51.1%) and 61.5 percent of special event respondents spent or planned to spend \$1.00 to \$24.00 at Union Square businesses, while 17.2 percent of craft market respondents and 16.1% of special event respondents spent or planned to spend \$25.00 to \$50.00. Only 5.8 percent of craft market respondents and 6.2 percent of special event respondents spent or planned to spend more than \$50.00. In addition, more than a quarter of craft market respondents (25.8%) did not spend or plan to spend any money at other businesses in Union Square, compared to 16.1 percent of special event respondents.
- More than half of respondents from the craft markets (53.2%) and special events (57.6%) have a household income of less than \$50,000. The state median household income in Massachusetts in 2005 is \$57,184.
- More than sixty-five percent (65.3%) of craft market respondents and 60.8 percent of special event respondents are female. The average age of craft market respondents is 35.3, while the average age of special event respondents is 35.1.
- Respondents from both the craft markets and special events are highly educated, with 87.7 percent of craft market respondents and 76.8 percent of special event respondents reporting that they have a Bachelor's degree or higher.

Craft Market Specific Questions

- Almost a quarter of respondents (24.1%) are attending a craft market for the first time, while 4.6 percent of respondents attended once, 13.3 percent have attended twice, 15.4 percent have attended three times, 11.8 percent have attended four times, and 30.8 percent have attended five times.
- More than nine in ten respondents (94.4%) report that the craft vendors provided the types of crafts that they expected.
- Nearly seventy percent of respondents (69.2%) spent or intended to spend \$1.00 to \$24.00 at the craft market, while 21.5 percent of respondents spent or intended to spend between \$25.00 and \$50.00. Only 2.1 percent of respondents spent or intended to spend \$51.00 to \$100.00, while 7.2 percent of respondents indicate that they did not plan to spend any money at the market.
- Almost all respondents (98.8%) agree that the prices at the craft market are fair.
- The majority of respondents live in Somerville (52.3%) and Cambridge (15.1%). There are also respondents who live out of state, including New York (1.3%), New Hampshire (1.2%), Rhode Island (1.0%), California (0.6%), Vermont (0.3%), Kentucky (0.3%), Illinois (0.3%), and Texas (0.3%).
- Eighty-five percent of respondents (85.0%) were born in the United States, while smaller percentages were born in other countries.

Special Event Specific Questions

- Ninety-three percent of respondents (93.0%) report that the special event they attended lived up to their expectations.
- Nearly eighty-seven percent of respondents (86.9%) report that they have previously attended a special event.
- More than forty-six percent of respondents (46.9%) report that the special event changed their perception of Union Square. Importantly, many respondents who indicated that their perception did not change noted that they already had a positive perception before the event occurred
- Ninety-six percent of respondents (96.0%) indicate that they would return to Union Square if the ArtsUnion event was not taking place.
- The majority of respondents live in Somerville (68.9%) and Cambridge (14.0%).
- Eighty-five percent of respondents (85.0%) were born in the United States, while smaller percentages were born in other countries.

Artist and Artisan Survey

A survey of artists and artisans was conducted to obtain their opinions about the Craft Fairs. A total of 119 surveys were completed. Results include:

- The highest percentages of crafts and art produced include jewelry (27.2%), fiber (23.8%), paper (15.0%), and ceramics (12.9%). Smaller percentages of crafts and art produced include painting (6.8%), glass (6.8%), basketry (2.7%), leather (2.7%), wood (1.4%), and metal (0.7%).
- On a scale of 1 to 5, with 5 being the highest, respondents rate all aspects of the crafts market above 3, with the highest ranking for organization/staff support (4.8 average), setup (4.5 average), and the general vibe of the event (4.4 average).
- Nearly two-thirds of respondents (62.6%) have a website. Of these, 81.4% are business websites and 18.6 percent are personal websites. Nearly half of respondents (47.1%) sell at least some of their crafts from their website.
- Artists and artisans primarily sell their crafts and art through crafts fairs (79.8%). Smaller percentages sell their goods through craft galleries (36.1%), retail outlets (33.6%), and wholesale/distributors (17.6%).
- More than 4 in 5 respondents (82.9%) make less than \$5,000 per year selling at art/craft shows, while 14.3 percent make \$5,000 to \$15,999. Only 2.9 percent of respondents make more than \$16,000 a year from selling at craft/art shows.
- Nearly two-thirds of respondents (64.6%) sold less than \$100 at the craft market, with 15.2 percent selling less than \$25.00, 25.3 percent selling between \$25.00 and \$50.00, and 24.1 percent selling between \$50.00 and \$100.00. More than a third of respondents (35.4%) sold more than \$100.00 of merchandise, with 17.7 percent selling between \$100.00 and \$150.00, 13.9 percent selling between \$150.00 and \$200.00, and 3.8% selling over \$200.00 worth of merchandise.
- More than half of respondents (57.9%) report that they would participate in the crafts fair if there was a fee from \$25.00 to \$50.00, while 42.1 percent would not participate if there was a fee.
- Over eighty percent of respondents (81.6%) are female and 18.4 percent are male.
- Nearly half of respondents (47.4%) are between the ages of 26 and 35, while 25.4 percent are between the ages of 36-45. Sixteen percent of respondents (15.8%) are between the ages of 46-55, 5.3 percent are between the ages of 56-65, and 0.9 percent are over 65. Five percent of respondents (5.3%) are 25 years of age and younger.
- Forty percent of respondents (40.4%) are from Somerville and 59.6 percent are not from Somerville.
- Two-thirds of respondents (66.7%) are head of their household. The average number of members in each household is 2.1.
- Respondents are very educated, with 85.3 percent having at least a Bachelor's degree.

1.00 INTRODUCTION

The arts are an important contributor to national, state, and local economies. The Americans for the Arts estimates that the Nation's art industry alone generates \$134 billion annually in economic activity and supports 4.85 million full-time equivalent jobs (Americans for the Arts 2002). The \$134 billion total includes \$53.2 billion in spending by arts organizations and \$80.8 billion in event-related spending by arts audiences. The report estimates that spending by the non-profit arts industry increased by 45 percent from 1992 to 2000. Moreover, arts is a growth industry in the United States with spending by non-profit arts organization increasing by 45 percent, or by more than 5 percent annually, from 1992 to 2000. The New England Foundation for the Arts (2002) estimates that the total economic impact of the arts and culture industry in New England is nearly \$6.7 billion in annual output. Arts and cultural organizations employ 78,600 persons in the six New England states with 42,220 of these persons employed directly in the arts and humanities.¹ In Massachusetts, the arts and culture industry accounts for 36,763 jobs and a total economic impact of \$4.2 billion (New England Foundation for the Arts 2002). The Boston Foundation (2004) estimates that the state's 1,121 cultural organizations generate \$1.1 billion in annual output and produce \$248 million in annual earnings for visual, performing, and folk artists.

Massachusetts' exceptional cultural offerings contribute to the competitive strength of the state's economy by serving as a tourist attraction and by creating a high quality of life for citizens. In many cases, the arts are leading the revitalization of decaying downtown areas while contributing to an area's quality life by improving neighborhoods. Additionally, a vibrant arts community can help a region to attract and retain educated and skilled workers (Florida 2000).

The cultural industry in Massachusetts provides direct employment and income-producing activities to thousands of the state's residents, yet cultural assets are frequently overlooked in designing state and community economic development strategies. Consequently, the Massachusetts Cultural Council (MCC) implemented a Cultural Economic Development (CED) Program as a means of fostering and promoting the use of culture as a tool for economic development. The CED program promoted this goal by funding local projects throughout Massachusetts that had the capacity to stimulate additional economic activity, including new job creation, new business formation, and additional sales in cultural and arts-related businesses.

The CED program was replaced in 2004 by the John and Abigail Adams Arts Program. The program is designed to connect artists and cultural organizations to local and state economic development efforts, accommodate new arts and cultural enterprise development, raise awareness of the Commonwealth's cultural products, and attract and retain arts and cultural visitors to Massachusetts. Programs funded by the MCC are increasingly required to document their performance in terms of process (program implementation) and outputs (economic impacts, leveraged funds, visibility, etc.).

¹ This number does include performers and consultants, who are engaged by contract for shorter periods by non-profit organizations, but are not technically employees.

