Maine Performing Arts Festivals Economic Impact Study 2011

Maine Arts Commission

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# Participating Maine Arts Festivals

<table>
<thead>
<tr>
<th>Festivals</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Folk Festival</td>
<td>Bangor</td>
</tr>
<tr>
<td>Bates Dance Festival</td>
<td>Lewiston</td>
</tr>
<tr>
<td>Bay Chamber Concerts Summer Festival</td>
<td>Rockport</td>
</tr>
<tr>
<td>Bowdoin International Music Festival</td>
<td>Brunswick</td>
</tr>
<tr>
<td>Camden International Film Festival</td>
<td>Camden</td>
</tr>
<tr>
<td>KahBang Arts Festival</td>
<td>Bangor</td>
</tr>
<tr>
<td>L.L.Bean Concert Series</td>
<td>Freeport</td>
</tr>
<tr>
<td>Maine International Film Festival</td>
<td>Waterville</td>
</tr>
<tr>
<td>North Atlantic Blues Festival</td>
<td>Rockland</td>
</tr>
<tr>
<td>Ossipee Valley Music Festival</td>
<td>Cornish</td>
</tr>
<tr>
<td>Portland Chamber Music Festival</td>
<td>Portland</td>
</tr>
<tr>
<td>Salt Bay Chamberfest</td>
<td>Damariscotta</td>
</tr>
<tr>
<td>Saltwater Celtic Music Festival</td>
<td>Brunswick</td>
</tr>
<tr>
<td>Thomas Point Beach Bluegrass Special</td>
<td>Brunswick</td>
</tr>
<tr>
<td>Waterfront Concert Series</td>
<td>Bangor</td>
</tr>
</tbody>
</table>

The Maine Arts Commission thanks these festivals for their participation in this economic impact survey.
INTRODUCTION

This report was undertaken to better understand the fiscal contribution performing arts festivals make to their individual communities and to the entire state of Maine. It is important to note that two thirds of the festivals surveyed are nonprofit arts organizations.

Predicating this Maine economic impact study was a 2009 National Endowment for the Arts (NEA) study of outdoor arts festivals in the United States. There was also a 2010 New England Foundation for the Arts (NEFA) report on the health of cultural nonprofits within New England. The NEA findings focused on the characteristics of festivals; the NEFA report examined the vitality of cultural nonprofits in comparison to other New England businesses. These reports illuminate the cultural and economic benefit that Maine festivals provide, and therefore some of their findings have been used to set the scene for this economic impact study.

Economic contribution is only one facet of how performing arts enrich communities. Other elements, such as the way the performing arts encourage a vibrant quality of place, assist in population retention and support educational opportunities, are important factors that have noteworthy economic consequences, albeit ones that cannot be quantified with audience spending data.

EXECUTIVE SUMMARY

The purpose of the Maine Arts Commission performing arts festival survey was to investigate the economic impact of Maine’s performing arts festivals by gathering information about the spending habits of festival audiences.

The survey involved gathering data from the audiences of 15 separate Maine performing arts festivals between July 1 and October 2, 2011. Festivals were selected based on their diversity in terms of size, subject matter and location. Participating festivals needed to have a primary offering of music, dance or film to be included in the survey. Events with a primary focus on visual arts, literary arts, craft arts, heritage arts and other nonperformance disciplines were excluded. The survey identified characteristics of festival audiences which included place of residence, reason for being in the festival area, mode of transportation and expenses during the festival experience in terms of lodging, food, transportation, shopping and entertainment.

Nearly 310,000 attendees visited the 15 surveyed festivals within the data collection period. Extrapolation from the survey responses indicates attendees spent approximately $45 million as part of their festival experience. The $45 million of direct spending translated into approximately $14.3 million of additional sales for Maine businesses through indirect spending. The total economic impact of festival activities was nearly $71 million in sales for Maine businesses. Business and household spending related to festivals generated annual tax and fee revenue for Maine state and local governments of approximately $3.9 million.

Festivals attracted over 80,000 visitors from beyond Maine’s borders, and day visitors accounted for approximately 80 percent of attendees. The total impact of festival activities supports 650 jobs in Maine. The indirect impact of festival spending supports 110 jobs. The induced (consumer spending) impact of the direct and indirect spending derived from festival activities supports 105 jobs.

Average per-person spending of audiences in relation to Maine’s performing arts festivals was:

- Maine resident: $75.00
- Maine seasonal guest: $563.00
- Out-of-state visitor: $311.00
- International visitor: $442.00
From April through October 2009, the National Endowment for the Arts conducted an exploratory study of outdoor arts festivals in the United States. The purpose of the study was to characterize the number and variety of outdoor arts festivals nationwide, the artists they employ, the communities they serve and the role they play in cities, towns and neighborhoods.

The NEA research found that 102 million people attend arts and cultural festivals annually within the United States. Attendance rates for festivals exceed those for many single types of art activities, such as classical music concerts, theater, ballet and opera. The NEA study focused on cultural impact, finding that festival programming appeals to a broad cross section of Americans due to the multiple genres and art forms. The overall effect of festivals was shown to be a positive contributor for building and vitalizing local arts audiences. Festivals were shown to enhance the community aesthetics, social experiences and the quality of place for artists and audiences alike. In addition, findings indicated that a majority of festivals take place in small and mid-sized towns, making the information especially relevant to rural environments like that of many Maine municipalities.

The report found the following shared characteristics within contemporary American arts festivals.

1. Activities that span a wide array of art forms converge in a single space.
   - A typical outdoor festival showcases many different types of art forms
   - Even festivals that concentrate on a specific art form are multidisciplinary in nature

2. Festival organizers describe a demographically diverse audience.
   - By gender and racial/ethnic composition, festival audiences resemble the general population as described by U.S. Census figures

3. Most outdoor arts festivals are committed to a high-quality arts experience for their audiences.
   - 70 percent of festivals have artistic staff whose role is arts curator or arts event programmer
   - 56% of visual arts festivals are juried

Festivals were shown to enhance the community aesthetics, social experiences and the quality of place for artists and audiences alike.
4. Educational opportunities form a component of most outdoor arts festivals.
   > 64 percent of festivals offer formal educational activities or programming, such as lectures, artist demonstrations or classes
   > Among arts festivals that offered educational programs, 63 percent held between one and nine educational events over the course of the festival

