

2011

Maine Performing Arts Festivals Economic Impact Study 2011

Maine Arts Commission

Kerstin Gilg

Maine Arts Commission, kerstin.gilg@maine.gov

Chuck Lawton

Darrell Bulmer

Follow this and additional works at: http://digitalmaine.com/arts_docs

Recommended Citation

Maine Arts Commission; Gilg, Kerstin; Lawton, Chuck; and Bulmer, Darrell, "Maine Performing Arts Festivals Economic Impact Study 2011" (2011). *Arts Commission Documents*. 7.
http://digitalmaine.com/arts_docs/7

This Text is brought to you for free and open access by the Arts Commission at Maine State Documents. It has been accepted for inclusion in Arts Commission Documents by an authorized administrator of Maine State Documents. For more information, please contact statedocs@maine.gov.



MAINE ARTS
COMMISSION

MAINE PERFORMING ARTS FESTIVALS 2011 ECONOMIC IMPACT STUDY



PARTICIPATING MAINE ARTS FESTIVALS

FESTIVALS	LOCATION
American Folk Festival	Bangor
Bates Dance Festival	Lewiston
Bay Chamber Concerts Summer Festival	Rockport
Bowdoin International Music Festival	Brunswick
Camden International Film Festival	Camden
KahBang Arts Festival	Bangor
L.L.Bean Concert Series	Freeport
Maine International Film Festival	Waterville
North Atlantic Blues Festival	Rockland
Ossipee Valley Music Festival	Cornish
Portland Chamber Music Festival	Portland
Salt Bay Chamberfest	Damariscotta
Saltwater Celtic Music Festival	Brunswick
Thomas Point Beach Bluegrass Special	Brunswick
Waterfront Concert Series	Bangor

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

2009 NEA NATIONAL FESTIVAL REPORT SUMMARY

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.

Festivals were shown to enhance the community aesthetics, social experiences and the quality of place for artists and audiences alike.

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.

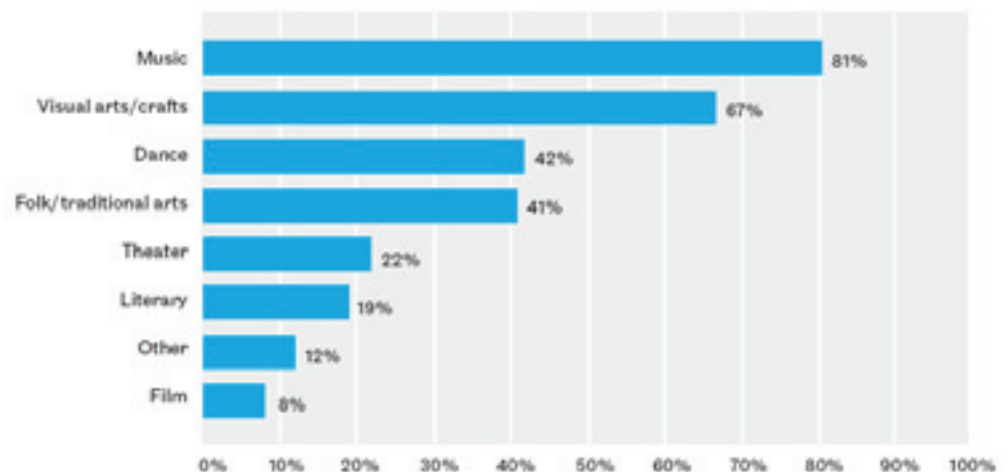
- > A typical outdoor festival showcases many different types of art forms
- > Even festivals that concentrate on a specific art form are multidisciplinary in nature

2. Festival organizers describe a demographically diverse audience.

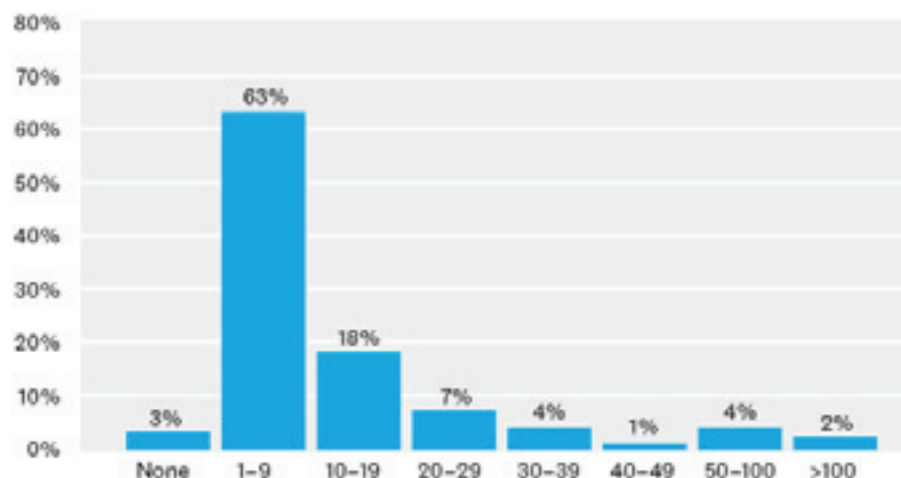
- > By gender and racial/ethnic composition, festival audiences resemble the general population as described by U.S. Census figures

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



Distribution in types of outdoor arts festivals



Number of educational opportunities that take place at outdoor arts festivals

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

Data collected from the August 2010 National Endowment for the Arts Research Report #51, *Live from Your Neighborhood: A National Study of Outdoor Arts Festivals* report. Prepared for the Office of Research & Analysis by Bohne Silber, Silber & Associates, and Carole Rosenstein, PhD, George Mason University. Produced by the Office of Research & Analysis, Sunil Iyengar, Director, and Sarah Sullivan, Senior Program Analyst. The full report can be found online: http://www.nea.gov/research/ResearchReports_chrono.html

2010 NEFA CULTURAL NONPROFIT REPORT SUMMARY



^ Margaret Lawrence, director of programming at Dartmouth College's Hopkins Center, presents at NEFA's 2011 Idea Swap. Photo: Abigail Baisas.

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.