1.10 ARTSUNION PROJECT

The Somerville Arts Council, working with the Somerville Mayor's Office of Strategic Planning and Community Development, implemented an arts-based economic development program in Union Square, Somerville, Massachusetts. Now in its second year, "ArtsUnion" is a project initiative designed to boost the cultural economic development of Union Square in Somerville. The program is designed and presented in partnership with ArtsSomerville, Brickbottom Artists Association, Washington Street Art Center, the Somerville Historic Preservation Commission, the Somerville Chamber of Commerce, Somerville Open Studios and Union Square Main Streets. The program is funded through a \$40,000 grant from the Massachusetts Cultural Council (MCC) and a matching Community Development Block Grant from the City of Somerville.

ArtsUnion utilizes the vibrant ethnic mix of the Union Square area and its burgeoning artist population to design and promote five key components:

- an outdoor performance series during the summer and fall months,
- an arts and crafts market,
- a series of Union Square walking tours that focus on topics ranging from history to culinary diversity,
- new street architecture, such as benches, trash barrels, and informational kiosks designed and built by local artisans,
- a zoning analysis, zoning changes, and the designation of Union Square as an arts district.

The overarching goal of the project is to designate Union Square as an arts district. Union Square is the oldest business district of Somerville. It boasts some of the best and most historically significant architecture in Somerville, has an ethnically diverse business community and a swelling population of 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.

2.00 ARTSUNION ECONOMIC IMPACT - METHODOLOGY

The Center for Policy Analysis was retained by Somerville Arts Council to conduct an economic impact analysis of the ArtsUnion project for a second year. The program's economic impact is being measured using expenditure data from customer surveys that were administered during the special event and craft market events. Special events include:

<u>Event</u>	<u>Date</u>
G.M. Fastidious	July 23
KNOWMovement	August 11
Somerville Open	August 19
Project MUM	August 25
Not So Silent Night	September 8
Brazil Festival	September 16
What the Fluff?	September 30
Windows Art Project Reception	October 6
Rio to Panama	October 7

The estimated total economic impact of ArtsUnion is calculated using the IMPLAN econometrics modeling system, which has been in use since 1979 and is currently used by over 500 private consulting firms, university research centers, and government agencies.² 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.

This report also includes results from the special event and craft market surveys as well as results from a survey completed by artists and artisans. Copies of these survey instruments can be found in Appendix A.

² A more detailed description of the IMPLAN system can be found in Appendix B.

3.00 ECONOMIC IMPACT ANALYSIS

3.10 DIRECT, INDIRECT, INDUCED, & TOTAL ECONOMIC IMPACTS

Economic impacts consist of direct impacts, indirect impacts, and induced impacts. Direct impacts are the economic activities that take place directly on-site. In the case of ArtsUnion, examples of direct impacts include craft/art sales, sales at surrounding businesses, and ArtsUnion budget expenditures such as salaries, artist stipends, and design services.

Indirect impacts derive primarily from off-site economic activities and occur mainly as a result of non-payroll local expenditures by ArtsUnion, such as art supply stores who supply materials to artists. Indirect impacts differ from direct impacts insofar as they originate entirely off-site, although the indirect impacts would not have occurred in the absence of the ArtsUnion. Induced impacts are the multiplier effects of the direct and indirect impacts created by successive rounds of spending by employees and proprietors. For example, an art supply store owner may use the money earned from artist purchases and eat at a local restaurant. Total impacts are the sum of the direct, indirect, and induced impacts.

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 customer surveys at the craft markets and special events as well as budget data from ArtsUnion.

3.11 Economic Impacts

The total economic impact of the ArtsUnion program is \$352,470. These impacts include \$251,200 in direct impacts, \$47,141 in indirect impacts, and \$54,129 in induced impacts (see Table 1). These impacts are based on four types of expenditures:

- expenditures by visitors to the crafts fairs,
- expenditures made at surrounding businesses by visitors during the craft fairs,
- expenditures made at surrounding businesses by visitors during special events,
- ArtsUnion budget expenditures including artist stipends, design services, technical services, printing, equipment rental, ArtsUnion staff expenditures, and this evaluation.

The ArtsUnion programs also created an additional 3.5 full-time equivalent positions. These jobs are annualized FTEs (Full-Time Equivalent), that is, they represent year long employment and not simply jobs for the periods that the craft markets and special events were held.

A total of \$40,000 of the Massachusetts Cultural Council grant was spent on ArtsUnion activities. With a total economic impact of \$352,470, almost nine dollars have been generated for every state dollar spent in grant money. The City of Somerville, through a Community Development Block Grant, matched the MCC grant with an additional \$40,000. Thus, for every grant dollar provided by the MCC and City of Somerville, almost four and a half dollars have been generated by ArtsUnion programs.

Table 1
Total Economic and Employment
Impacts of ArtsUnion

	Direct	Indirect	Induced	Total
Economic Impact	\$251,200	\$47,141	\$54,129	\$352,470
Employment Impact	2.6	0.4	0.5	3.5

4.00 CRAFT MARKET AND SPECIAL EVENT SURVEYS

An intercept survey of visitors to both the craft markets and special events was conducted to measure the success of each of the programs. A total of 200 surveys were completed at the craft markets and 296 surveys were completed at the special events. The craft market and special event survey instruments contain similar questions, although there are also questions that are specific to each survey. The following data presents the data side by side for both the craft market and special event surveys where the survey questions are the same so that comparisons can be made.

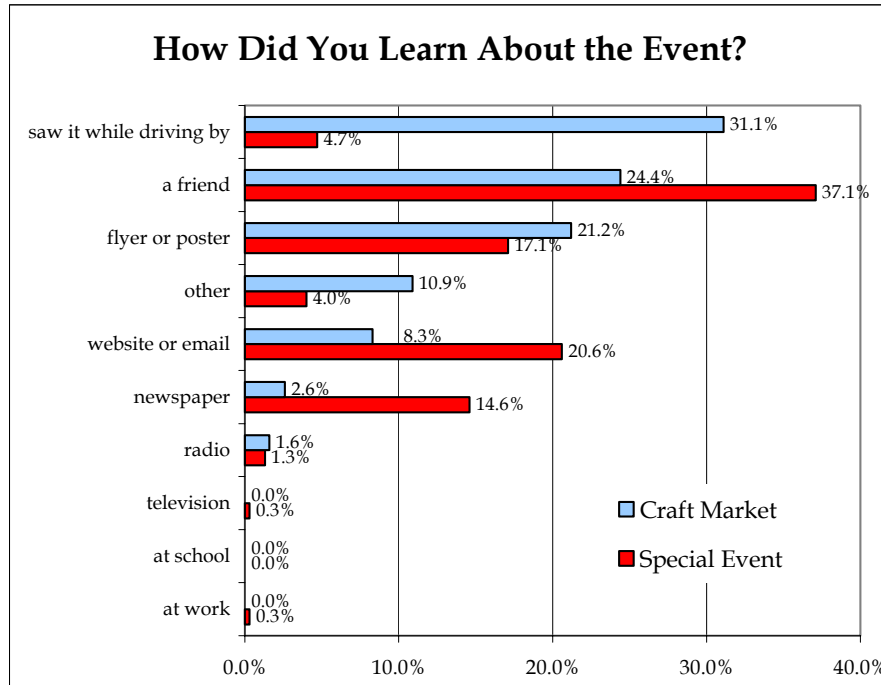
4.10 HOW DID YOU LEARN ABOUT THE EVENT?

Respondents were asked how they learned about the ArtsUnion event. The highest percentages of respondents from the craft markets learned about the event because they saw it while driving/walking by (31.1%), through a friend (24.4%), or from a flyer or poster (21.2%). A higher percentage of respondents from the special event survey learned about the event through a friend (37.1%) or from a website/email (20.6%) in comparison to craft market respondents (see Table 2 and Figure 1). Table 2 and Figure 1 are sorted by the percentage of respondents from the craft market survey.