5. Many outdoor festivals are free of charge or offer discounted ticketing.
   > 59 percent of festivals have no entry fee
   > Of festivals that do charge an admission fee:
     > 56 percent charge less than $15 per ticket
     > 68 percent charge less than $20
     > 75 percent of festivals that charge over $5 have a program to distribute discounted tickets

6. A majority of outdoor arts festivals occur in small to mid-sized communities.
   > 77 percent of festivals take place in towns with fewer than 250,000 residents; of those festivals, 39 percent occur in towns with fewer than 10,000 people
   > 17 percent of festivals take place in cities with a population of a half million or more

7. Festivals usually occur in publicly accessible places that are family-friendly.
   > 46 percent of outdoor arts festivals take place in a park or plaza
   > The ability to enter and leave programs, to get up and move around, and to make noise and dance renders festivals especially attractive to families with younger children
   > 76 percent of festivals occur June through August (when school is out)

8. 59 percent of outdoor festivals have occurred in the same community for more than a decade.
   > Over 66 percent of audience respondents affirmed that festivals enrich community life

9. Support of local government agencies is crucial to the success of outdoor arts festivals.
   > Healthy, long-term partnerships with local government agencies is essential in sustaining festival contributions to community life
   > Local departments of parks and recreation, police and street-and-sanitation departments offer critical services to festival organizers
   > Support from local and/or municipal governments is the second most common source of funding, at 44 percent

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The New England Foundation for the Arts conducted a study in 2010 to develop impact calculations of arts organizations within the region (CT, MA, ME, NH, RI, VT). The study concluded New England’s nonprofit arts and cultural organizations play a vital role in building and maintaining New England’s quality of life as well as being stable businesses that contribute greatly to the regional economy.

1. Cultural organizations constitute a major industry in their own right
   - In 2009, the spending of the 18,026 New England cultural organizations amounted to nearly $3.7 billion.
   - In 2009, New England cultural organizations provided jobs for over 53,000 people.
   - In 2009, Maine had 2,292 nonprofit arts and cultural organizations, employing 5,346 people and contributing $261,795,444 in spending.

2. Cultural organizations have grown significantly since 2002
   - Between 2002 and 2009, the number of nonprofit arts and cultural organizations in New England has increased by 14 percent, spending has increased by 24 percent and their employment has increased by 28 percent.
   - Between 2002 and 2009, the number of nonprofit arts and cultural organizations in Maine has increased by 20 percent spending has increased by 69 percent, and employment has increased by 90 percent.

3. Cultural organizations are less subject to the volatility of the overall economy
   - In the recession between 2007 and 2009, New England’s nonprofit arts and cultural organizations increased their number by 1 percent and their spending by 11 percent despite their total assets declining by nearly 7 percent.
4. Cultural organizations have a major commercial impact on the broader regional economy

> From the $3.7 billion in direct spending by the region’s arts organizations, it is estimated that $2.2 billion in sales to vendors down the supply chain supported the spending.

> Direct spending by nonprofit arts and cultural organizations in New England supports total sales revenue to businesses of $8.4 billion.

> 53,000 nonprofit cultural jobs generate a total of over 83,000 jobs across the region.

5. Cultural organizations link to the community in ways that extend beyond economic spending

> Positive impact on visitor interest in the region.

> Enhancement of the quality of place for new residents and new businesses.

> Attract and support individual artists and creative thinkers.

The NEFA report concludes that New England’s nonprofit arts and cultural organizations play a vital role in shaping and maintaining New England’s communities. These institutions contribute to the region’s economy as a significant industry that has expanded considerably since 2002. They have a major commercial impact on the broader economy as well as community connections that transcend commercial spending relations. Nonprofit arts and cultural organizations have proven themselves reliable businesses, experiencing less detriment to their operations due to national economy volatility than other New England industries.

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1. Survey Profile

In 2011, 15 Maine arts and cultural organizations provided a variety of festivals and events at different locations across the state. These activities occurred over a cumulative total of 289 days between July 1 and October 2 and attracted nearly 310,000 attendees. Table 1 lists these festivals and summarizes their size, timing and location.

Table 1: Maine Arts and Cultural Festivals, 2011

<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
<th>Dates</th>
<th>Days</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bates Dance Festival</td>
<td>Lewiston</td>
<td>July–Aug.</td>
<td>60</td>
<td>4,450</td>
</tr>
<tr>
<td>Bowdoin International Music Festival</td>
<td>Brunswick</td>
<td>June–Aug.</td>
<td>60</td>
<td>13,286</td>
</tr>
<tr>
<td>Bay Chamber Concerts Summer Festival</td>
<td>Rockport</td>
<td>July–Sept.</td>
<td>90</td>
<td>5,323</td>
</tr>
<tr>
<td>Maine International Film Festival</td>
<td>Waterville</td>
<td>July 16–24</td>
<td>10</td>
<td>7,740</td>
</tr>
<tr>
<td>North Atlantic Blues Festival</td>
<td>Rockland</td>
<td>July 16–17</td>
<td>2</td>
<td>16,000</td>
</tr>
<tr>
<td>Ossipee Valley Music Festival</td>
<td>Cornish</td>
<td>July 21–24</td>
<td>4</td>
<td>6,000</td>
</tr>
<tr>
<td>Saltwater Celtic Music Festival</td>
<td>Brunswick</td>
<td>July 30–31</td>
<td>2</td>
<td>1,300</td>
</tr>
<tr>
<td>KahBang Arts Festival</td>
<td>Bangor</td>
<td>Aug. 5–15</td>
<td>9</td>
<td>12,500</td>
</tr>
<tr>
<td>Portland Chamber Music Festival</td>
<td>Portland</td>
<td>Aug. 11–20</td>
<td>10</td>
<td>1,000</td>
</tr>
<tr>
<td>Salt Bay Chamberfest</td>
<td>Damariscotta</td>
<td>Aug. 16–26</td>
<td>10</td>
<td>847</td>
</tr>
<tr>
<td>American Folk Festival</td>
<td>Bangor</td>
<td>Aug. 26–28</td>
<td>2</td>
<td>100,000</td>
</tr>
<tr>
<td>Thomas Point Beach Bluegrass Special</td>
<td>Brunswick</td>
<td>Sept. 2–4</td>
<td>3</td>
<td>4,000</td>
</tr>
<tr>
<td>L.L.Bean Concert Series*</td>
<td>Freeport</td>
<td>July–Sept.</td>
<td>6</td>
<td>22,500</td>
</tr>
<tr>
<td>Waterfront Concert Series*</td>
<td>Bangor</td>
<td>July–Oct.</td>
<td>17</td>
<td>108,000</td>
</tr>
<tr>
<td>Camden International Film Festival</td>
<td>Camden</td>
<td>Sept. 29–Oct. 2</td>
<td>4</td>
<td>5,665</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>289</td>
<td>308,611</td>
</tr>
</tbody>
</table>

Source: Maine Arts Commission.
*Days refers to events for L.L.Bean Concert Series and Waterfront Concert Series.
In order to get a quantitative picture of the origins and spending patterns of festival attendees, the Maine Arts Commission distributed survey questionnaires to attendees at each of these festivals. Table 2 lists the distribution of usable responses.