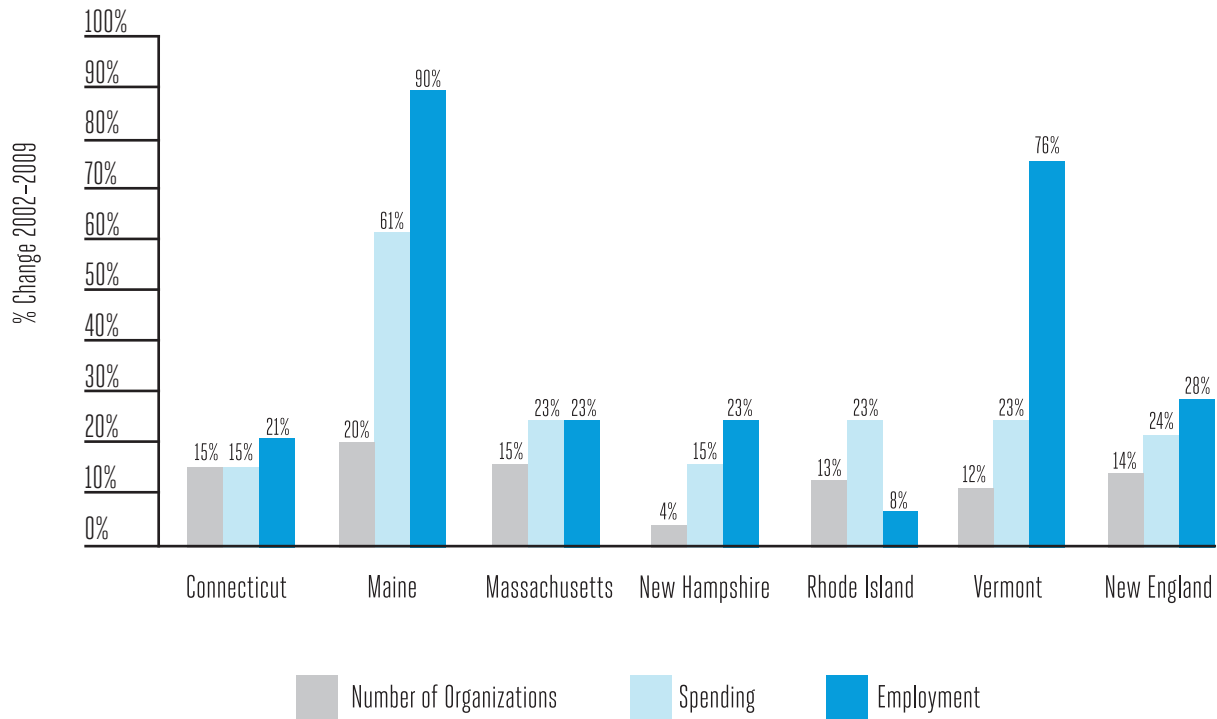
2. Cultural organizations have grown significantly since 2002

- > 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.

GROWTH OF NEW ENGLAND'S NONPROFIT ARTS & CULTURAL ORGANIZATIONS, 2002-09



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.

MAINE PERFORMING ARTS FESTIVALS 2011 ECONOMIC IMPACT STUDY

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

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

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 2: DISTRIBUTION OF SURVEY RESPONSES AND ATTENDANCE BY FESTIVAL

NAME	TOTAL RESPONSES	COVERED ATTENDEES	PEOPLE PER PARTY	PERCENT OF ATTENDANCE
Bates Dance Festival	73	186	2.5	4.2%
Bowdoin International Music Festival	266	731	2.7	5.5%
Bay Chamber Concerts Summer Festival	24	54	2.3	1.0%
Maine International Film Festival	82	218	2.7	2.8%
North Atlantic Blues Festival	228	612	2.7	3.8%
Ossipee Valley Music Festival	61	178	2.9	3.0%
Saltwater Celtic Music Festival	67	182	2.7	14.0%
KahBang Arts Festival	147	391	2.7	3.1%
Portland Chamber Music Festival	85	225	2.6	22.5%
Salt Bay Chamberfest	135	382	2.8	45.1%
American Folk Festival	219	556	2.5	0.6%
Thomas Point Beach Bluegrass Special	78	319	4.1	8.0%
L.L.Bean Concert Series	77	222	2.9	1.0%
Waterfront Concert Series	64	176	2.8	0.2%
Camden International Film Festival	78	219	2.8	3.9%
Totals	1,684	4,651	2.8	1.5%

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 3: DISTRIBUTION OF SURVEY RESPONSES AND ATTENDANCE BY FESTIVAL

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

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.



▲ Waterfront Concert Series 2011

Table 4 lists the states from which festival attendees came, in descending order of attendance.

TABLE 4: DISTRIBUTION OF ATTENDANCE BY STATE

ORIGIN STATE/AREA	SURVEY RESPONSES	ATTENDEES	ATTENDEES PER RESPONSE
Massachusetts	177	429	2.4
New Hampshire	67	257	3.8
Florida	50	191	3.8
Connecticut	23	56	2.4
Virginia	14	35	2.5
New York	13	21	1.6
North Carolina	10	26	2.6
Rhode Island	8	20	2.5
California	7	15	2.1
Texas	6	13	2.2
Maryland	4	9	2.3
Ohio	4	7	1.8
Arizona	2	3	1.5
Colorado	2	6	3.0
Georgia	2	5	2.5
New Jersey	2	4	2.0
Oregon	2	2	1.0
Pennsylvania	2	4	2.0
Vermont	2	4	2.0
Washington, D.C.	1	2	2.0
Missouri	1	2	2.0
Utah	1	2	2.0
Washington	1	2	2.0

Source: Maine Arts Commission.



> Photo courtesy of Maine International Film Festival

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 5: DISTRIBUTION OF ATTENDANCE BY REPORTED LODGING SPENDING

CATEGORY	SAMPLE	PERCENTAGE	ESTIMATED ACTUAL
Day Attendees	3,313	81%	249,312
Overnight Attendees	788	19%	59,299
Total Attendees	4,101	100%	308,611

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.



▲ Photo provided by Bowdoin International Music Festival

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

SPENDING CATEGORY	DAY ATTENDEES		OVERNIGHT ATTENDEES	
	SPENDING PER PERSON	ESTIMATED TOTAL	SPENDING PER PERSON	ESTIMATED TOTAL
Lodging	\$0	\$0	\$152	\$9,034,002
Travel	\$19	\$4,675,897	\$47	\$2,785,401
Food & Beverage	\$27	\$6,628,326	\$94	\$5,555,224
Retail	\$15	\$3,836,228	\$51	\$3,001,075
Recreation & Other	\$24	\$5,901,687	\$54	\$3,201,021
Total Spending	\$84	\$21,042,138	\$398	\$23,576,722

Source: Maine Arts Commission.

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.

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.



^ Photo courtesy of Saltwater Celtic Music Festival

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.