Table 2

	Craft Market	Special Event
saw it while driving/walking by	31.1%	4.7%
a friend	24.4%	37.1%
flyer or poster	21.2%	17.1%
website or email	8.3%	20.6%
newspaper	2.6%	14.6%
other	10.9%	4.0%
at work	0.0%	0.3%
at school	0.0%	0.0%
radio	1.6%	1.3%
Television	0.0%	0.3%

Figure 1



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

- a blog
- a performer
- Adele
- class from Tufts came on field trip
- community on Live Journal
- farmers' market (N=2)
- had been before (N=5)
- conduct research based on it
- just happened upon it (N=3)
- live in Union Square area (N=4)
- postcard (N=2)
- used to work there
- vendor advertisement
- word of mouth (N=5)
- works at event (N=3)

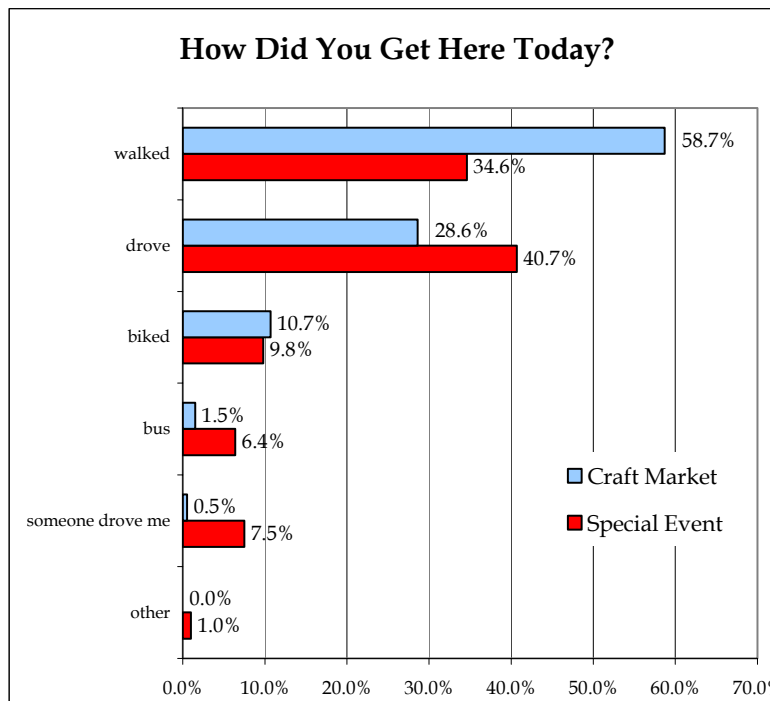
4.20 HOW DID YOU GET HERE TODAY?

Respondents were asked how they arrived at the craft market or special event. More than half of respondents (58.7%) walked to the craft market, while 34.6 percent of respondents walked to the special event. In addition, 28.6 percent of craft market respondents and 40.7 percent of special event respondents drove to the event. Smaller percentages of respondents biked (10.7% craft market, 9.8% special event), took a bus (1.5% craft market, 6.4% special event), or had someone drive them (0.5% craft market, 7.5% special event) (see Table 3 and Figure 2). "Other" ways that respondents arrived include skateboard, subway, and train.

Table 3

	Craft Market	Special Event
walked	58.7%	34.6%
drove	28.6%	40.7%
biked	10.7%	9.8%
bus	1.5%	6.4%
someone drove me	0.5%	7.5%
other	0.0%	1.0%

Figure 2



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

Respondents were asked which types of businesses they have visited or planned to visit in Union Square. The highest percentages of respondents at the craft markets visited or planned to visit a restaurant/café (42.0%) or a grocery/bakery/specialty foods store (37.0%). Similarly, the highest percentages of respondents at the special events also visited or planned to visit a restaurant/café (65.2%) or a grocery/bakery/specialty foods store (25.7%). In addition, over eighteen percent of craft market respondents (18.5%) and 15.9% of special event respondents did not visit or plan to visit any businesses in Union Square. Smaller percentages of respondents visited or planned to visit other businesses in Union Square.

Table 4

	Craft Market	Special Event
restaurant/café	42.0%	65.2%
grocery/bakery/specialty foods	37.0%	25.7%
none	18.5%	15.9%
post office	10.5%	4.1%
Target	6.5%	7.8%
other	4.0%	7.1%
dry cleaner, laundromat, tailor, etc.	3.5%	3.4%
clothing & jewelry boutique	3.0%	4.7%
hair dresser/barber/nails	2.5%	1.4%
auto/motorcycle service & sales	1.0%	3.0%
office (doctor, dentist, insurance, etc.)	0.5%	2.0%
banking	25.0%	17.2%

“Other” businesses include:

- bars (N=4)
- biking store
- convenience store (N=3)
- farmers' market (N=9)
- Stop & Shop
- Walgreens
- flower shop (N=2)
- Prospect Hill (N=2)
- Reliable Video
- Ricky's Flower Market (N=3)
- smoke shop
- stationary store
- thrift shop

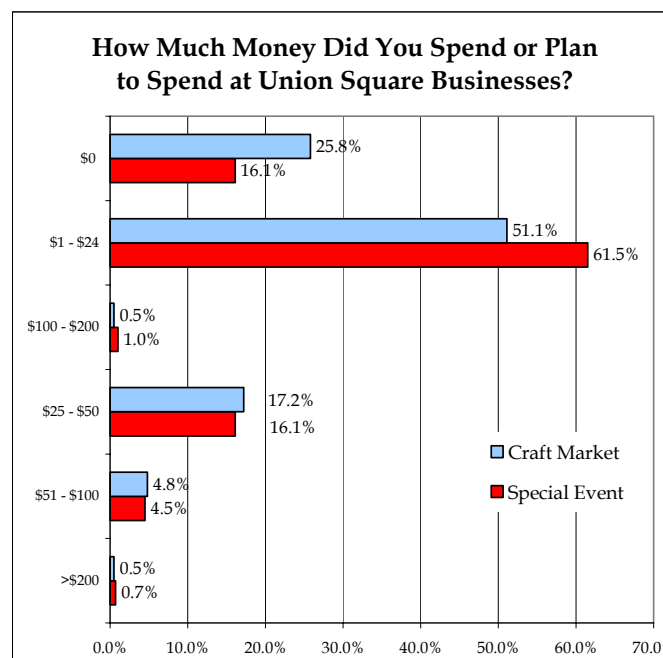
4.40 HOW MUCH MONEY HAVE YOU SPENT OR PLAN TO SPEND AT BUSINESSES IN UNION SQUARE?

Respondents were asked how much money they spent or planned to spend at Union Square businesses. More than half of craft market respondents (51.1%) and 61.5 percent of special event respondents spent or planned to spend \$1.00 to \$24.00 at Union Square businesses, while 17.2 percent of craft market respondents and 16.1% of special event respondents spent or planned to spend \$25.00 to \$50.00. Only 5.8 percent of craft market respondents and 6.2 percent of special event respondents spent or planned to spend more than \$50.00. In addition, more than a quarter of craft market respondents (25.8%) did not spend or plan to spend any money at other businesses in Union Square, compared to 16.1 percent of special event respondents.

Table 5

	Craft Market	Special Event
\$0	25.8%	16.1%
\$1 - \$24	51.1%	61.5%
\$25 - \$50	17.2%	16.1%
\$51 - \$100	4.8%	4.5%
\$100 - \$200	0.5%	1.0%
>\$200	0.5%	0.7%

Figure 3



4.50 DEMOGRAPHIC BACKGROUND

4.51 What language do you primarily speak at home?

More than ninety-five percent of respondents from both the craft markets (95.9%) and special events (95.5%) speak English at home.

Table 6

	Craft Market	Special Event
English	95.9%	95.5%
Portuguese	1.5%	1.7%
Spanish	1.0%	1.0%
Japanese	0.0%	0.3%
Vietnamese	0.0%	0.7%
Chinese	0.5%	0.0%
Other	1.0%	0.7%

“Other” languages spoken at home that were reported by respondents include:

- French (N=3)
- German (N=3)
- Polish
- Portuguese (N=2)
- Russian (N=2)
- Slavic (N=2)
- Spanish (N=5)
- Swedish (N=2)
- Turkish
- Yiddish

4.52 Household Income

More than half of respondents from the craft markets (53.2%) and special events (57.6%) have a household income of less than \$50,000. The state median household income in Massachusetts in 2005 is \$57,184 (U.S. Census 2005 estimate). In addition, 23.6 percent of craft market respondents and 17.9 percent of special event respondents have household incomes between \$50,000 and \$75,000, while 35.2 percent of craft market respondents and 18.3 percent of special event respondents have household incomes between \$50,000 and \$75,000. No craft market respondents have household incomes about \$100,000, while 14.2 percent of special event respondents have household incomes over \$100,000.