<table>
<thead>
<tr>
<th>Name</th>
<th>Total Responses</th>
<th>Covered Attendees</th>
<th>People Per Party</th>
<th>Percent of Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bates Dance Festival</td>
<td>73</td>
<td>186</td>
<td>2.5</td>
<td>4.2%</td>
</tr>
<tr>
<td>Bowdoin International Music Festival</td>
<td>266</td>
<td>731</td>
<td>2.7</td>
<td>5.5%</td>
</tr>
<tr>
<td>Bay Chamber Concerts Summer Festival</td>
<td>24</td>
<td>54</td>
<td>2.3</td>
<td>1.0%</td>
</tr>
<tr>
<td>Maine International Film Festival</td>
<td>82</td>
<td>218</td>
<td>2.7</td>
<td>2.8%</td>
</tr>
<tr>
<td>North Atlantic Blues Festival</td>
<td>228</td>
<td>612</td>
<td>2.7</td>
<td>3.8%</td>
</tr>
<tr>
<td>Ossipee Valley Music Festival</td>
<td>61</td>
<td>178</td>
<td>2.9</td>
<td>3.0%</td>
</tr>
<tr>
<td>Saltwater Celtic Music Festival</td>
<td>67</td>
<td>182</td>
<td>2.7</td>
<td>14.0%</td>
</tr>
<tr>
<td>KahBang Arts Festival</td>
<td>147</td>
<td>391</td>
<td>2.7</td>
<td>3.1%</td>
</tr>
<tr>
<td>Portland Chamber Music Festival</td>
<td>85</td>
<td>225</td>
<td>2.6</td>
<td>22.5%</td>
</tr>
<tr>
<td>Salt Bay Chamberfest</td>
<td>135</td>
<td>382</td>
<td>2.8</td>
<td>45.1%</td>
</tr>
<tr>
<td>American Folk Festival</td>
<td>219</td>
<td>556</td>
<td>2.5</td>
<td>0.6%</td>
</tr>
<tr>
<td>Thomas Point Beach Bluegrass Special</td>
<td>78</td>
<td>319</td>
<td>4.1</td>
<td>8.0%</td>
</tr>
<tr>
<td>L.L.Bean Concert Series</td>
<td>77</td>
<td>222</td>
<td>2.9</td>
<td>1.0%</td>
</tr>
<tr>
<td>Waterfront Concert Series</td>
<td>64</td>
<td>176</td>
<td>2.8</td>
<td>0.2%</td>
</tr>
<tr>
<td>Camden International Film Festival</td>
<td>78</td>
<td>219</td>
<td>2.8</td>
<td>3.9%</td>
</tr>
<tr>
<td>Totals</td>
<td>1,684</td>
<td>4,651</td>
<td>2.8</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Source: Maine Arts Commission; see Appendix for a copy of the survey instrument and a discussion of usable results.

The Maine Arts Commission collected 1,684 usable responses representing 4,651 people. These totals indicated an average attendee party size of 2.8 and represented 1.5 percent of all reported attendees.

**This report presents a brief analysis of these surveys intended to suggest answers to three questions:**

- 1. Where do festival attendees come from?
- 2. How much money do festival attendees spend?
- 3. What is the total impact on the state of Maine of this spending?
2. ATTENDEE BACKGROUND AND BEHAVIOR

Based on surveys collected, approximately three quarters of festival attendees came from Maine, just less than one quarter came from other states, approximately 1 percent were seasonal Maine residents and 1 percent were foreign visitors. Table 3 summarizes the distribution of attendees by place of origin and estimates the origin of total reported attendees by extrapolating survey results.

<table>
<thead>
<tr>
<th>ORIGIN OF VISITORS</th>
<th>NUMBER OF ATTENDEES SURVEYED</th>
<th>PERCENT OF SAMPLE</th>
<th>ESTIMATED TOTAL ATTENDEES</th>
<th>SPENDING PER PERSON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>3,455</td>
<td>74%</td>
<td>229,252</td>
<td>$75</td>
</tr>
<tr>
<td>Maine, Seasonal</td>
<td>49</td>
<td>1%</td>
<td>3,251</td>
<td>$563</td>
</tr>
<tr>
<td>Other States</td>
<td>1,095</td>
<td>24%</td>
<td>72,657</td>
<td>$311</td>
</tr>
<tr>
<td>International</td>
<td>52</td>
<td>1%</td>
<td>3,450</td>
<td>$442</td>
</tr>
<tr>
<td>Total</td>
<td>4,651</td>
<td>100%</td>
<td>308,611</td>
<td>$145</td>
</tr>
</tbody>
</table>

Source: Maine Arts Commission

Two facts are striking in Table 3. The first is that these festivals attracted over 75,000 visitors from beyond Maine’s borders (over 80,000 if seasonal residents are included). The second is that the average spending per day made by non-Maine attendees at the festivals was substantially more than that of Maine attendees.
Table 4 lists the states from which festival attendees came, in descending order of attendance.

