



## 2018 PARK CITY KIMBALL ARTS FESTIVAL RECAP 49<sup>TH</sup> ANNUAL | AUGUST 3-5, 2018

### 2018 OVERALL SUMMARY

For half a century, Park City has played host to the annual Kimball Arts Festival. Over the years the Festival has grown in attendance, economic impact, and national prominence; but one thing remains just as true today and it did in 1969 — the Festival is a celebration of art, culture, and community.

Last year (2018), the three-day Festival brought nearly 50,000 attendees to Park City's Main Street. They came to purchase art from 233 juror-selected artists, listen to live music, explore creativity, connect with friends, and awaken their taste buds. Between their lodging, dining, and transportation needs, their Festival purchases, and other expenses, these visitors left an economic impact of over \$23 million.

As we celebrate the 50th year of the Park City Kimball Arts Festival in 2019, we anticipate even greater numbers and impact — both financial and inspirational.

Additionally, the Detailed Summary below shows a comprehensive recap of the entire Kimball Arts Festival.

- **Economic Impact\***
  - **Total Economic Impact:** **\$23,314,237** (up 12% from \$20,788,406 in 2017)
  - **Utah State Taxes (8.45%):** **\$1,970,053**
    - Park City (1%): \$233,142.37
    - Special (2.65%): \$617,827.28
    - Summit County (.1%): \$23,314.24
    - UT Statewide (4.7%): \$1,095,769.14
  - **Total Combined Artist and Vendor Sales**
    - Total Sales: \$1,258,120.77
    - UT Sales Tax: \$105,982.92
  - **Estimated Spending Per Attendee**
    - Average Spending Per Person: \$963.21
- **Attendance**
  - **49,921 Total Visitors**
  - **30,986 Total Paid Visitors**
    - Friday: 9,759
    - Saturday: 15,706
    - Sunday: 5,521
  - **4,286 Friday Free Locals' Night**
- **Artists**
  - Call for Artists: November 1 – March 8
  - 995 applications submitted
  - 227 total participating artists
  - Artists were from 34 states, plus Canada



- **Volunteers**

- 2,245 total hours, 519 total shifts, 387 individual volunteers

\*Source: 2018 Lighthouse Research & Development, Inc., Park City Kimball Arts Festival survey. Completion of 411 personal interviews, of the approximately 49,921 persons attending the Park City Kimball Arts Festival, provides a statistical confidence level of 95% with a ±4.82% margin of error.

## 2018 DETAILED SUMMARY

- **Friday, August 3 – Sunday, August 5, 2018**

- Friday: 5:00 p.m. – 9:00 p.m. (Friday Free Locals' Night)
- Saturday: 10:00 a.m. – 8:00 p.m.
- Sunday: 10:00 a.m. – 6:00 p.m.

- **Economic Impact**

- **Total Economic Impact:** **\$23,314,237** (up 5% from \$20,788,406 in 2017)
- **Utah State Taxes (8.45%):** **\$1,970,053**
  - Park City (1%): \$233,142.37
  - Special (2.65%): \$617,827.28
  - Summit County (.1%): \$23,314.24
  - UT Statewide (4.7%): \$1,095,769.14
- **Total Attendee Spending by Type**
  - Hotels: \$3,730,277
  - Restaurants: \$5,129,132
  - Retail: \$2,797,708
  - Arts Festival: \$8,393,125
  - Other: \$3,263,995
- **Estimated Spending per Attendee \***

Spending Category	All Attendees	
	Mean	% of the Sum
Lodging	\$157.56	16%
Restaurants	\$210.65	22%
Other Food and Beverage	\$35.53	3%
Recreation	\$54.35	5%
Retail Shopping	\$123.09	12%
Gasoline	\$21.82	2%
Arts Festival	\$347.89	36%
Other	\$12.32	4%
<b>Sum of Means</b>	<b>\$963.21</b>	<b>100%</b>
<b>Avg. Spending per Person</b>	<b>\$915.05</b>	<b>-</b>

\*A 95% confidence interval for spending by all persons attending the Arts Festival is \$963.21+/- \$48.16. Note that this estimate is per person.