< Photo courtesy of Bowdoin International Music Festival

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.

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

ACTIVITY	SALES	JOBS	INCOME
Direct Impact	\$44,600,000	435	\$9,700,000
Indirect Impact	\$14,300,000	110	\$4,400,000
Induced Impact	\$11,900,000	105	\$3,900,000
Total Impact	\$70,800,000	650	\$18,000,000
Multiplier	1.6	1.5	1.9

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

The indirect (supply chain) impact of festival spending means approximately \$14.3 million of additional sales for Maine businesses. These sales support an additional 110 jobs earning an income of approximately \$4.4 million.

The induced (consumer spending) impact of the direct and indirect spending derived from festival

activities generates approximately \$11.9 million in additional sales for Maine businesses. These sales support 105 jobs earning \$3.9 million in income.

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.



▲ Photo courtesy of Saltwater Celtic Music Festival

TABLE 8: STATE AND LOCAL TAX AND FEE REVENUE RESULTING FROM FESTIVAL OPERATIONS

CATEGORY	AMOUNT
Property Taxes	\$1,360,000
Dividend/Profit/Income Taxes	\$780,000
Sales Taxes	\$1,340,000
Other Taxes, Fines and Fees	\$420,000
Total State and Local Tax Revenue	\$3,900,000

Source: IMPLAN Pro 2.0 operated by PDI.

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.

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

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

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.

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 (CenTRO) 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. ■



< Photo courtesy of Ossipee Valley Music Festival

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



^ Photo courtesy of Saltwater Celtic Music Festival

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 a "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 you trip/ live.

State	Zip code	Town in Maine
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

- | | |
|---|---|
| To attend this event | Business |
| Vacation/ holiday | Visit relatives/ friends |
| Personal obligation
(wedding, funeral, etc.) | Combination of business
and pleasure |
| Other _____ | |

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

- | | |
|--------------|------------|
| Your own car | Rental car |
| Bus | Train |
| Airplane | Boat |
| Other _____ | |

Please turn survey over and complete other side.

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)

- | | |
|-----------------|--------------|
| Family/ friends | Hotel/ motel |
| Inn/ B&B | Rented house |
| Seasonal home | Campground |
| Boat | Timeshare |

Other _____

6. How many people are in your party?

Adults: Children:

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.) | \$ <input type="text"/> |
| Food/ beverage
(restaurants, groceries, etc.) | \$ <input type="text"/> |
| Transportation
(gas, airfare, bus ticket, etc.) | \$ <input type="text"/> |
| Retail shopping
(souvenirs, clothes, etc.) | \$ <input type="text"/> |
| Recreation
(concerts, movies, museums, etc.) | \$ <input type="text"/> |
| Other | \$ <input type="text"/> |

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

NORTH 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

BATES DANCE FESTIVAL

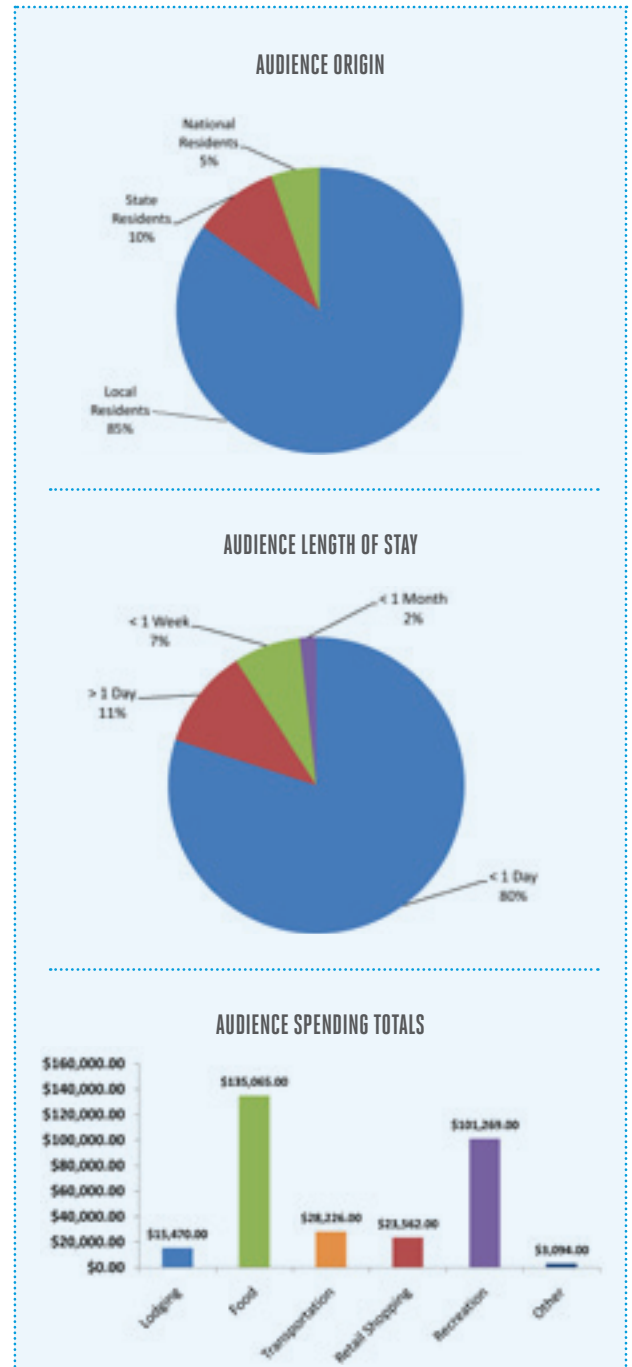


^ Photo courtesy of Bates Dance Festival, David Dorfman Dance

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.

BATESDANCEFESTIVAL.ORG

207/786-6381
 31 FRYE STREET
 LEWISTON, ME 04240
 (JULY TO AUGUST)



BOWDOIN INTERNATIONAL MUSIC FESTIVAL



▲ Photo courtesy of Bowdoin International Music Festival

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.