**Table 4: Distribution of Attendance by State**

<table>
<thead>
<tr>
<th>Origin State/Area</th>
<th>Survey Responses</th>
<th>Attendees</th>
<th>Attendees per Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>177</td>
<td>429</td>
<td>2.4</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>67</td>
<td>257</td>
<td>3.8</td>
</tr>
<tr>
<td>Florida</td>
<td>50</td>
<td>191</td>
<td>3.8</td>
</tr>
<tr>
<td>Connecticut</td>
<td>23</td>
<td>56</td>
<td>2.4</td>
</tr>
<tr>
<td>Virginia</td>
<td>14</td>
<td>35</td>
<td>2.5</td>
</tr>
<tr>
<td>New York</td>
<td>13</td>
<td>21</td>
<td>1.6</td>
</tr>
<tr>
<td>North Carolina</td>
<td>10</td>
<td>26</td>
<td>2.6</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>8</td>
<td>20</td>
<td>2.5</td>
</tr>
<tr>
<td>California</td>
<td>7</td>
<td>15</td>
<td>2.1</td>
</tr>
<tr>
<td>Texas</td>
<td>6</td>
<td>13</td>
<td>2.2</td>
</tr>
<tr>
<td>Maryland</td>
<td>4</td>
<td>9</td>
<td>2.3</td>
</tr>
<tr>
<td>Ohio</td>
<td>4</td>
<td>7</td>
<td>1.8</td>
</tr>
<tr>
<td>Arizona</td>
<td>2</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Colorado</td>
<td>2</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Georgia</td>
<td>2</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>New Jersey</td>
<td>2</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Oregon</td>
<td>2</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Vermont</td>
<td>2</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>1</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td>Missouri</td>
<td>1</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td>Utah</td>
<td>1</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td>Washington</td>
<td>1</td>
<td>2</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Source: Maine Arts Commission.
3. ATTENDEE SPENDING HABITS

Based on extrapolation from survey responses, festival attendees spent nearly $45 million as part of their festival activities. As with all visitor activities, the most important distinction among attendees was overnight accommodation. Table 5 lists this distinction among sample respondents and the corresponding extrapolation for the reported festival attendees.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SAMPLE</th>
<th>PERCENTAGE</th>
<th>ESTIMATED ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Attendees</td>
<td>3,313</td>
<td>81%</td>
<td>249,312</td>
</tr>
<tr>
<td>Overnight Attendees</td>
<td>788</td>
<td>19%</td>
<td>59,299</td>
</tr>
<tr>
<td>Total Attendees</td>
<td>4,101</td>
<td>100%</td>
<td>308,611</td>
</tr>
</tbody>
</table>

Source: Maine Arts Commission.

Of the 1,429 survey responses that reported some spending, 269 responses (covering 788 attendees) reported some spending for overnight accommodation. Another 1,160 responses (covering 3,313 attendees) reported no spending for accommodation. Applying this 81 percent day visitor to 19 percent overnight visitor ratio to the total reported attendance of 308,611 implies nearly 250,000 day visitors and nearly 60,000 overnight visitors.
Based on these survey results, total festival-related spending totaled nearly $45 million. This total, moreover, was approximately evenly split between day visitors and overnight visitors even though day visitors accounted for approximately four times the number of attendees.

Both sets of attendees had virtually the same number of attendees per survey response (2.9 people per group), but spending per person was substantially greater in all categories for overnight visitors.

Table 6 lists the results of applying the same logic to the spending reported by survey respondents.

**TABLE 6: ESTIMATED SPENDING OF FESTIVAL ATTENDEES BY CATEGORY**

<table>
<thead>
<tr>
<th>SPENDING CATEGORY</th>
<th>DAY ATTENDEES</th>
<th>OVERNIGHT ATTENDEES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SPENDING PER PERSON</td>
<td>ESTIMATED TOTAL</td>
</tr>
<tr>
<td>Lodging</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Travel</td>
<td>$19</td>
<td>$4,675,897</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>$27</td>
<td>$6,628,326</td>
</tr>
<tr>
<td>Retail</td>
<td>$15</td>
<td>$3,836,228</td>
</tr>
<tr>
<td>Recreation &amp; Other</td>
<td>$24</td>
<td>$5,901,687</td>
</tr>
<tr>
<td>Total Spending</td>
<td>$84</td>
<td>$21,042,138</td>
</tr>
</tbody>
</table>

Source: Maine Arts Commission.
4. OVERALL ECONOMIC IMPACT OF ATTENDEE SPENDING

Every dollar spent by a festival attendee as a part of his/her visit becomes income to someone else, to either a vendor or an employee of the hotel or restaurant or retail shop receiving the visitor spending. And each of these vendors and employees, in subsequent rounds of commercial activity, spends that income. In this way, the original $45 million of festival visitor spending works its way into the local economy. Economic impact analysis is, at base, following this money through Maine's vendor supply chains and consumer spending chains and adding up the resulting totals.

The spending of festival visitors at entertainment venues, hotels, restaurants, gas stations, retail shops and other direct recipients of the $45 million becomes income to printers, builders, maintenance and repair vendors, fuel suppliers, banks, insurance agents, advertising agencies, electricity, heating oil and telephone companies, as well as state and local governments. These enterprises, in turn, spend some of their sales revenues to buy needed supplies and services from other Maine businesses. The ripple effect of these sales continues in additional rounds of ever more widespread spending and employment that reach across the state.

At the same time, the employees of the businesses receiving the original $45 million and the employees of all their vendors spend their wages on groceries, rent, home mortgages, travel, entertainment and the other consumer goods and services they buy. This spending becomes sales revenue to hundreds of other Maine businesses. These consumer-oriented businesses pay their vendors and employees, thus spreading more ripples of festival economic impact across the state.

The downstream supply-chain sales linkages from festival spending constitute its indirect impact on Maine's economy. The consumer spending linkages flowing from festival spending constitute its induced impact on the state's economy. These impacts must be added to the $45 million direct impact to understand the full impact on the state's economy.

Attempting to measure all these indirect and induced impacts individually would be virtually impossible. Spending moves quickly from the point of original impact in ever expanding economic ripples. Together, these ripples constitute the total economic impact of the original project.

No officially available statistics such as Department of Labor employment data measure these interindustry relationships at the state or local level. Short of exhaustive direct business surveys, there is no way to obtain an accurate measurement of these economic "multiplier" effects. The only way to measure the total impact of an industry (or group of industries such as is represented by these festivals) is to use an input-output model explicitly designed to capture those interconnections. To make such an analysis for this project, Planning Decisions, Inc. (PDI) used the IMPLAN model of the state of Maine to measure these effects. ¹

¹. IMPLAN (IMpact Analysis for PLANing) is a computer-based input-output modeling program originally developed by the U.S. Department of Agriculture, Forest Service, for resource management planning. It contains a mathematical representation of the purchasing patterns that take place between sectors of an economy. Built into the IMPLAN data files are all of the industry sales, employment and income data for each sector of the Maine economy. IMPLAN uses these data along with national purchasing patterns (national input-output matrices) to create regional models. Data presented here are rounded to avoid the appearance of unwarranted precision in numbers that are at best estimates.
Table 7 summarizes the results of the impact analysis based on the original $45 million of festival spending across the sectors reported in Table 6 above.