Table 7

	Craft Market	Special Event
< \$9,999	8.8%	6.3%
\$10,000 - \$19,999	12.1%	11.3%
\$20,000 - \$29,999	13.7%	10.0%
\$30,000 - \$39,999	12.6%	15.8%
\$40,000 - \$49,999	6.0%	14.2%
\$50,000 - \$59,999	11.5%	10.0%
\$60,000 - \$74,999	12.1%	7.9%
\$75,000 - \$99,999	23.1%	10.4%
> \$100,000	0.0%	14.2%

4.53 What is your gender?

More than sixty-five percent (65.3%) of craft market respondents and 60.8 percent of special event respondents are female.

Table 8

	Craft Market	Special Event
Female	65.3%	60.8%
Male	34.7%	39.2%

4.54 What is your age?

The majority of craft market (71.0%) and special event (67.6%) respondents are between the ages of 18 and 39. The average age of craft market respondents is 35.3, while the average age of special event respondents is 35.1.

Table 9

	Craft Market	Special Event
Under 18	0.0%	2.5%
18 to 29	35.8%	43.0%
30 to 39	35.2%	24.6%
40 to 49	14.0%	14.8%
50 to 59	11.4%	11.6%
60 +	3.6%	3.5%
Avg. Age	35.3	35.1

4.55 Education Level

Respondents from both the craft markets and special events are highly educated, with 87.7 percent of craft market respondents and 76.8 percent of special event respondents reporting that they have a Bachelor's degree or higher.

Table 10

	Craft Market	Special Event
Less than high school	1.0%	1.4%
High school diploma	1.0%	4.5%
Some college	8.2%	13.1%
Associate's	2.1%	2.4%
Bachelor's	40.0%	46.0%
Master's +	47.7%	32.6%

4.60 CRAFT MARKET SPECIFIC QUESTIONS

4.61 How many times this summer/fall did you attend a craft market?

Almost a quarter of respondents (24.1%) were attending a craft market for the first time, while 4.6 percent of respondents attended once, 13.3 percent have attended twice, 15.4 percent have attended three times, 11.8 percent have attended four times, and 30.8 percent have attended five times.

Table 11

	Craft Market
this is first time	24.1%
once	4.6%
twice	13.3%
three times	15.4%
four times	11.8%
five times	30.8%

4.62 Do the craft vendors provide the types of crafts you expected?

More than nine in ten respondents (94.4%) report that the craft vendors provided the types of crafts that they expected.

Table 12

	Craft Market
yes	94.4%
no	5.6%

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

Nearly seventy percent of respondents (69.2%) spent or intended to spend \$1.00 to \$24.00 at the craft market, while 21.5 percent of respondents spent or intended to spend between \$25.00 and \$50.00. Only 2.1 percent of respondents spent or intended to spend \$51.00 to \$100.00, while 7.2 percent of respondents indicate that they did not plan to spend any money at the market.

Table 13

	Craft Market
\$0	7.2%
\$1 - \$24	69.2%
\$25 - \$50	21.5%
\$51 - \$100	2.1%
\$100 - \$200	0.0%
>\$200	0.0%

4.64 If you didn't buy anything, do you think that the prices were fair?

Almost all respondents (98.8%) agree that the prices at the craft market are fair.

Table 14

	Craft Market
yes	98.8%
no	1.2%

4.65 Where do you live?

The majority of respondents live in Somerville (52.3%) and Cambridge (15.1%). There are also respondents who live out of state, including New York (1.3%), New Hampshire (1.2%), Rhode Island (1.0%), California (0.6%), Vermont (0.3%), Kentucky (0.3%), Illinois (0.3%), and Texas (0.3%).

Table 15

Where Do You Live?					
Craft Market					
<u>City/Town</u>	<u>State</u>	<u>Percent</u>	<u>City/Town</u>	<u>State</u>	<u>Percent</u>
Somerville	MA	52.3%	Haverhill	MA	0.3%
Cambridge	MA	15.1%	Reading	MA	0.3%
Boston	MA	3.7%	Winchester	MA	0.3%
Medford	MA	3.0%	Rockport	MA	0.3%
Jamaica Plain	MA	2.7%	Salem	MA	0.3%
Watertown	MA	1.7%	Revere	MA	0.3%
Lowell	MA	1.3%	Quincy	MA	0.3%
Allston	MA	1.3%	Lexington	MA	0.3%
Brighton	MA	1.3%	Brockton	MA	0.3%
Brookline	MA	1.3%	Arlington	MA	0.3%
Peabody	MA	1.0%	Dartmouth	MA	0.3%
Roslindale	MA	1.0%	Londonderry	NH	0.3%
Newton	MA	1.0%	Nashua	NH	0.3%
Providence	RI	1.0%	Exeter	NH	0.3%
Malden	MA	0.7%	Stratham	NH	0.3%
Lexington	MA	0.7%	Burlington	VT	0.3%
East Arlington	MA	0.7%	Sand Lake	NY	0.3%
Belmont	MA	0.7%	Syracuse	NY	0.3%
Altamont	NY	0.7%	Louisville	KY	0.3%
North Brookfield	MA	0.3%	Glendale Heights	IL	0.3%
Woburn	MA	0.3%	Austin	TX	0.3%
Andover	MA	0.3%	San Diego	CA	0.3%
		0.0%	Alameda	CA	0.3%

4.66 Country of Origin

Eighty-five percent of respondents (85.0%) were born in the United States, while smaller percentages were born in other countries.

Table 16

	Frequency	Percent
United States	170	85.0%
Canada	4	2.0%
Brazil	2	1.0%
Australia	1	0.5%
Bangladesh	1	0.5%
Chile	1	0.5%
El Salvador	1	0.5%
England	1	0.5%
France	1	0.5%
Germany	1	0.5%
Ireland	1	0.5%
Japan	1	0.5%
Korea	1	0.5%
New Zealand	1	0.5%
Puerto Rico	1	0.5%
Senegal	1	0.5%
South Africa	1	0.5%
South Korea	1	0.5%
Spain	1	0.5%
Sweden	1	0.5%
Switzerland	1	0.5%
Trinidad	1	0.5%
Turkey	1	0.5%

4.67 If you have previously visited Union Square, what brought you here? Did you shop/dine at any businesses? If yes, which ones?

Respondents are most likely to have previously visited Union Square because they live in the area (N=140), to dine (N=40), to shop (N=16), to go to a bar/pub (N=4), because they work in the area (N=5), and because they used to live here (N=3). Specific businesses that they have visited include:

- AA Box
- Al Capone's
- Aquaria
- Asian market (N=2)
- Bank (N=10)
- Barber Shop
- Capone's (N=2)
- Dry Cleaner (N=2)
- Dunkin Donuts
- Elephant walk
- Farmers' Market (N=23)
- Hemlock Ink
- The Independent (N=13)
- Sherman's
- India Palace (N=2)
- Indian grocery
- Korean market (N=5)
- Korean restaurant (N=3)
- Macchu Picchu (N=4)
- Market Basket (N=3)
- meditation course
- Midnight
- Neighborhood Restaurant (N=5)
- Nursery
- PA's (N=5)
- Peruvian food
- Post office (N=9)
- Reliable Market (N=10)
- Reliable Video
- Restaurants (N=3)
- Ricky's Flower Market (N=3)
- Sherman's café (N=25)
- SPARCH
- Subway
- Taqueria (N=13)
- Target (N=12)
- Thai Chef (N=2)
- The Neighborhood (N=10)
- Tir Na Nog (N=5)
- Toast (N=3)
- Toscanini
- Villari's

4.68 Additional Comments

Additional comments and suggestions provided by craft market respondents include:

- Appreciate the place
- Favorite thing about Union Square, keep it up
- Get Magpie out here- they're at the Davis Square arts festival
- Glad you accept EBT
- Great family and shopping experience
- Great market
- Great place- thanks!
- Great to have live music
- Great work!
- Have more pottery
- I love the market
- It's a great event, thank you!
- It's great
- It needs to last longer!
- It was great having a live band, they were good
- It would be great to have market open later
- Keep advertising
- Keep doing the market, more variety of stores
- Keep it going, add music!
- Keep it up (N=6)
- Keep this and other activities a part of life in Somerville
- Keep up the excellent community programming
- Keep up the good work!
- Like the diverse atmosphere
- Like Union Square
- Longer hours for the market
- Looks forward to coming
- Loved it
- Love the market
- Love the mix of farmers and artists
- Make the market bigger, sell clothes there
- More crafts
- More more more!
- More music (N=2)
- More organic products
- More organic/natural meats and vegetables
- More organics, and cheese. Don't have bands, just one person- music was too loud
- More vendors and products that can make shopping at farmers' market enough, so you don't have to go anywhere else after
- Music would be nice- creates a bit of a festival atmosphere
- Nice event
- No karate, more vendors
- Not at a convenient time
- Offers great variety
- Please continue events like these!