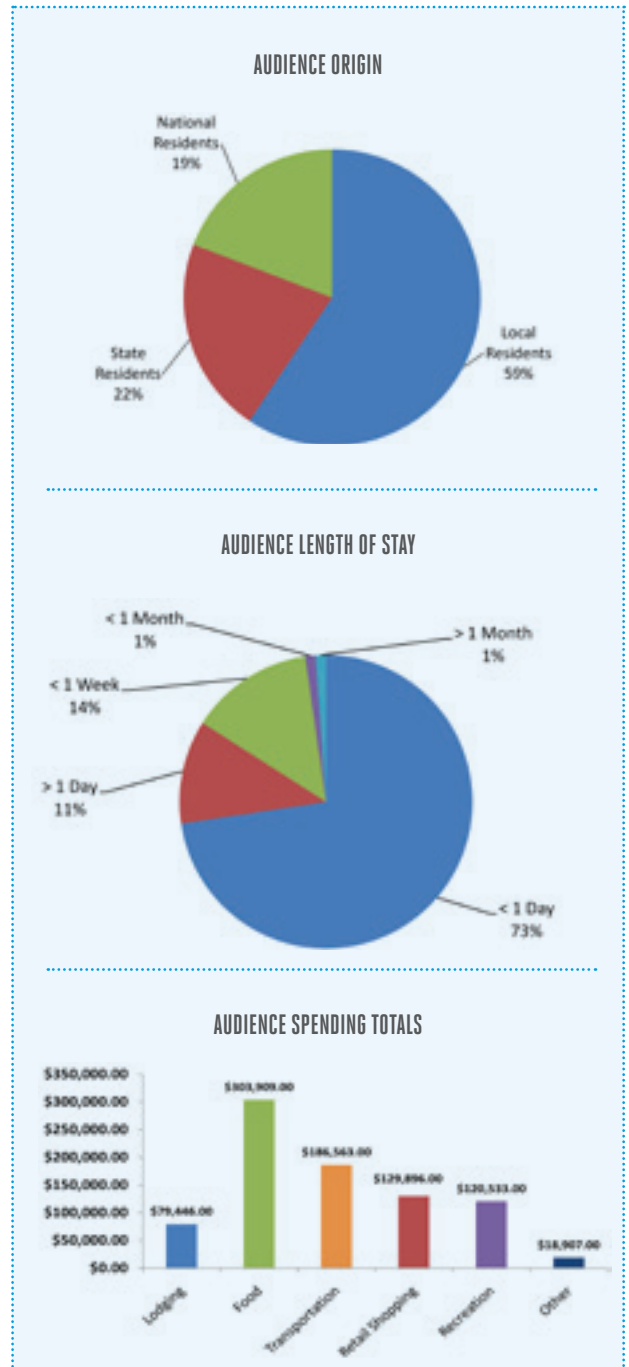
BOWDOINFESTIVAL.ORG

207/373-1400

6300 COLLEGE STATION

BRUNSWICK, ME 04011-8463

(JUNE TO AUGUST)