**TABLE 7: ECONOMIC IMPACT OF MAINE FESTIVALS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>SALES</th>
<th>JOBS</th>
<th>INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Impact</td>
<td>$44,600,000</td>
<td>435</td>
<td>$9,700,000</td>
</tr>
<tr>
<td>Indirect Impact</td>
<td>$14,300,000</td>
<td>110</td>
<td>$4,400,000</td>
</tr>
<tr>
<td>Induced Impact</td>
<td>$11,900,000</td>
<td>105</td>
<td>$3,900,000</td>
</tr>
<tr>
<td>Total Impact</td>
<td>$70,800,000</td>
<td>650</td>
<td>$18,000,000</td>
</tr>
<tr>
<td>Multiplier</td>
<td>1.6</td>
<td>1.5</td>
<td>1.9</td>
</tr>
</tbody>
</table>

Source: IMPLAN Pro 2.0 operated by PDI; figures are rounded to avoid unwarranted precision.

The total economic impact of festival activities is nearly $71 million in sales for Maine businesses. These sales support 650 jobs earning an income of approximately $18 million.

Finally, all of this business and household spending will generate annual tax and fee revenue for Maine state and local governments of approximately $3.9 million. Table 8 summarizes these estimates.
Maine's festivals have grown to be a $45 million business and that success sends another $25 million to other Maine businesses that have gained sales by supplying these festivals and their employees.

It is important to note here that to say “The $45 million spent in Maine by visitors to arts and cultural festivals results in total sales for Maine businesses of nearly $71 million supporting approximately 650 jobs” is NOT to say that these festivals “create” 650 jobs or that, without these festivals, Maine businesses would lose $71 million of sales. If these festivals disappeared, who is to say what their 308,000 visitors would do? They might sit at home and watch TV; they might go to the movies, or to the beach or to Foxwoods to gamble and see a show. All entertainment-related businesses exist in a common competitive environment. Each strives to win enough customers to grow its own enterprise. The central point here is that Maine’s festivals have grown to be a $45 million business and that success sends another $25 million to other Maine businesses that have gained sales by supplying these festivals and their employees, thus creating a total impact of nearly $71 million and 650 jobs.

### Table 8: State and Local Tax and Fee Revenue Resulting from Festival Operations

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Taxes</td>
<td>$1,360,000</td>
</tr>
<tr>
<td>Dividend/Profit/Income Taxes</td>
<td>$780,000</td>
</tr>
<tr>
<td>Sales Taxes</td>
<td>$1,340,000</td>
</tr>
<tr>
<td>Other Taxes, Fines and Fees</td>
<td>$420,000</td>
</tr>
<tr>
<td><strong>Total State and Local Tax Revenue</strong></td>
<td><strong>$3,900,000</strong></td>
</tr>
</tbody>
</table>

Source: IMPLAN Pro 2.0 operated by PDI.
CONCLUSION

The state of Maine has a variety of festival offerings, from agricultural festivals and county fairs to events celebrating books, visual arts, crafts, cuisine and brewing, as well as carnivals and snowmobile parades. Popular events like the Clam Festival, Common Ground Fair and the Old Port Festival draw tens of thousands of people; smaller affairs like the Moxie Festival and Maine Toboggan Championship bring communities together and contribute to the distinctive spirit of Maine. Performing arts festivals constitute a vital part of Maine’s event offerings and are an important part of Maine’s economy and character.

Calculating the cultural and social contribution of performing arts festivals is problematic, just as trying to track money that stays within Maine from those not needing to travel out of state for top-quality live entertainment. Economic metrics favor money being brought into the state, and one of the most compelling data points from the festival report is that out-of-state visitors outspend residents at a ratio of at least four to one. The bottom line is that regardless of all other benefits, performing arts festivals bring money into Maine communities.

The 2010 Maine Office of Tourism Visitor Tracking Report found that Maine is perceived as a “particular” destination, with 70 percent of visitors not considering any other location when planning their trip. Visitors see Maine as something that has no substitute. This unique character is expressed not only in Maine’s beaches, mountains and architecture but in culture, heritage and celebrations. Maine has seen a 7 percent increase in overnight trips and a 9 percent increase in day trips between 2009 and 2010. Of the travelers surveyed in the Tourism Report, only 4 percent had “Culture/Heritage” as the primary reason for their trip; however, 15 percent listed “Nightlife/Entertainment” as part of their trip activities. This indicates that while the primary draw to Maine is generally not for the culture (outdoors is number one at 33 percent), visitors are eager to engage in the entertainment offerings as part of their stay.

Successful performing arts festivals have proven their value to Maine as both economic enhancers and models for communities looking to develop their resources for both residents and visitors. Festivals can deliver strong economic stimulus as well as serve as a way to catalyze authenticity and enrich experiences throughout the state for visitors and residents alike. A study by the Center for Tourism Research and Outreach (CenTRD) documented that the American Folk Festival had an $8.7 million economic impact for the Bangor area in 2009. Data from the North Atlantic Blues Festival indicate that the top two days of consumer activity in Rockland are the days of the festival.

Generating community assets is not about giving people what they want; it is about giving them better than they expect. The Tourism Report noted that the top answer for “What could have been better?” was “More time to spend” (19 percent overnight and 15 percent day visitors). People want to spend more time in Maine, and performing arts festivals can give them a reason to do so.
APPENDICES

APPENDIX 1
SURVEY DATA COLLECTION FORM

APPENDIX 2
PROFILES OF PARTICIPATING MAINE FESTIVALS

APPENDIX 3
MAINE PERFORMING ARTS FESTIVALS LIST

APPENDIX 4
MAINE PERFORMING ARTS FESTIVALS MAP

ADJUSTMENTS TO RESPONSES RECEIVED

The Maine Arts Commission compiled a total of 1,688 survey response forms. Four were discarded as unusable because they were nearly incomplete or contained very suspicious and probably misleading information. One, for example, reported total spending of $50 for a party of 1,000 adults and 500 children. In addition, some survey results were interpreted in the following ways:

> Where both “nights away” and “spending for accommodation” were left blank, we assumed a “trip days” value of 1.

> Where “nights away” was > 0 and “spending for accommodation” = $0, we assumed a “trip days” value of 1.

> Where “nights away” was > 0 and “spending for accommodation” > $0, we assumed “trip days” = “nights away”.

> Where “nights away” = 0 and “spending for accommodation” > $0, we assumed “nights away” = 1.

> Where “nights away” = 0 and “spending” > $0, we assumed “trip days” = 1.

