**Introduction**

Festivals and Events can:
- Enhance the vision of a local community
- Improve the perceptions of visitors
- Serve as a vehicle for other types of development

**Purpose:**
Profile Minnesota festivals and events, update inventory from 1989

**Methodology**

- **Questionnaire:** Based on a 1989 poll of festivals and events
- **Festival/event characteristics**
  - Location
  - Purposes
  - Attendance
  - Length
  - Timing
  - # years existed
- **Operations**
  - Budget + Income information
  - Sponsors & vendors
  - Ticket charge
  - Marketing information
  - Insurance coverage
  - Staffing & volunteers
- **Response rate:** 21% (n=184)  Completion rate=18% (n=156)
- **Descriptive statistics using SPSS**
- **Sufficient sample sizes from the Metro (n=50) and Southern (n=45) regions to**

**Results: General Information**

**Respondent Regional Distribution & Event Size** (n=155)

- **Regional distribution in 2013:**
  - Southern: 8%
  - Central: 29%
  - Metro: 12%
  - Northeast: 18%
  - Other: 5%

- **Size of festivals and events in the state, the Metro area, and the Southern region in 2013:**

- **Income range of festivals and events in the state, the Metro area, and the Southern region in 2013:**

**Results: Financial Information**

**6 of 11 Most Prevalent Festival & Event Purposes**

- Attracting visitors, developing a sense of community & providing local entertainment were the most prevalent purposes in all three geographic areas (Fig. 3)
- Attracting visitors & providing local entertainment were more prevalent purposes in the Southern region than in the Metro area

**Results: Marketing Information**

**9 of 12 Most Prevalent Promotion Tools**

- 80%+ of festivals & events in all regions used word of mouth, posters, websites, & social media as promotion tools (Fig. 6)
- Metro: festival & event website used more commonly than Southern region or entire state
- Southern: EMT website, brochures, paid radio commercial, Chamber of Commerce materials used more commonly than in Metro or the entire state

**Discussion**

- Festivals & events fulfill the dual purposes of contributing to tourism development & entertaining local residents
- Population density may be a reason for geographical distribution of respondents & higher attendance level in Metro area
- Metro as state’s business center may explain the prevalence of private businesses as sponsors; demographic characteristics may explain more use of paid radio commercial in Southern region
- Financing of festivals & events as U-shape: greater prevalence of small budget & low income and large budget & high income
- Predominance of Internet-based promotion tools and tools that can be digitized
- Southern region replies more on Chamber of Commerce for sponsorship & promotion

**Future Research**

- Obtain insights on shift (or lack thereof) in festival & event purposes and trend of attendees’ needs
- Desires for & constraints to promotional tools
- Methods used to recruit & retain volunteers
- Challenges of implementing sustainable practices