BAY CHAMBER CONCERTS SUMMER FESTIVAL

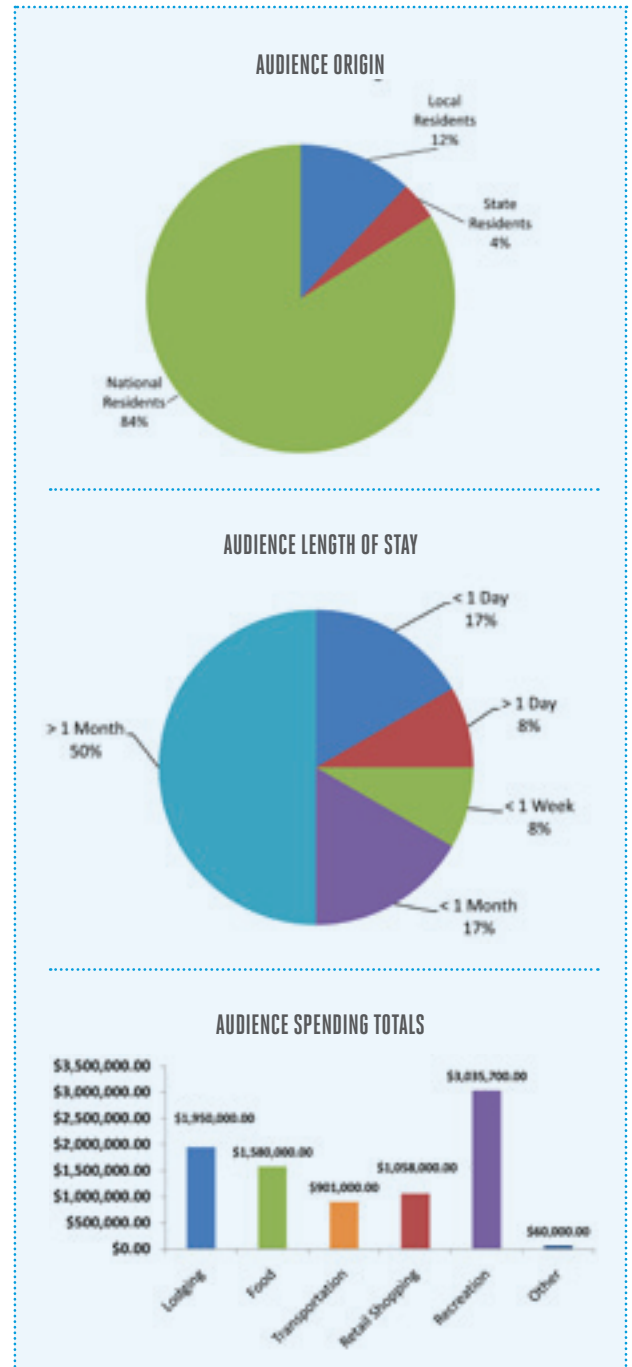


▲ Photo courtesy of Bay Chamber Concerts Summer Festival

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

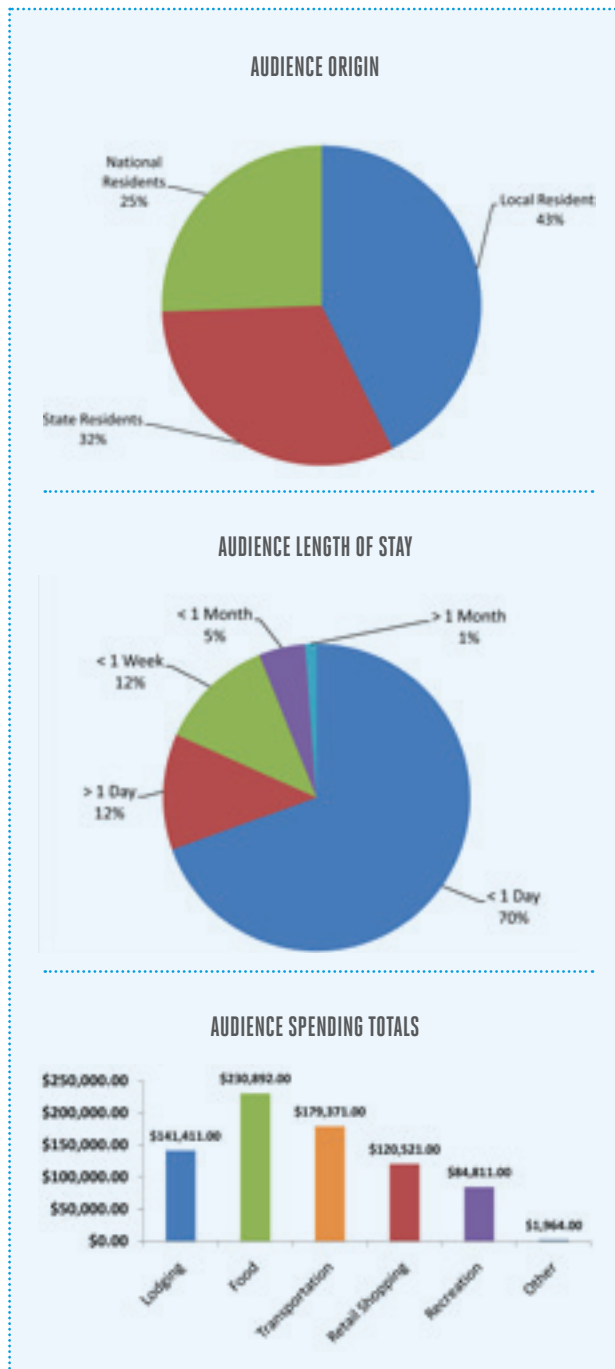


▲ Photo courtesy of Maine International Film Festival

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.

MIFF.ORG

207/861-8138
 177 MAIN STREET
 WATERVILLE, ME 04901
 (JULY)



NORTH ATLANTIC BLUES FESTIVAL

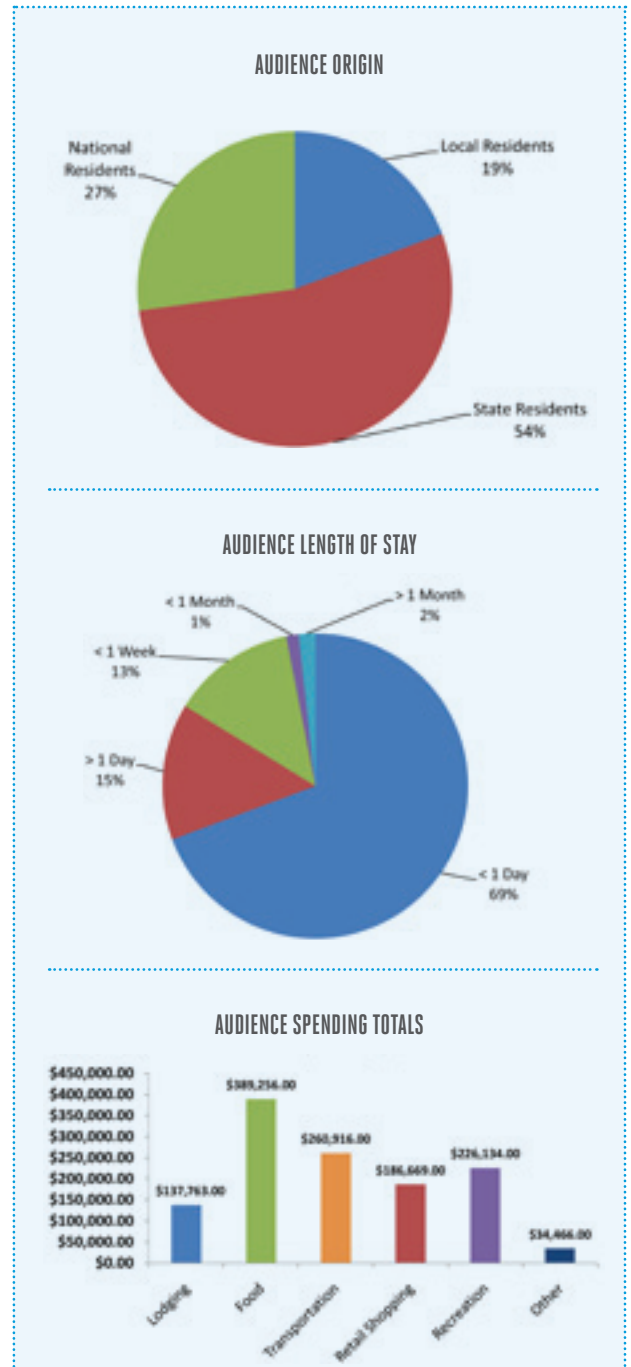


▲ Photo courtesy of North Atlantic Blues Festival

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.

NORTHATLANTICBLUESFESTIVAL.COM

207/596-6055
 HARBOR PARK (PUBLIC LANDING)
 275 MAIN STREET
 ROCKLAND, ME 04841
 (JULY)