> Where “adults” and “children” were blank but other information was completed, we assumed a party of 1 adult.

> For several seasonal home owners who listed “nights away” as > 20, we assumed a trip of 1 day and applied the average spending per day rather than assume that the entire spending over the 20+ days was at the festival.
# Appendix 1: Survey Data Collection Form

**Maine Arts Commission**

**2011 Festival Impact Survey**

Please help! This seven question survey will be used as a tool to measure the importance of festivals to the Maine economy. Please take a moment to complete it.

Your participation is voluntary and your answers will be confidential. Please be as accurate as possible.

1. Please provide the state and zip code for your primary residence and the name of the town in Maine where you are staying on your trip/live.

<table>
<thead>
<tr>
<th>State</th>
<th>Zip code</th>
<th>Town in Maine</th>
</tr>
</thead>
</table>

2. What is your main purpose for being in the area? (Please circle ONE)

<table>
<thead>
<tr>
<th>To attend this event</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/ holiday</td>
<td>Visit relatives/ friends</td>
</tr>
<tr>
<td>Personal obligation (wedding, funeral, etc.)</td>
<td>Combination of business and pleasure</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

3. How did you travel to this area? (Please circle ALL that apply)

<table>
<thead>
<tr>
<th>Your own car</th>
<th>Rental car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>Train</td>
</tr>
<tr>
<td>Airplane</td>
<td>Boat</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

4. How many nights away from your primary residence or seasonal home are you taking during this trip?

5. Where are you staying during this trip? (Please circle ONE)

<table>
<thead>
<tr>
<th>Family/ friends</th>
<th>Hotel/ motel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inn/ B&amp;B</td>
<td>Rented house</td>
</tr>
<tr>
<td>Seasonal home</td>
<td>Campground</td>
</tr>
<tr>
<td>Boat</td>
<td>Timeshare</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

6. How many people are in your party?

<table>
<thead>
<tr>
<th>Adults:</th>
<th>Children:</th>
</tr>
</thead>
</table>

7. Please list the amount of money your party expects to spend in Maine on this trip. (Please include travel to and from the area)

| Lodging (hotel, camping, etc.) | $ |
| Food/ beverage (restaurants, groceries, etc.) | $ |
| Transportation (gas, airfare, bus ticket, etc.) | $ |
| Retail shopping (souvenirs, clothes, etc.) | $ |
| Recreation (concerts, movies, museums, etc.) | $ |
| Other | $ |

Thank you for taking this survey! If you wish to include your e-mail address, you can add it here.

_________________________________
APPENDIX 2: PROFILES OF PARTICIPATING MAINE FESTIVALS

BATES DANCE FESTIVAL
BOWDOIN INTERNATIONAL MUSIC FESTIVAL
BAY CHAMBER CONCERTS SUMMER FESTIVAL
MAINE INTERNATIONAL FILM FESTIVAL
NORTHERN ATLANTIC BLUES FESTIVAL
OSSIPEE VALLEY MUSIC FESTIVAL
SALTWATER CELTIC MUSIC FESTIVAL
KAHBANG ARTS FESTIVAL
PORTLAND CHAMBER MUSIC FESTIVAL
SALT BAY CHAMBERFEST
AMERICAN FOLK FESTIVAL
THOMAS POINT BEACH BLUEGRASS SPECIAL
L.L.BEAN CONCERT SERIES
WATERFRONT CONCERT SERIES
CAMDEN INTERNATIONAL FILM FESTIVAL

< Photo courtesy of Waterfront Concert Series
For over a quarter century, the Bates Dance Festival, a program of Bates College, has been a nationally recognized presenter of world-class contemporary dance. The event brings together a creative community of choreographers, performers, educators and students to learn, develop new work and perform. The annual festival comprises classes, performances, panel discussions, films and lectures by more than 30 internationally recognized dance artists from across the United States and abroad. Each July/August the festival features a six-week season of performances and lectures in intimately scaled venues on and around the Bates College campus in Lewiston. In 2011, approximately 4,450 people attended the Bates Dance Festival, generating revenue within the region estimated at $306,901.
The Bowdoin International Music Festival is a renowned concert series that has taken place on the Bowdoin College campus since 1964. The summer festival presents more than 90 concerts, offering a full range of classical works in six concert series and a long weekend of contemporary music. Programming includes lectures, public master classes and concerts in Maine communities from Bath to Portland. Performers include teaching artists, top young musicians from around the world and professionals from groups such as the New York Philharmonic and major conservatories including Juilliard, Eastman and Indiana. In 2011, approximately 13,300 people attended the Bowdoin International Music Festival, generating revenue within the region estimated at $824,935.
Born from a Maine summer conservatory program in the 1930s, Bay Chamber Concerts brings world-renowned artists to Maine’s midcoast. During July and August, the Summer Music Festival hosts classical concerts, jazz and film events at the historic Rockport Opera House, the Strand Theatre in Rockland and the Bok Amphitheatre in Camden Harbor Park. The rest of the year, Bay Chamber Performing Arts Series features classical, jazz and world music, plus dance events. In 2010, Bay Chamber Concerts celebrated its 50th Summer Music Festival season and established its new home in the Shepherd Block in Rockport Village with the founding of its Community Music School. In 2011, approximately 5,300 people attended the Bay Chamber Concerts Music Festival, generating revenue within the region estimated at $8,584,700.

BAYCHAMBERCONCERTS.ORG
207/236-2823
18 CENTRAL STREET
ROCKPORT, ME 04843
(JULY TO SEPTEMBER)
MAINE INTERNATIONAL FILM FESTIVAL

Taking place at the historic Waterville Opera House and Railroad Square Cinema, the Maine International Film Festival (MIFF) is a 10-day celebration of film that presents the very best of American independent and international cinema. The festival also spotlights some of Maine’s and New England’s most exciting and innovative filmmakers. MIFF provides audience members with the unique opportunity to interact with directors, screenwriters, actors, musicians and others in the industry through intimate Q&As, workshops and lively receptions. In 2011, approximately 7,700 people attended the Maine International Film Festival, generating revenue within the region estimated at $758,766.
The North Atlantic Blues Festival is considered one of the most prestigious music festivals on the East Coast. The annual two-day music festival takes place at the Public Landing in Rockland, overlooking picturesque Rockland Harbor. Some of the top names in blues music have been featured at this coastal festival. In addition to the two all-day live events, the festival has vendors selling a wide array of food, drinks and crafts. Saturday evening, Main Street in Rockland closes to traffic for the North Atlantic Blues Festival Club Crawl. Attendees of legal age are allowed admission to the many bars and restaurants featuring many of the top regional blues performers. In 2011, approximately 16,000 people attended the North Atlantic Blues Festival, generating revenue within the region estimated at $1,235,150.
OSSIPEE VALLEY MUSIC FESTIVAL