- **Total Combined Artist and Vendor Sales**
  - Total Sales: \$1,258,120.77
  - UT Sales Tax: \$105,982.92
  
- **Attendance and Ticket Analysis**
  - **Total Attendance:** 49,921 Total Visitors
  - **Total Paid Ticket Attendees:** 30,986
    - **Friday:** 9,759
      - Adults: 8,250
      - Kids: 1,509
    - **Saturday:** 15,706
      - Adults: 14,524
      - Kids: 21,182
    - **Sunday:** 5,521
      - Adults: 4,737
      - Kids: 784
    - Note: "Kids" are 17 and under. Ages 5 and under were free
  - **Total Comps**
    - 18,935
      - Includes Friday Free Locals, VIPs, Artists, Volunteers, Media, Staff, Main St. Employees, Sponsors
  
- **Visitor Data**
  - **Is attending the Arts Festival the primary reason you are visiting Park City?**
    - Yes: 50% (down from 54% in 2017)
    - No: 50%
  - **Gender**
    - Female 55%
    - Male 45%
  - **Age**
    - Under 18: 0%
    - 18-30: 8%
    - 31-45: 18%
    - 46-60: 30%
    - 61-70: 30%
    - Over 70: 14%
  - **Education Level**
    - Less than high school: 1%
    - High school degree: 5%
    - Some college/technical school: 10%
    - Associate degree: 6%
    - College graduate: 44%
    - Post-college graduate: 34%



- **Annual Household Income**
  - Under \$50,000: 10%
  - \$50,000 - \$99,999: 21%
  - \$100,000 - \$149,999: 20%
  - \$150,000 - \$200,000: 19%
  - More than \$200,000: 30%
- **Estimated proportion of attendees residing in the Park City Area\***
  - **Are you Park City Area resident?**
    - Yes: 12%
    - No: 88%

\*The point estimate for the number of participants residing in Park City is 7,017 of the 53,408 participants. A 95% confidence interval estimate is that from 2,490 to 11,544 attendees, or from 4.7% to 21.6% of those attending, reside in Park City.

- **43.7% of attendees were from out-of-state**
  - Utah: 56.3%
  - California: 6.8%
  - Florida: 4.4%
  - Arizona: 4.1%
  - Texas: 5.4%
  - Colorado: 2.4%
  - Illinois: 2.7%
  - Connecticut: 1.2%
  - Other States: 16.7%
- **County of Residence of Interviewed Utah Residents**
  - Salt Lake County: 42.9%
  - Summit County: 22.1%
  - Utah County: 10.4%
  - Davis County: 6.9%
  - Weber County: 8.2%
  - Cache County: 1.3%
  - Wasatch County: 3.5%
  - Other: 4.7%
- **Where did you get the majority of your information about the Park City Kimball Arts Festival?**
  - Friends/Family/Word of Mouth: 39%
  - Internet: 24%
  - Past Experience: 14%
  - Newspaper: 5%
  - Live/Lived in Park City: 4%
  - Happened Upon It: 2%
  - Billboards/Signs: 1%
  - Have Known About It for a While: 3%
  - Radio: 1%
  - TV: 1%
  - Hotel/Condo: 3%
  - Other: 3%