OSSIPEE VALLEY MUSIC FESTIVAL



▲ Photo courtesy of 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

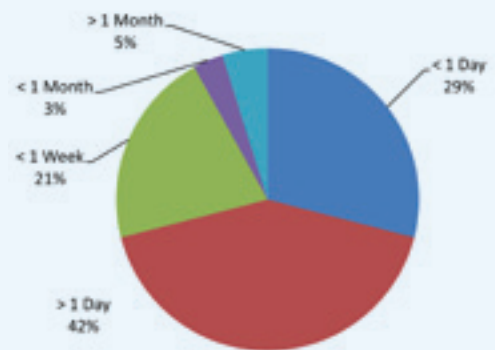
SOUTH HIRAM, ME 04020

(JULY)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



SALTWATER CELTIC MUSIC FESTIVAL



▲ Photo courtesy of Saltwater Celtic Music Festival

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

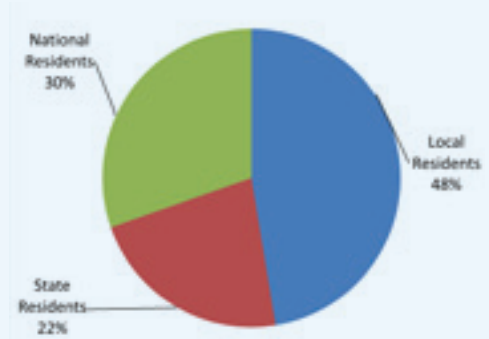
207/877-4029

29 MEADOW ROAD

BRUNSWICK, ME 04011-3938

(JULY)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



KAHBANG FESTIVAL OF MUSIC, ART AND FILM



▲ Photo courtesy of KahBang Music, Art & Film Festival

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

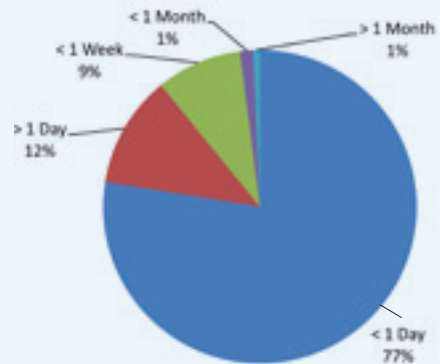
BANGOR, ME 04401

(AUGUST)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



**KAH
BANG**
MUSIC ART FILM

PORTLAND CHAMBER MUSIC FESTIVAL

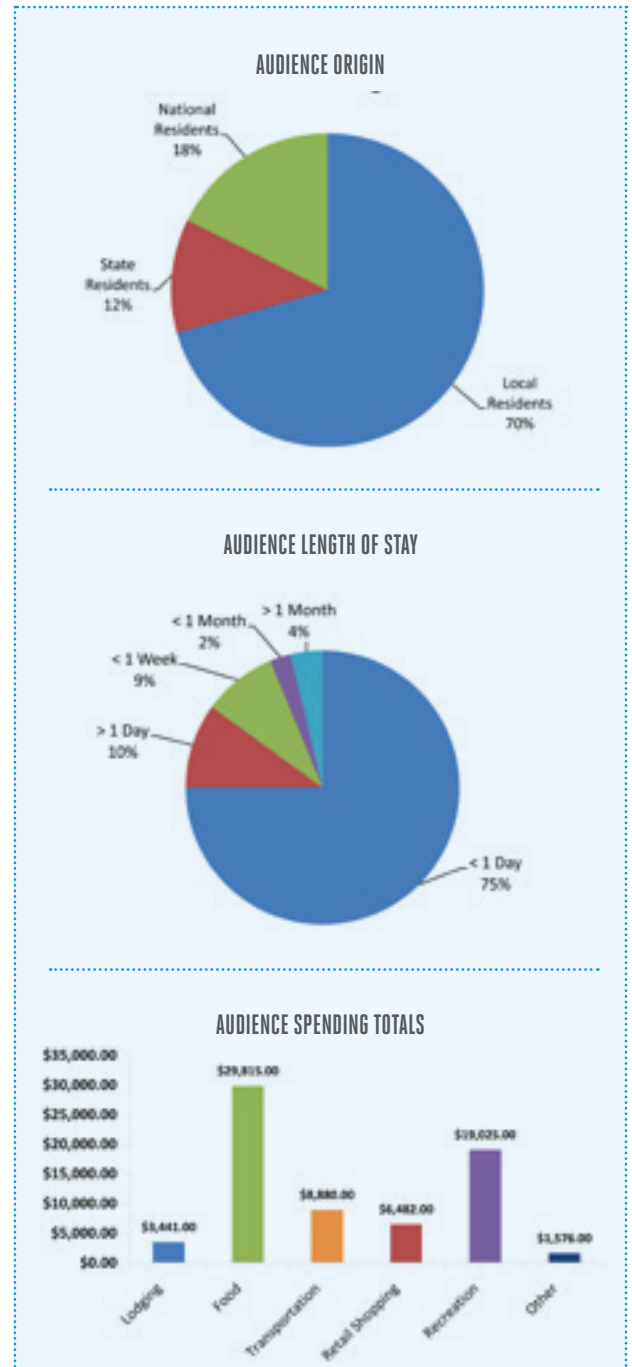


▲ Photo courtesy of Portland Chamber Music Festival

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)



SALT BAY CHAMBERFEST



▲ Photo courtesy of Salt Bay Chamberfest

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.