On the banks of the Ossipee River, nestled in the tall pines, the Ossipee Valley Music Festival brings top-name acts and their fans together for a four-day music event with live performances on multiple stages. Bluegrass predominates, but other acoustic-based music like gypsy jazz, old-time country, honky-tonk, Irish and Cape Breton can be heard. The festival is host to the New England flat-picking, banjo and songwriting contests. It also hosts numerous workshops and dances and a children’s music academy, Roots & Sprouts. Camping and RV hookups are available on site, plus craft, food and clothing vendors. In 2011, approximately 6,000 people attended the Ossipee Valley Music Festival, generating revenue within the region estimated at $959,070.

OSSIPEEVALLEY.COM
207/625-8656
91 SOUTH HIRAM ROAD
SOUTH HIRAM, ME 04020
(JULY)
Saltwater Celtic Music Festival is a two-day festival at Thomas Point Beach in Brunswick. The lineup of international and local musicians is always noteworthy. Saltwater acts do a week of promotional performances at local Maine venues throughout the state prior to the event. Camping is available on site, and many of the artists have meet and greets following their performances. Celtic-themed food and beverage vendors serve throughout the day. Saltwater also features a beer garden for attendees who are over 21. In 2011, approximately 1,300 people attended the Saltwater Celtic Music Festival, generating revenue within the region estimated at $64,442.

**SALTWATERFEST.COM**
207/877-4029
29 MEADOW ROAD
BRUNSWICK, ME 04011-3938
(JULY)
The KahBang Music, Art & Film Festival is an annual multi-venue event held in Bangor. The summer festival showcases independent artists in music, art and film. The event opens with visual art and film exhibitions and ends with a two-day multi-stage music festival. All the offerings take place throughout the historic downtown and waterfront of Bangor. During the festival Bangor is transformed into one of the largest independent music art and film destinations in New England. In 2011, approximately 12,500 people attended the KahBang Festival of Music, Art and Film, generating revenue within the region estimated at $937,281.

KAHBANG.COM
207/356-2222
555 STILLWATER AVENUE
BANGOR, ME 04401
(AUGUST)
The Portland Chamber Music Festival (PCMF) has gained an outstanding regional and national reputation since its founding in 1994. The festival brings nationally recognized artists to Portland to present a wide range of classical chamber music, including the music of living composers. Festival performances have played to a nationwide audience on National Public Radio and have twice been awarded an Aaron Copland grant for performance of American contemporary music. The Portland Chamber Music Festival also hosts a children’s concert, a Young Artist Apprentice program, concerts in Gardiner and at Bates College, and adult chamber music workshops. The festival organizers also conduct an annual composer’s competition, culminating in the winning work’s premiere at a PCMF summer concert. In 2011, approximately 1,000 people attended the Portland Chamber Music Festival, generating revenue within the region estimated at $69,219.

PCMF.ORG
800/320-0257
50 MARKET STREET, NO. 137
SOUTH PORTLAND, ME 04106
(AUGUST)
Founded in 1995 by cellist Wilhelmina Smith, Salt Bay Chamberfest has remained true to the fundamental musical principle that programs can be crafted in such a way that they highlight larger ideas, be they musical, historical, political or generally human. The programs at Chamberfest embrace music from the Renaissance to the present day and regularly feature the music of living composers. Salt Bay Chamberfest programs create an experience that can be thought-provoking and profoundly moving long after leaving the concert hall. A founding principle of the festival is to engage musicians who are insightful, committed performers and to feature them in repertoires tailored to their strengths. In 2011, approximately 850 people attended the Salt Bay Chamberfest, generating revenue within the region estimated at $86,638.
American Folk Festival

The Bangor Waterfront hosts an exciting series of concerts and events throughout the summer. The high point comes every August with the American Folk Festival. Over 100,000 people attend this three-day celebration of traditional music, dance and art from cultures across America and around the world. Dozens of artists on multiple stages offer diverse music styles, including blues, Irish, Cajun, Native American and more. Add in crafts demonstrations, children’s activities, food vendors and art sales and you have one of Maine’s must-attend events. In 2011, approximately 100,000 people attended the American Folk Festival, generating revenue within the region estimated at $15,369,916.

AmericanFolkFestival.com
207/992-2630
40 Harlow Street
Bangor, ME 04401
(August)
Bluegrass music is built on tradition, and one of the most notable traditions in the northeast region has been held at Thomas Point Beach in Brunswick. For over 30 years Thomas Point Beach has combined the beauty and splendor of the Maine coast with the sweet harmonies of bluegrass music. In 2007, it was awarded “Event of the Year” by the International Bluegrass Music Association in Nashville, Tennessee. In 2009, event manager Pati Crooker was presented with the “Distinguished Achievement Award” by IBMA for the festival’s contributions to the industry. “The Bluegrass Special” is named for a classic Bill Monroe song and offers local, national and international acts, in addition to camping and a host of food and crafts vendors. In 2011, approximately 4,000 people attended the Thomas Point Beach Bluegrass Special, generating revenue within the region estimated at $975,850.
L.L.BEAN CONCERT SERIES

The L.L.Bean Concert Series offers an unforgettable evening of free entertainment at Discovery Park at the L.L.Bean flagship store in Freeport. Outdoor concerts and events are scheduled on Saturday nights all summer long. The entertainment ranges from folk, jazz and country to rock and bluegrass. Bringing a blanket and refreshments is recommended. Family- and community-oriented activities supplement the offerings, as do the many Freeport merchants. In 2011, approximately 12,500 people attended the L.L.Bean Concert Series, generating revenue within the region estimated at $2,918,300.