- Pressure MBTA to go ahead with green line, and have a stop at Union Square
- Rip up every square foot of asphalt in the square
- Should continue throughout the winter
- Some way to encourage people to come back over the week with new features
- Tables and chairs to sit at and drink coffee and talk would be nice
- Thank you! (N=6)
- Thanks for a dog-friendly market!
- The craft fair and farmer's markets are great additions to the square. Thank you!
- The crafts are too expensive
- The farmers' market and craft fair are fantastic!
- The market is great!
- The market looks great- congrats and good luck!
- Thinks it is perfect
- This is great! Please continue having the farmers' market
- This is great!!
- Veggies and crafts are too expensive
- Very nice!
- Wants to see more crafts
- We love our market! It adds to the quality of life in the city!
- What a wonderful asset to this area!
- Would have liked to be able to purchase clothes
- Would like to see more Union-square based artists next year, loves the music, doing a great job!

4.70 SPECIAL EVENT SPECIFIC QUESTIONS

4.71 How many times do you anticipate attending a 2006 ArtsUnion special event?

More than forty percent of respondents (40.8%) anticipate that they will attend one special event, while more than a third of respondents (36.5%) anticipate that they will attend at least three events.

Table 17

	Special Event
one time	40.8%
two times	22.7%
three times	21.3%
four times	6.0%
five times	4.6%
six times	4.6%

4.72 Did this special event live up to your expectations?

Ninety-three percent of respondents (93.0%) report that the special event they attended lived up to their expectations.

Table 18

	Special Event
yes	93.0%
no	7.0%

4.73 Have you visited before?

Nearly eighty-seven percent of respondents (86.9%) report that they have previously attended a special event.

Table 19

	Special Event
yes	86.9%
no	13.1%

4.74 Did this event change your perception of Union Square?

More than forty-six percent of respondents (46.9%) report that the special event changed their perception of Union Square. Importantly, many respondents who indicated that their perception did not change noted that they already had a positive perception before the event occurred

Table 20

	Special Event
yes	46.9%
no	53.1%

4.75 Would you return to Union Square if the ArtsUnion event was not going on?

Ninety-six percent of respondents (96.0%) indicate that they would return to Union Square if the ArtsUnion event was not taking place.

Table 21

	Special Event
yes	96.0%
no	4.0%

4.76 Where do you live?

The majority of respondents live in Somerville (68.9%) and Cambridge (14.0%).

Table 22

Where Do You Live?		
Special Event		
<u>City/Town</u>	<u>State</u>	<u>Percent</u>
Somerville	MA	68.9%
Cambridge	MA	14.0%
Boston	MA	3.1%
Medford	MA	2.6%
Arlington	MA	2.6%
Wakefield	MA	1.0%
Brookline	MA	1.0%
Watertown	MA	1.0%
New York	NY	1.0%
Easthampton	MA	0.5%
Ashland	MA	0.5%
Methuen	MA	0.5%
Saugus	MA	0.5%
Malden	MA	0.5%
Everett	MA	0.5%
Chelsea	MA	0.5%
Chestnut Hill	MA	0.5%
San Francisco	CA	0.5%

4.77 Country of Origin

Eighty-five percent of respondents (85.0%) were born in the United States, while smaller percentages were born in other countries.

Table 23

	Frequency	Percent
United States	254	85.0%
Brazil	5	1.7%
Canada	4	1.4%
El Salvador	4	1.4%
Portugal	2	0.7%
Russia	2	0.7%
Colombia	1	0.5%
Croatia	1	0.5%
England	1	0.5%
France	1	0.5%
Haiti	1	0.5%
Honduras	1	0.5%
India	1	0.5%
Jamaica	1	0.5%
Korea	1	0.5%
Mexico	1	0.5%
Serbia	1	0.5%
South Korea	1	0.5%
Sweden	1	0.5%
Tibet	1	0.5%

4.78 If you have previously visited Union Square, what brought you here?

The reasons reported by respondents as to why they have previously visited Union Square include:

- dining/restaurants (N=46)
- lives in the area (N=38)
- ArtsUnion events (N=15)
- shopping (N=15)
- clubs/lounge/bars (N=8)
- used to live there (N=7)
- works in area (N=6)
- SCAT class (N=5)
- to visit friends (N=4)

Specific businesses that respondents previously visited in Union Square include:

- Al Capone's (N=3)
- Angel Nails
- autoshop
- bakery
- bank (N=8)
- Brazilian Mercado (N=4)
- Capones (N=2)
- Casa Mexico
- Chez Orize
- Chinese food
- cycle shop (N=2)
- dentist
- dog park
- dry cleaning
- Dunkin Donuts (N=3)
- El Porto (N=3)
- Elephant Walk
- Family Center
- Farmer's Market (N=15)
- golf
- grocery store (N=4)
- India Palace (N=12)
- Irish Eyes
- Korean Restaurant (N=3)
- La Taqueria Mexicana(N=12)
- Lutia Palace
- Macchu Picchu (N=5)
- Mama Ginas
- Market Basket (N=3)
- Mexican restaurants
- Midnight Convenience
- movies
- Neighborhood Restaurant (N=6)
- Neighborhood Bakery
- nursery
- PA's Lounge (N=14)
- Peruvian restaurant
- Post Office (N=3)
- Ricky's Flower Market (N=4)
- Sally O'Brein's (N=2)
- Sherman Café (N=28)
- shoe store
- smoke shop
- Subway (N=3)
- Target (N=8)
- Thai Place (N=2)
- The Independent (N=29)
- thrift store
- Tir Na Nog (N=9)
- Toast Lounge (N=7)
- Union Square print shop
- vet
- walk
- yoga classes

4.79 Additional comments and suggestions provided by craft market respondents include:

- "A" for creativity
- All events need food vendors
- Disappointed that restaurants were closed
- Expected more science and to actually sample food in contest
- Fun idea
- Fun, thanks.
- Give more money to Hans Rickhert.
- Good effort.
- Good luck!
- Great crowd
- Great event! (N=3)
- Great idea!
- Great idea! Lots of fun and community building
- Great job and great publicity, too- keep going!
- Great show
- Great time! Thanks
- Great to have outdoor music!
- Have friends in the area and it's a nifty neighborhood.
- Have more events like this one
- Hoping there would be food vendors or Brazilian food
- I had fun!
- I like your light-hearted approach
- I support your endeavor
- I want to hear more bands
- It's a great event
- Keep it up! (N=6)
- Keep up the good work! (N=4)
- Liked the events; reminder to come to Union Square more often
- Love the creativity and kid-friendly theme
- Loved it!
- Make this survey available online.
- Mini golf event was awesome!
- More activities for children.
- More Puppets.
- More trash cans
- Need audience participation
- Needed to be more people working at the food table
- Rosie Branson-Gill is fabulous (N=3)
- Separate lines for food and shirts would have been more efficient
- Should be advertised in the Brazilian community. The music was great!
- Should have a bar& pool table
- Surprised Fluff was such a big draw
- Thank you for giving me a healthy alternative to going to bars
- Thank you for keeping the arts and culture alive!
- Thank you for making this great event (N=12)
- Thanks for activating the space!