- **What are the most important reasons you decided to attend the Park City Arts Festival?**
  - Enjoy the Art and Crafts: 56%
  - Attend the Festival: 29%
  - Activity/Outing with Family and/or Friends: 21%
  - Leisure, Entertainment, Fun: 21%
  - Shopping: 7%
  - Currently Visiting or Vacationing in Park City: 6%
  - Good Weather: 6%
  - Enjoy the Music: 6%
  - To Visit or Shop a Specific Artist / Vendor: 10%
  - Other: 14%
- **How many children in your household are present at the Park City Arts Festival?**
  - None: 81%
  - Less than 5 Years Old: 8%
  - 6-12 Years Old: 6%
  - 13-17 Years Old: 5%
- **Did you know this Festival is a fundraiser for Kimball Art Center? (new question for 2018)**
  - Yes: 74%
  - No: 26%
- **Artists**
  - Call for Artists: November 1 – March 8
  - 995 applications submitted
  - 227 total participating artists, the most ever
  - Artists were from 34 states, plus Canada
    - 23% of artists were from Utah
    - 10% from CA
    - 9% from AZ
    - 10% from CO
    - 7% from OR
    - 6% from NM
    - 4% from WA
    - 31% from other states
    - 28% of artists were brand new
- **Volunteers**
  - **Total Volunteer Hours**
    - 2,245 total hours
  - **Total Volunteer Shifts**
    - 519 total shifts
  - **Total Volunteers**
    - 387 individual volunteers
- **2019 Planning Highlights**
  - **Kimball Arts Festival 50<sup>th</sup> Anniversary Celebration**
  - **Interactive Festival App**
  - **Online Ticketing**



- **VIP park at the Kimball and a free shuttle to Main Street**
- **Free Bike Valet**
- **Studio On Main / Kids Area**
- **Potential new partnership with Park City Museum to host VIP / Media Lounge**
- **Gateway Center Partnership**
  - KAC Staff Offices, volunteer / artist lounge and UT State Tax Commission.
- **Sustainability Efforts**
  - Increase digital advertising and information
  - Reduce printed materials by 8,000 units equaling more than 64,000 units of paper stock
  - Eliminated 1,000+ plastic lanyard sleeves
  - Use of compostable plates and utensils for all food vendors
  - Reusable signage
  - Artist Packing Exchange: artists could use and drop-off cardboard and other packing materials for others to use for free.
  - Partnered with Mountain Flower Apparel, local t-shirt company, to print over 600 Volunteer and Staff shirts. These were made with sustainable materials and while more expensive we were able to partner with Mountain Dentistry to sponsor the increase in costs.
  - Contracted with Curb-it Recycling & Questa Services on recycling and trash efforts.
  - Bike Valet
- **Enhanced Security and Artist Services**
  - Provide overnight security, utilizing tactical matrix.
  - Better integration between KAC, PCMC and PCPD led to a safe and successful event.
- **Ongoing Festival Items**
  - **Festival After Dark**
    - Festival After Dark keeps the Festival going into the night with entertaining options for all ages and interests. This has been a great way for us to partner with other key events and businesses in town and in Summit County as a means to drive overnight visitation and to provide additional programming for locals.

## **2019 PLANNING / NEW**

- Celebratory event for 50<sup>th</sup> anniversary.
- Brushes and Brunch. Location TBD. Tentatively Sunday from 9-11am on Main Street. This event is designed to give art lovers an exclusive opportunity to interact with artists.
- Après Arts Fest. Same concept as above, but on Saturday after the Fest closes, probably 8PM-10PM.
- People's choice awards. This will be some type of voting by the general public for "best of." Not to replace Best in Show, rather just allow the public to vote in a separate competition.
- Festival app. Looking into it now.
- Online ticketing- advance our online ticketing options and incorporate into an App.
- **Construction Impacts & Festival Layout**
  - Kimball Art Center will work with PCMC and need to know potential impacts prior to submission of festival plan, 6 months in advance.
- **Continued Collaboration**
  - HPCA & Park City Area Restaurant Association



- Explore further cuisine-related activation opportunities, specials, etc.
- Additional local partners, artisans, vendors and more.
- Share our media exposure with local businesses.

## **COMMUNICATIONS RECAP**

- **12,000,000:** Total Marketing Impressions
- **30,000,000:** Total PR/Media Impressions (Including National TV Broadcast Coverage)
- **42,000,000+:** Total Combined Marketing and PR Impressions