llbean.com
877/755-2326
MORSE STREET
FREEPORT, ME 04032
(JULY TO SEPTEMBER)
Waterfront Park is a 58-acre public area on the banks of the historic Penobscot River in the heart of the downtown district. Bangor Waterfront Pavilion (BWP) is an open-air amphitheater constructed each summer inside Waterfront Park in Bangor. The pavilion hosts big-name music acts throughout the summer. Being easily accessible from all points in Maine, New Hampshire and the Eastern Canadian Provinces, it draws tens of thousands of people for each performance. Its proximity to Downeast Maine, especially Acadia National Park, the Northern Lakes Region and Baxter State Park, makes it ideal for a getaway weekend before or following a show. In 2011, approximately 108,000 people attended the Waterfront Concert Series, generating revenue within the region estimated at $4,194,000.
Located on the rugged coast of Maine, the Camden International Film Festival is recognized as one of the top 25 film festivals in the world for documentary films. The festival highlights works that show dedication to the craft and a unique and artistic approach to telling a darn good story. Each year the festival takes over multiple venues throughout three coastal towns in Maine. Accompanying the screening of nearly 50 features and shorts are Q&As with directors and producers, informative panels, the Points North Documentary Forum, PANOPTIC (a showcase of new media and experimental artworks), musical concerts, unforgettable parties and an opportunity to connect with eager audiences and industry leaders in an extremely intimate setting. The main venues are Camden's Opera House and Bayview St. Cinema, the Rockport Opera House and Rockland's Strand Theatre and Farnsworth Art Museum. In 2011, approximately 5,600 people attended the Camden International Film Festival, generating revenue within the region estimated at $2,817,784.
APPENDIX 3: MAINE PERFORMING ARTS FESTIVALS LIST

American Folk Festival
Bangor, July

Aroostook Music Festival
New Sweden, August

Arotoacoustik
New Sweden, July

Bar Harbor Jazz Festival
Bar Harbor, August

Bar Harbor Music Festival
Bar Harbor, July

Bates Dance Festival
Lewiston, June — August

Bay Chamber Concerts Summer Festival
Rockland, July — September

BeTeK Festival
Portland, August

Bethel Art Fair
Bethel, July

Bethel Heritage Festival
Bethel, August

Blistered Fingers Bluegrass Festival
Litchfield, June — August

Bowdoin International Music Festival
Brunswick, June — August

Bud Light Reggae Festival
Sugarloaf, Carrabassett Valley, April

Camden International Film Festival
Camden, October

Celebration Barn
South Paris, June — September

Celebration of the Arts
Georgetown, July

Country Bluegrass Festival
Fort Fairfield, July — September

Deertrees Theater
Sweden, June — August

DownEast Country Dance Festival
Chebeague Island, March

East Benton Fiddlers Festival
East Benton, July

Fall in the Village Art & Music Festival
Freeport, September

Festival FrancoFun
Lewiston, June

Festival of American Music
New Gloucester, June

Festival of Nations
Portland, July

Fox Island Concerts
Vinalhaven, July to August

Franco-American Center
Lewiston, Year round

Franco-American Family Festival
Waterville, September

Frantasia
Farmington, August

Grand Lake Stream Folk Art Festival
Grand Lake Stream, July

Greek Heritage Festival
Saco, July

Hope Jazz Festival
Hope, July

International Homecoming Festival
Calais, July

KahBang Arts Festival
Bangor, August

Kingfield Pops
Kingfield, June

Kneisel Hall Chamber Music School and Festival
Blue Hill, June to August

L/A Arts
Lewiston, Year round

La Kermesse Franco Americaine Festival
Biddeford, June

Legacy of the Arts Festival
Bar Harbor, June

Lewiston/Auburn Greek Festival
Lewiston, September

Lincoln Arts Festival
Boothbay Harbor, June to August

L.L.Bean Concert Series
Freeport, July to September

Machais Bay Chamber Concerts
Machias, July to August

Madawaska Acadian Festival
Madawaska, June

Maine African Film Festival
Portland, April

Maine Blues Festival
Naples, June

Maine Celtic Celebration
Belfast, July

Maine Deaf Film Festival
Portland, April

Maine Festival of American Music
New Gloucester, June

Maine Festival of the Book
Portland, April

Maine Highland Games & Scottish Festival
Topsham, August

Maine International Film Festival
Waterville, July
Maine Jewish Film Festival
Portland, March

Mt. Desert Festival of Chamber Music
Northeast Harbor, July to August

Native American Basketmakers Market
Bar Harbor, July

Native American Pow-Wow
Gray, August

North Atlantic Blues Festival
Rockland, July

Norwegian Arts Festival
Norway, July

Old Port Festival
Portland, June

Ossipee Music Festival
Cornish, July

Oxford Fair
Oxford, September

Portland Chamber Music Festival
South Portland, August

Portland Stage
Portland, Year round

Saco River Festival Association
Parsonsfield, June to July

Saddleback Mountain Bluegrass Festival
Rangeley, August

Salt Bay Chamberfest
Damariscotta, August

Saltwater Celtic Music Festival
Brunswick, July

Schoodic Arts Festival
Winter Harbor, August

Seacoast Country Music Festival
Scarborough, July

Sebago Long Lake Music Festival
Harrison, July to August

St. Lawrence Arts Center
Portland, Year round

Swedish Colony Midsommar Celebration
New Sweden, June

Thomas Point Beach Bluegrass Special
Brunswick, September

Thoreau-Wabanaki Festival
Greenville, July

Waterfront Concert Series
Bangor, July to October

Winterport Music Festival
Winterport, August
APPENDIX 4: MAINE PERFORMING ARTS FESTIVALS MAP

Grey marker with black dot
Arts festivals considered for the survey

Blue marker with white dot
Festivals chosen to be surveyed
ACKNOWLEDGMENTS

Darrell Bulmer  
(Acting Director, Maine Arts Commission)  
Darrell Bulmer is the acting director of the Maine Arts Commission and a central advocate for the 2011 study of the economic impact of performing arts festivals to Maine. In addition to advancement of artists through advocacy, grants management, professional development and communications, he has also conducted marketing workshops for artists locally, regionally and nationally and played a major role in other agency data collection initiatives. He has represented Maine artists both in state and in Washington, D.C. Darrell serves on the board of the New England Foundation for the Arts and is an appointed media advisor for the Partnership for a Tobacco-Free Maine.

Chuck Lawton  
(Report Analyst from Planning Decisions, Inc.)  
Chuck Lawton is the chief economist at Planning Decisions, Inc., a South Portland-based consulting firm. He specializes in economic policy, fiscal impact studies, smart growth and economic development studies. He has worked in private business as well as state government and was a professor at the University of Maine at Farmington. Chuck holds a PhD from the Fletcher School at Tufts University and writes a weekly column on the Maine economy for the Maine Sunday Telegram.

Kerstin Gilg (Report Author)  
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