- Thanks for bringing good music here.
- Thanks for the great music!
- Thanks so much, this is really cool but would be better if it actually started at 8pm
- The band "Bright" was great!
- The broad range of events is much appreciated. Keep them coming!
- The events are great; keep up the good work! (N=2)
- The Fluff Fest was phenomenal
- The reason I don't frequent Union Street more often is the traffic. It's hard to get around- you take your life in your hands crossing the street
- Traffic is a problem. Return Prospect in Somerville to 2-way traffic
- Union Square is not on any map or on Mapquest. Directions are needed
- Union Square was already vital. Don't urbanize it too much.
- Was surprised that no refreshments were given to participants and how little attention was given to them
- We need a T stop
- Why not sell Fluff
- Would have more arts-related activities
- Would like a Fluff Pole-climbing event
- Would like a Fluff wrestling competition
- Would like a list of restaurants and stores available to patrons
- Would like costumes
- Would like more shops to visit; there are too many restaurants and not enough shops

5.00 ARTIST AND ARTISAN SURVEY

A survey of artists and artisans was conducted to obtain their opinions about the Craft Fairs. Results from this survey are not part of the economic impact evaluation. A total of 119 surveys were completed.

5.10 WHAT TYPE OF CRAFTS/ART DO YOU PRODUCE?

The highest percentages of crafts and art produced include jewelry (27.2%), fiber (23.8%), paper (15.0%), and ceramics (12.9%). Smaller percentages of crafts and art produced include painting (6.8%), glass (6.8%), basketry (2.7%), leather (2.7%), wood (1.4%), and metal (0.7%).

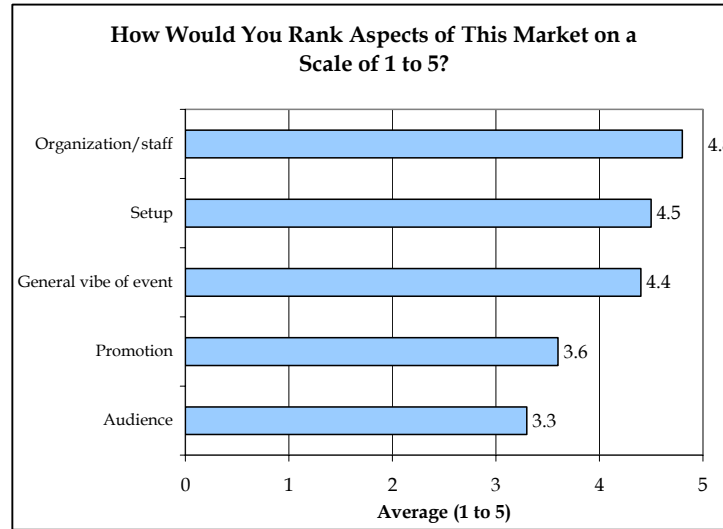
Table 24

	Frequency	Percent
jewelry	40	27.2%
fiber	35	23.8%
paper	22	15.0%
ceramics	19	12.9%
painting	10	6.8%
glass	10	6.8%
basketry	4	2.7%
leather	4	2.7%
wood	2	1.4%
metal	1	0.7%

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, respondents rate all aspects of the crafts market above 3, with the highest ranking for organization/ staff support (4.8 average), setup (4.5 average), and the general vibe of the event (4.4 average).

Figure 4



5.30 HOW MANY YEARS HAVE YOU WORKED IN CRAFT/ART PRODUCTION?

Almost half of respondents (47.9%) have worked in craft/art production for 1 to 5 years, while smaller percentages have worked in craft/art production for 6 to 10 years (18.5%), less than 1 year (16.8%), more than 15 years (9.2%), and 11 to 15 years (5.9%).

Table 25

	Frequency	Percent
Less than 1 year	20	16.8%
1 - 5 years	57	47.9%
6 - 10 years	22	18.5%
11- 15 years	7	5.9%
more than 15 years	11	9.2%

5.40 DO YOU HAVE A WEBSITE?

Nearly two-thirds of respondents (62.6%) have a website. Of these, 81.4% are business websites and 18.6 percent are personal websites. Nearly half of respondents (47.1%) sell at least some of their crafts from their website.

Table 26

	Frequency	Percent
yes	72	62.6%
no	43	37.4%

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 (79.8%) Smaller percentages sell their goods through craft galleries (36.1%), retail outlets (33.6%), and wholesale/ distributors (17.6%).

Table 27

	Frequency	Percent
wholesale/ distributors	21	17.6%
retail	40	33.6%
craft galleries	43	36.1%
craft fairs	95	79.8%

5.60 WHAT CRAFT/ART FAIRS/MARKETS DO YOU ATTEND?

Responses include:

- Andover Art in the Park (N=3)
- Arisia (N=2)
- Arlington Town Day (N=3)
- Art walks
- ArtBeat (N=27)
- Artisan Women of Worcester
- ArtsUnion (N=11)
- Austin Prep Harvest Fair
- Beth Israel Deaconess Medical Center Employee Craft Fair
- Beverly Arts Fest
- BIOMC
- Bizarre Bazaar (N=7)
- Boston South Street
- Brookline
- Brookline 300
- Christmas fairs (N=2)
- church fairs (N=2)
- Codman Estate (N=2)
- Coolidge Corner
- Craft Boston (N=2)
- Craftacular
- Crafts in the Clubs
- Davis Square
- DeCordova's Art in the Park (N=2)
- Dog Daze
- Farmers' market
- Greeley Park, Nashua (N=4)
- Harvard Square (N=3)
- Harvard Square Holiday Craft Fairs
- Heritage Chorale
- Hingham
- Hollis
- Ladies' Night (N=2)
- Lexington Chamber of Commerce
- Lynn
- Manchester Art in the Park (N=2)
- MassArt Alumni/Student Art Sale
- May Fair in Harvard Square (N=2)
- Medford Arts Festival (N=2)
- Mudflat
- New England Cultural Festival
- New Harbor
- Newburyport (N=3)
- Oktoberfest (N=3)
- Old Bristol Days
- Only venue so far (N=14)
- Open Studios (N=5)
- Pet Rock
- PRFM
- Private parties
- Renegade Craft Fair (N=4)
- River Festival, Cambridge (N=2)
- School fairs
- Scituate Heritage Days
- Small town/church fairs
- Somerville fairs and events (N=2)
- Somerville High School
- Somerville Open Studios (N=10)
- South End Open Market (N=8)
- SOWA
- Station Arts in Worcester
- Sudbury
- Union Square (N=2)
- Union Square Farmers' Market
- Various town craft fairs
- Vegetarian Festival
- Westborough
- Young Designer Market

5.60 INCOME FROM SALES

5.61 What is your income from selling at craft/art shows a year?

More than 4 in 5 respondents (82.9%) make less than \$5,000 per year selling at art/craft shows, while 14.3 percent make \$5,000 to \$15,999. Only 2.9 percent of respondents make more than \$16,000 a year from selling at craft/art shows.

Table 28

	Frequency	Percent
< \$5,000	87	82.9%
\$5,000 - \$15,999	15	14.3%
\$16,000 - \$25,999	5	1.9%
\$26,000 - \$35,999	1	1.0%
\$26,000 - \$45,999	0	0.0%
> \$46,000	0	0.0%

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

Nearly two-thirds of respondents (64.6%) sold less than \$100 at the craft market, with 15.2 percent selling less than \$25.00, 25.3 percent selling between \$25.00 and \$50.00, and 24.1 percent selling between \$50.00 and \$100.00.

More than a third of respondents (35.4%) sold more than \$100.00 of merchandise, with 17.7 percent selling between \$100.00 and \$150.00, 13.9 percent selling between \$150.00 and \$200.00, and 3.8% selling over \$200.00 worth of merchandise.

Table 29

	Frequency	Percent
\$10 to \$25	12	15.2%
\$25 - \$50	20	25.3%
\$50 - \$100	19	24.1%
\$100 - \$150	14	17.7%
\$150 - \$200	11	13.9%
Over \$200	3	3.8%

5.63 What are your individual annual gross sales from the sale of crafts and craft related work?

More than three-quarters of respondents (75.8%) report that their individual annual gross sales from the sale of crafts and craft related work is less than \$5,000, while 18.2 percent of respondents report that individual annual gross sales from the sale of crafts and craft related work is between \$5,000 and \$15,999. Only 16.0 percent of respondents report individual annual gross sales of \$16,000 or greater.