SALTBAYCHAMBERFEST.ORG

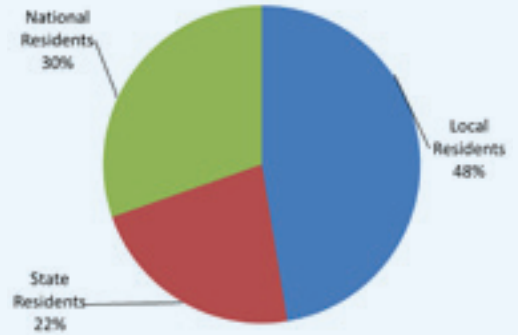
207/522-3749

P.O. BOX 1268

DAMARISCOTTA, ME 04543

(AUGUST)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



SALT BAY CHAMBERFEST

AMERICAN FOLK FESTIVAL

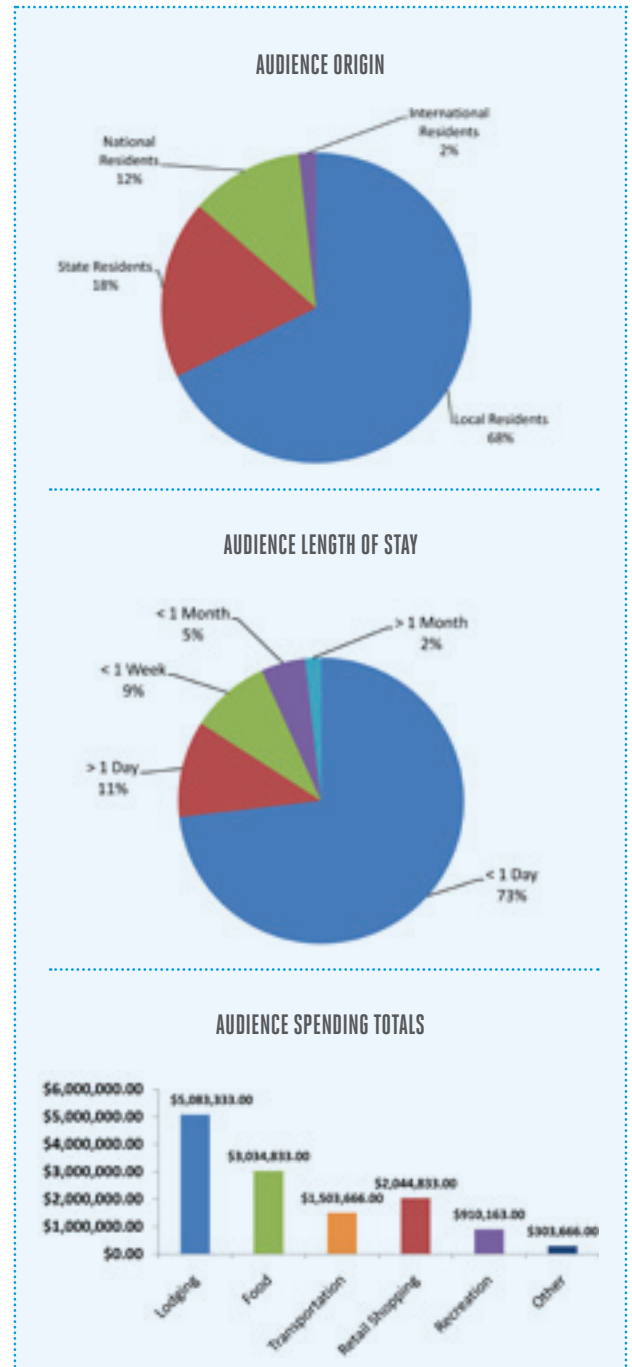


^ Photo courtesy of American Folk Festival

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)



THOMAS POINT BEACH BLUEGRASS SPECIAL

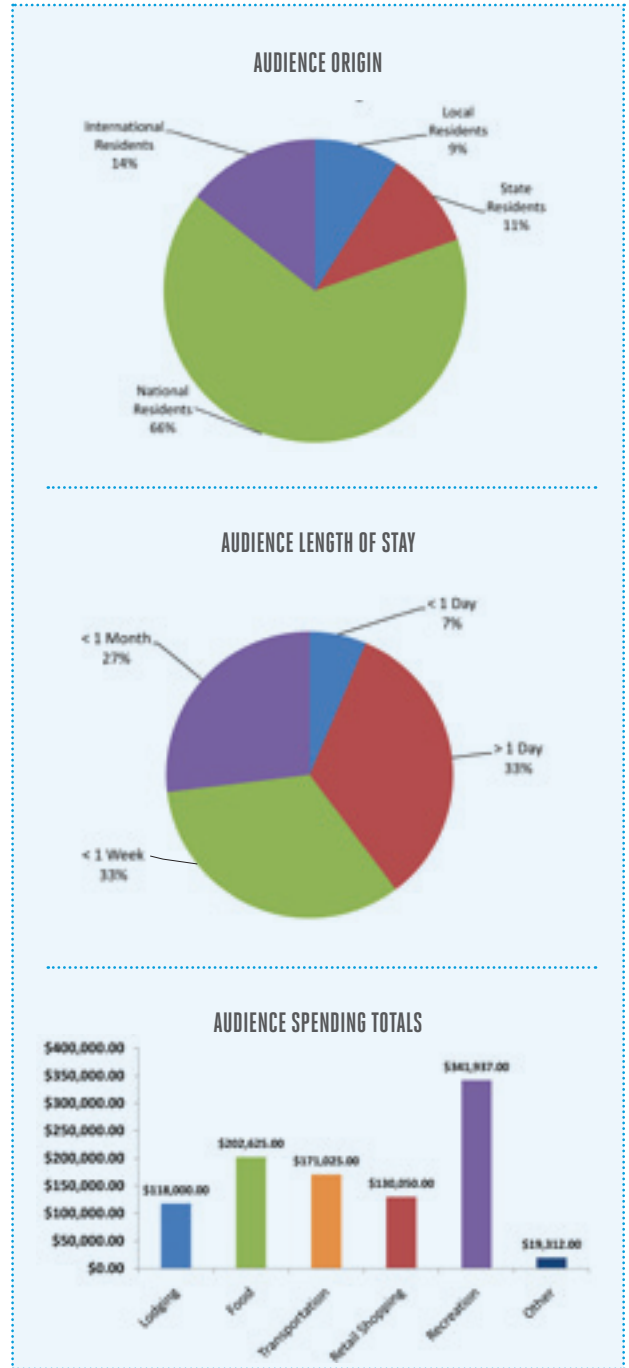


▲ Photo courtesy of Thomas Point Beach Bluegrass Special

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.

THOMASPOINTBEACH.COM/SPECIAL

207/725-6009
 29 MEADOW ROAD
 BRUNSWICK, ME 04011
 (SEPTEMBER)



L.L.BEAN CONCERT SERIES



▲ Photo courtesy of 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

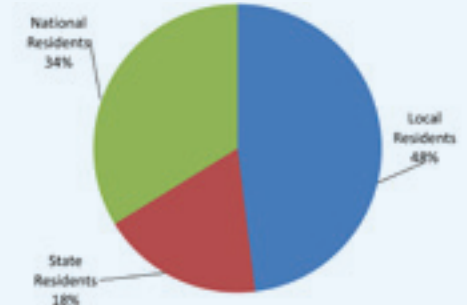
877/755-2326

MORSE STREET

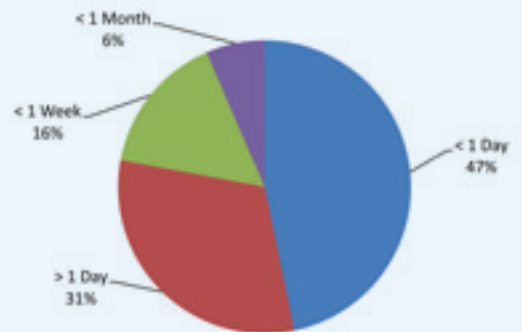
FREEPORT, ME 04032

(JULY TO SEPTEMBER)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



WATERFRONT CONCERT SERIES



▲ Photo courtesy of Waterfront Concert Series

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.

WATERFRONTCONCERTS.COM

207/358-9327

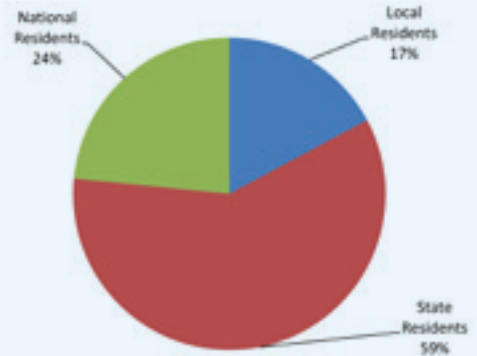
WATERFRONT PAVILION

1 RAILROAD STREET

BANGOR, ME 04401

(JULY TO OCTOBER)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



CAMDEN INTERNATIONAL FILM FESTIVAL



▲ Photo courtesy of Camden International Film Festival

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.