Table 30

	Frequency	Percent
< \$5,000	75	75.8%
\$5,000 - \$15,999	18	18.2%
\$16,000 - \$25,999	4	4.0%
\$26,000 - \$35,999	1	1.0%
\$36,000 - \$45,999	0	0.0%
> \$46,000	1	1.0%

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 other income from working full-time or part-time at non-art related businesses or from work in art-related areas. There are ten respondents who do not receive any income outside of selling crafts. Responses include:

- accounting manager
- art related endeavors
- arts marketing business
- college administration
- commissioned paintings and portraits
- counseling and health work
- custom printing
- dance instructor
- day-job working at Boston College
- day job at a university
- day job in corporate America
- design work
- donations to non-profit organization
- education job
- education research and curriculum development
- event production promoting manager, creative enterprise
- freelance editing
- freelance marketing/arts administration
- full-time work at Harvard University
- full job in education
- full time corporate job
- full time job (N=22)
- full time job as a writer and programmer
- full time job as activity assistant in a nursing home
- full time job as an accounting manager
- full time job as market researcher/consulter
- full time job as project manager
- full time job in a law firm
- full time job in advertising
- full time job in customer service (N=2)
- full time job in education
- full time job in market research
- full time job in nursing home
- full time job in public relations, part time job as a craft instructor
- full time job in trade book publishing
- full time media job
- full time student
- full time accessories design student but in past worked at Beth Israel
- grants (N=2)
- graphic design (N=2)
- home health care
- my husband works
- painting and teaching

- part time job (N=3)
- part time job and ceramics teacher
- photographer
- photography teacher
- programmer
- project manager
- publish newsletter
- muralist
- publishing job
- regular work
- research assistant
- Senior Project Manager for a pediatric healthcare quality improvement org.
- stay at home mom
- Teaching (N=4)
- teaching and tile work
- teaching art classes
- teaching ceramics and full time job
- teaching craft classes teaching events, donations
- teaching sewing, catering, selling sculpture, artist's assistant
- teaching, carpentry
- teaching, costume design
- teaching, freelance artist
- work for a technology company as a Product Specialist doing pre-sales demos
- writer

5.65 Would you participate in this crafts fair if there was a fee from \$25.00 to \$50.00?

More than half of respondents (57.9%) report that they would participate in the crafts fair if there was a fee from \$25.00 to \$50.00, while 42.1 percent would not participate if there was a fee.

Table 31

	Frequency	Percent
yes	55	57.9%
no	40	42.1%

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:

- A lot of fun
- A lot of browsers, not many buyers, enjoyable experience
- Awful when raining, otherwise fun
- Casual
- Crowd was unsure of how long event had existed and came unprepared
- Crowd wasn't large enough or interested in buying crafts
- Didn't sell anything
- Didn't sell anything, but had great feedback and exposure
- Enjoyable crowd, not much in way of sales
- Enjoyable, good music, good vibe
- Excellent, friendly, upbeat, great music
- Extremely varied sales
- Fair. Small show
- Friendly
- Friendly people who aren't interested in buying crafts
- Frustrating
- Fun (N=2)
- Fun and pleasant atmosphere
- Fun but not lucrative
- Fun place, people want produce more than crafts
- Fun time
- Fun time but not profitable
- Fun, great people
- Generally nice crowd and pleasant, helpful staff
- Good (N=3)
- Good and enjoyable
- Good communication, timely emails
- Good to talk with local people
- Good, clientele uninterested in buying pricey items, eclectic market good for reaching broad audience
- Great (N=7)
- Great music, great traffic flow
- Great, helpful staff; good crowd when it's not raining
- Great. Needs to be bigger
- Helpful staff, good crowd, good traffic flow
- Likes meeting people and making them happy
- Lots of browsers, people only interested in produce
- Love the location
- Loved it. Great socializing with other crafters/farmers. Music was great and customers were friendly
- Loves atmosphere and experience
- More traffic and more sales this year
- Most people focused on buying produce
- Mostly good

- Nice
- Nice atmosphere, few people interested in wares
- Nice crowd, friendly staff, great mix of people and hours
- Nice environment
- Nice people and staff
- Nice place but customer demographic does not match personal craft style
- nice traffic, good group, just enough vendors
- Not as many customers as expected
- Not financially successful but personally satisfying
- Ok
- Overall experience was great, very fun, good vibe and excellent music, but didn't sell anything
- Overall good
- People are interested, but inexpensive and small crafts are selling better
- People are there for vegetables, not art. Most are not interested and won't buy more expensive art
- People don't want to buy crafts, seems better publicity than sales
- People were friendly though didn't buy much
- People were nice but not interested in crafts and not willing to spend money on them
- Pleasant (N=2)
- Pleasant, modest crowd, easy setup, small size, great music
- Positive (N=4)
- Positive, good music and dancing
- Quick setup, enjoyable experience, music was an unexpected bonus
- Relaxed and cool atmosphere, not many sales
- Relaxed and non-stressful
- Sensational
- Slow business
- Staff was friendly, helpful, and well organized
- Staff was helpful and pleasant, disappointing amount of patrons
- The day was nice but nothing sold
- Thinks merchandise was too expensive for venue and didn't sell anything
- Vendors, staff and customers were very pleasant and easy to work with
- Very good
- Very nice, helpful people
- Very pleasant but not profitable day
- Very pleasant, everyone was nice, music was great, would be good to see more shoppers
- Very positive
- Very good
- Was a great little community fair
- Wish crafts fair was later, shoppers only interested in produce

5.67 What might make this market better?

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

- A theme
- Always have music
- An hour or two longer
- Better operating times, more advertising of crafts
- Better parking situation, a shuttle, more publicity
- Better promotion
- Better promotion of craft portion
- Better weather, more clearly defined area to sell/set up in
- Breakfast beer
- Closer to holidays, more advertising
- Extend craft sales and have one evening event
- Extend hours
- Extend the length of the show
- Good as is
- Have artists listed on website
- Have craft fair separate from market. People were there to buy groceries not art
- Have crafts later in the day
- Keep it as is
- Later in the day would yield better business for crafts
- Later times, more craft advertisement, food for vendors
- List vendors and website links on SAC page for Fair
- Longer hours
- Longer hours and better weather
- Longer hours and no smoking
- Longer hours, more advertising
- Longer hours, more space, Newspaper promotional with good directions
- Make a crafts only day
- Make it crafts only
- Make it during the holidays or in the fall
- Make the event one day and put more emphasis on arts and crafts or have it be every weekend rather than consecutive days
- Make the market a little longer; 9am-4pm
- More advertisement and customers
- More advertising
- More advertising before day of event, make it a full day event
- More advertising outside of Union Square area to draw more customers in
- More advertising to colleges; students are a good market for the wearable stuff and body products
- More integration with farmer's market
- More marketing
- More people
- More people, try spreading out food vendors
- More press release, longer event

- More promotion of the crafts aspect to a wider area
- More promotions
- More sales
- More shoppers willing to spend money on crafts
- More traffic, better location
- More upbeat music
- More variety of vendors
- More vendors, more art focus
- More vendors, more marketing, more customers
- No smoking, longer hours
- Open later
- People are there for vegetables, not crafts, and space is limited
- Set basketry vendors near produce
- Space is too limited
- Start later and end later
- Thinks it's already a great event
- Time it around a holiday, extend hours
- Unsure
- Water pitchers for vendors, work out a way to encourage people to move throughout the space more efficiently

5.68 Does participating in the market sometimes lead to later sales and help with general visibility?

Respondents were asked if participating in the market sometimes lead to later sales and if it helps with general visibility. Responses include:

- Good visibility
- Great for visibility, no later sales
- Hopefully (N=5)
- Maybe (N=2)
- More promotion
- No (N=2)
- No for later sales, yes for visibility
- No later sales, more visibility
- No to later sales and yes to visibility
- Not yet (N=6)
- Open markets are a great way to meet new people and get exposure where you might not otherwise
- People have expressed interest
- Sometimes
- Sure
- Unsure (N=10)
- Yes (N=40)
- Yes for visibility (N=4)
- Yes for visibility but not for later sales or any sales at all
- Yes to both (N=5)

5.70 DEMOGRAPHIC BACKGROUND

5.71 What is your gender?

Over eighty percent of respondents (81.6%) are female and 18.4 percent are male.

Table 32

	Frequency	Percent
male	21	18.4%
female	93	81.6%

5.72 What is your age?

Nearly half of respondents (47.4%) are between the ages of 26 and 35, while 25.4 percent are between the ages of 36-45. Sixteen percent of respondents (15.8%) are between the ages of 46-55, 5.3 percent are between the ages of 56-65, and 0.9 percent are over 65. Five percent of respondents (5.3%) are 25 years of age and younger.

Table 33

	Frequency	Percent
under 18	2	1.8%
19 – 25	4	3.5%
26 – 35	54	47.4%
36 – 45	29	25.4%
46 – 55	18	15.8%
56 – 65	6	5.3%
65 +	1	0.9%

5.73 Are you from Somerville?

Forty percent of respondents (40.4%) are from Somerville and 59.6 percent are not from Somerville.

Table 34

	Frequency	Percent
Yes	46	40.4%
no	68	59.6%

5.74 How many years have you lived in Somerville?

More than a third of respondents (34.5%) who report that they live in Somerville have lived in Somerville for five years or less, while 29.1 percent have lived in Somerville for 6 to 10 years, 20.0 percent have lived in Somerville for 11 to 15 years, and 16.4 percent have lived in Somerville for 15 years or more.

Table 35

	Frequency	Percent
Less than 1	2	3.6%
2 - 5 years	17	30.9%
6 - 10 years	16	29.1%
11 - 15 years	11	20.0%
15 + years	9	16.4%

5.75 Are you the head of your household?

Two-thirds of respondents (66.7%) are head of their household.

Table 36

	Frequency	Percent
yes	66	66.7
no	33	33.3

5.76 How many members in your household?

The average number of members in each household is 2.1.

Table 37

	Frequency	Percent
1 member	33	33.3%
2 members	39	39.4%
3 members	15	15.2%
4 members	6	6.1%
5 members	4	4.0%
6 or more members	2	2.0%

5.77 What is your education level?

Respondents are very educated, with 85.3 percent having at least a Bachelor's degree.

Table 38

	Frequency	Percent
Less than high school	1	1.0%
High school	1	1.0%
Some college	10	9.8%
Associate degree	3	2.9%
Bachelor degree	53	52.0%
Advanced degree	34	33.3%

5.90 OPEN-ENDED COMMENTS FROM ARTISTS

- I've dabbled in all sorts of creative pursuits my whole life, and at the age of 36 I finally found something creative to do that I really enjoyed. I have also lived in Somerville for 13 years. ArtsUnion and the craft market was the perfect opportunity.
- I attended ArtsUnion twice this summer, once in July and once in August. I had a good day in July but made only half as many sales in August. While the farmers booths were busy on the August day, shoppers were walking by the crafts booths without looking.
- I enjoyed being at the market. Not sure if I could afford to do it with a fee, though. A little difficult to compliment fruits and vegetables, etc. Although, people liked to look and appreciated the concept of farmers and crafters. Thank you.
- I had a wonderful experience but found that most people were interested in the smaller/cheaper objects. I did really well because I had a lot of pots for sale in the \$5-\$10 price range, while my booth-mate had a lot of more expensive pieces.
- I would like the arts/crafts portion of the market to last until 3 or 4pm if possible, while the Farmer's Market could still be over at 1pm. This has been the only craft market I have participated that ends so early in the day.
- It was my impression that the folks wandering thru Arts Union were more interested in the veggies at the Farmer's Market than in the arts and crafts. If I had to pay a fee to participate in a future event, it wouldn't be worth my while to do ArtsUnion.
- Keep up the good work.
- Nice way to spend the morning, but not lucrative.
- Participating in the ArtsUnion was a wonderful experience which I would love to take part in again. I would however suggest that the Craft Fair be held a little later in the day to maximize the number of customers who attend.
- The ArtsUnion craft market was excellent! I think it's great for crafters, but it was well-attended and I know many people who were excited to have the event in their neighborhood. I hope it continues next year. I know Magpie will apply and participate.
- Would be nice to have an informal meeting/celebration at the end of the Craft Market Season to reflect on what went well/could be improved with the Market.

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APPENDIX A – SURVEY INSTRUMENTS

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 market?

- ☐ Flyer or poster
- ☐ At School
- ☐ At Work
- ☐ Website or email
- ☐ Saw it while driving or walking by
- ☐ A friend told me
- ☐ Newspaper
- ☐ TV or 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.
- ☐ Of.ce (doctor, dentist, insurance, etc.)
- ☐ Post Of.ce
- ☐ 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
- ☐ Japanese
- ☐ Korean
- ☐ Chinese (Mandarin/Cantonese)
- ☐ Tibetan
- ☐ Vietnamese
- ☐ Other: _____

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 gender? _____

- ☐ female
- ☐ male

14. Education Level

- ☐ less than high school
- ☐ high school
- ☐ some college
- ☐ Associate's Degree
- ☐ Bachelor's 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

ArtsUnion Event 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 market?

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

2. How did you get here today?

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

3. # of times you anticipate attending a 2006 ArtsUnion event?

- ☐ Once
- ☐ Twice
- ☐ 3 times Four times
- ☐ Five times
- ☐ 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?

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

7. Zip code where you live _____

8. What is your age? _____

9. What is 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.

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

13. Education Level

- ☐ less than high school
- ☐ high school
- ☐ some college
- ☐ Associate's Degree
- ☐ Bachelor's 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?

ARTSUNION AND THE SOMERVILLE ARTS COUNCIL

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 _____

2. 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 _____

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

Yes _____ No _____

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

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

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

Yes _____ No _____

6. 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 _____

7. Which craft fairs do you attend?

8. 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 _____

9. 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 _____

10. 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 _____

11. 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 _____

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

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

14. What might make this market better?

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

Demographics:

15. Gender:

Male _____

Female _____

16. Age:

Under 18 _____

19-25 _____

26-35 _____

36-45 _____

46-55 _____

56-65 _____

Over 65 _____

17. Do you live in Somerville?

Yes _____ No _____

18. 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 _____

19. Are you the head of your household?

Yes _____ No _____

20. How many members in your household?

1 _____

2 _____

3 _____

4 _____

5 _____

5+ _____

21. 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

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.

the specified area. Thus, multipliers calculate the response of the targeted economic area to a change in demand or production.

IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states as a consequence of a change in demand are not counted as impacts within the economic area. The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects from increased demand. The reliability of these estimates has been proven through empirical testing (Department of Commerce 1981; Brucker et al 1990).

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 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. Direct impacts are the economic activities that take place directly on-site. In the case of ArtsUnion, examples of direct impacts include craft/art sales and sales at surrounding businesses due to the ArtsUnion project. Thus, direct impacts are an immediate consequence of art-related economic activity.

Indirect impacts derive primarily from off-site economic activities that are attributable to ArtsUnion. These economic activities occur mainly as a result of non-payroll local expenditures by the project. Local expenditures include a range of operating expenses such as printing, maintenance, and transportation. Indirect impacts differ from direct impacts insofar as they originate entirely off-site, although the indirect impacts would not have occurred in the absence of the ArtsUnion project. Induced impacts are the multiplier effects of the direct and indirect impacts created by successive

rounds of spending by employees and proprietors. Total impacts are the sum of the direct, indirect, and induced impacts.

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 a customer survey to estimate the economic impacts of the ArtsUnion program. Three types of expenditures were recorded: expenditures at the crafts fair and expenditures made at surrounding businesses during the craft fairs and special events.

All twelve craft market events and nine special events were surveyed. Craft/art expenditures were input into IMPLAN Code 412 – Non-Store Retailers. Expenditures made at surrounding businesses were input into the following codes based on the percentage of the total amount spent at each:

<u>Business</u>	<u>IMPlan Code</u>	
automobile	483	(automotive repair and maintenance)
banking	425	(Nondepository credit intermediation)
clothing	408	(clothing and clothing accessories stores)
doctor	465	(offices of physician & dentists)
dry cleaner	489	(dry cleaning and laundry services)
grocery	405	(food and beverage stores)
hair	487	(personal care services)
other	411	(miscellaneous store retailers)
post office	398	(postal service)
restaurant/café	481	(food services and drinking places)
target	410	(general merchandise stores)