CAMDENFILMFEST.ORG

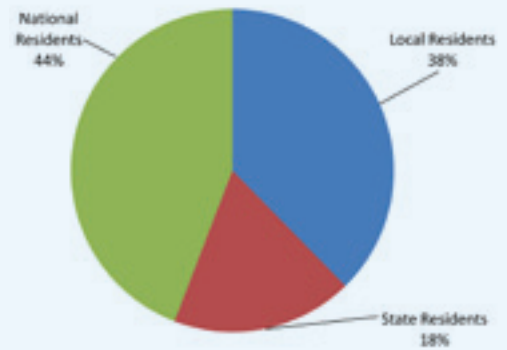
207/593-6928

P.O. BOX 836

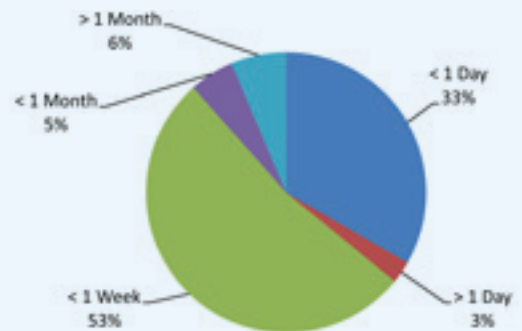
CAMDEN, MAINE 04843

(SEPTEMBER)

AUDIENCE ORIGIN



AUDIENCE LENGTH OF STAY



AUDIENCE SPENDING TOTALS



SMALL TOWNS. **BIG FILMS**

APPENDIX 3: MAINE PERFORMING ARTS FESTIVALS LIST

American Folk Festival

Bangor, July

Aroostook Music Festival

New Sweden, August

Arootacoustik

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

BelTek 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

Native American PowWow

Wells, July

North Atlantic Blues Festival

Rockland, July

Norway 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

Rangely, 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

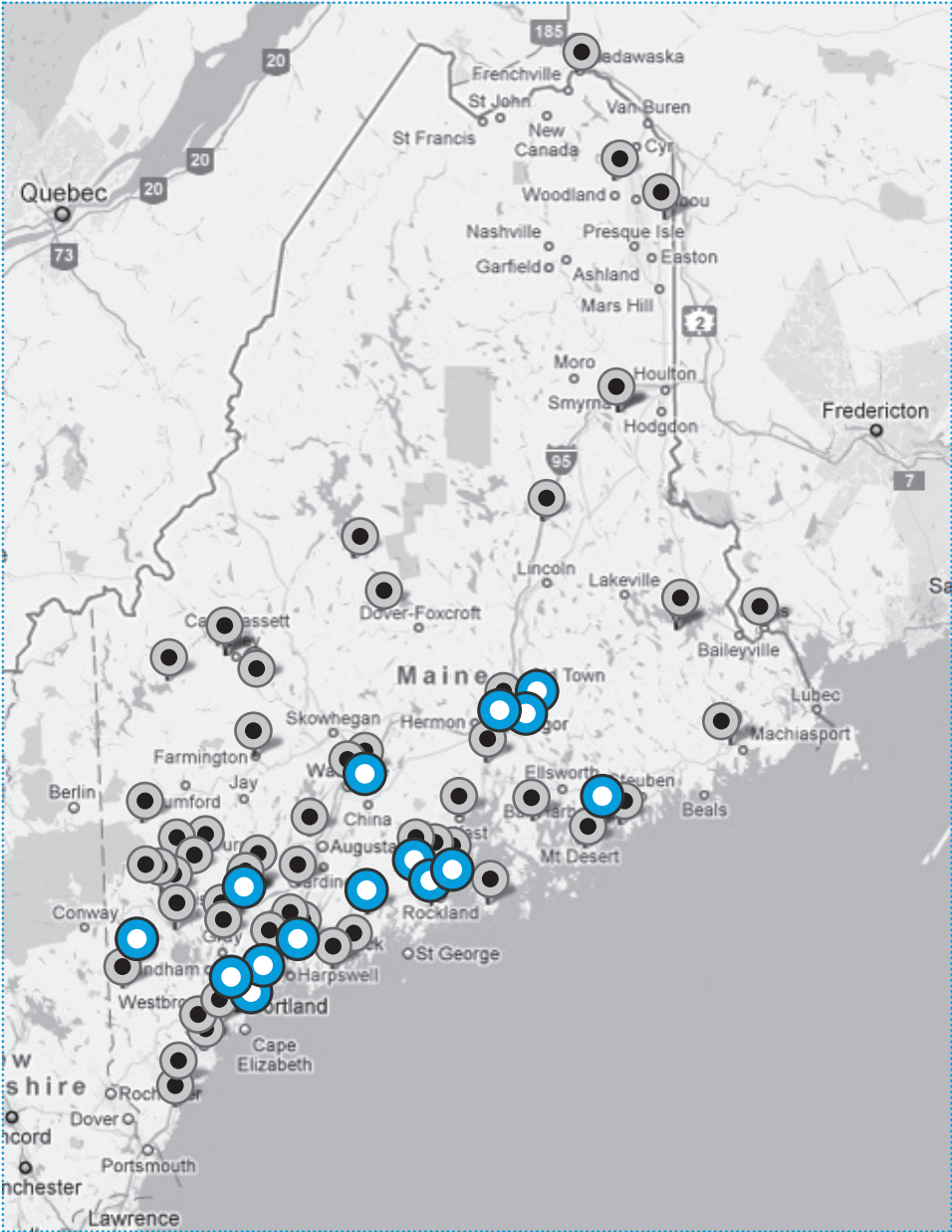
Bangor, July to October

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)

Kerstin Gilg is the Media and Performing Arts associate at the Maine Arts Commission. He was the central coordinator for the survey data collection and the primary author of the 2011 economic impact study. Kerstin has a MPS degree in interactive telecommunications from New York University's Tisch School of the Arts and a BS in theater arts from the University of Oregon.

Maine Arts Commission Staff

The excellent staff at the Maine Arts Commission all had some part in the development of this report. Special thanks to Steve Milligan, who was instrumental in the excellent data collection, and to Angela Molino, who prepared the raw information for analysis and developed graphical assets that were included in the report.

Front cover image provided by North Atlantic Blues Festival,
Festival Image 2011

Back cover image provided by KahBang Festival of Music,
Art and Film, **Festival Image 2011**



MAINE ARTS
COMMISSION

193 State Street
25 SHS Augusta, ME
04333-0025

207/287-2724
mainearts.com