

MOSCOW ARTS COMMISSION



Events & Programs

Events & Programs

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Commission Members

Sue Clark
Sonja Foard
Christine Gilmore (chair)

* * * * *

Staff

Megan Cherry
Arts Program Manager
Britnee Christen
Administrative Specialist

www.ci.moscow.id.us/arts
(208) 883-7036

E&P Projects:

- Artwalk
- Mayor's Arts Awards
- Event Tabling

Upcoming Tabling Dates:

9/11 Moscow Farmers Market

2021-2022 Artwalk Dates:

10/21
11/18
12/16
1/20
2/17
3/17
4/21
5/19
6/16

3rd Tuesday of the Month

July 20, 2021

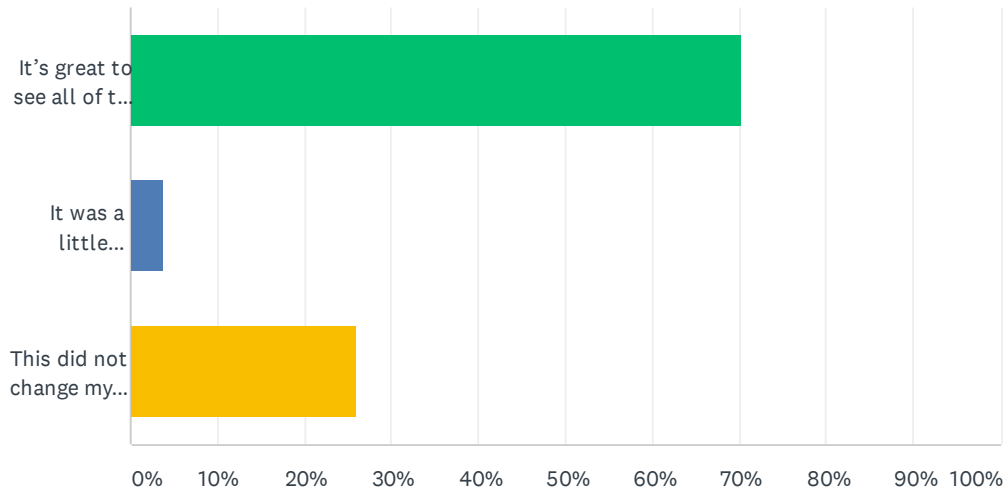
11:00 a.m.

Mayor's Conference Room

- MFM & EitP Tabling Feedback
- Artwalk Survey Results (attached)
- Upcoming Meetings and Events
 - E&P Regular Meeting: August 17, 2021 at 11 a.m.

Q1 Artwalk 2021 featured new listing categories, including performing, literary, culinary, and visual arts. Please select the statement that best describes your experience with this.

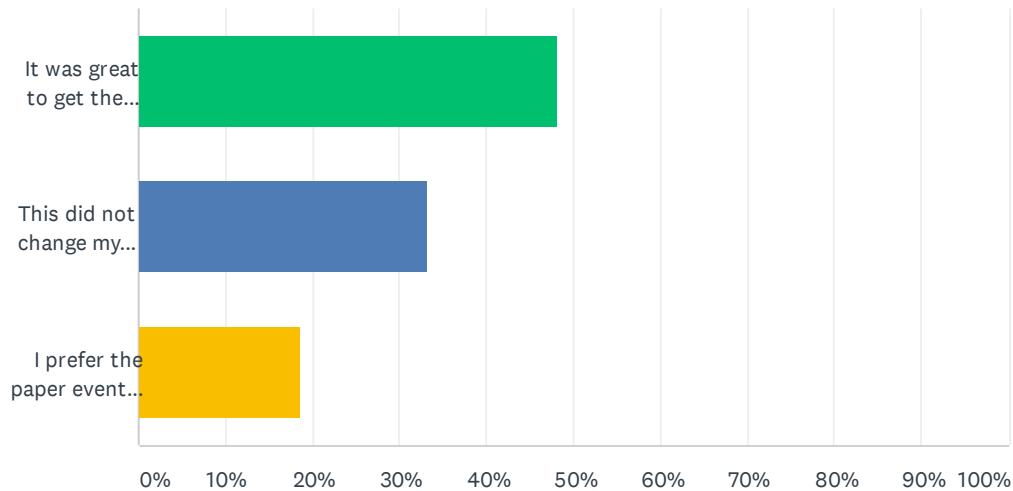
Answered: 27 Skipped: 0



ANSWER CHOICES	RESPONSES	
It's great to see all of the arts included in this event!	70.37%	19
It was a little confusing.	3.70%	1
This did not change my Artwalk experience.	25.93%	7
TOTAL		27

Q2 The 2021 Artwalk event promoted Host Locations and Arts Listings on the City of Moscow website prior to the release of the printed event flyer. Please select the statement that best describes your experience with this addition.

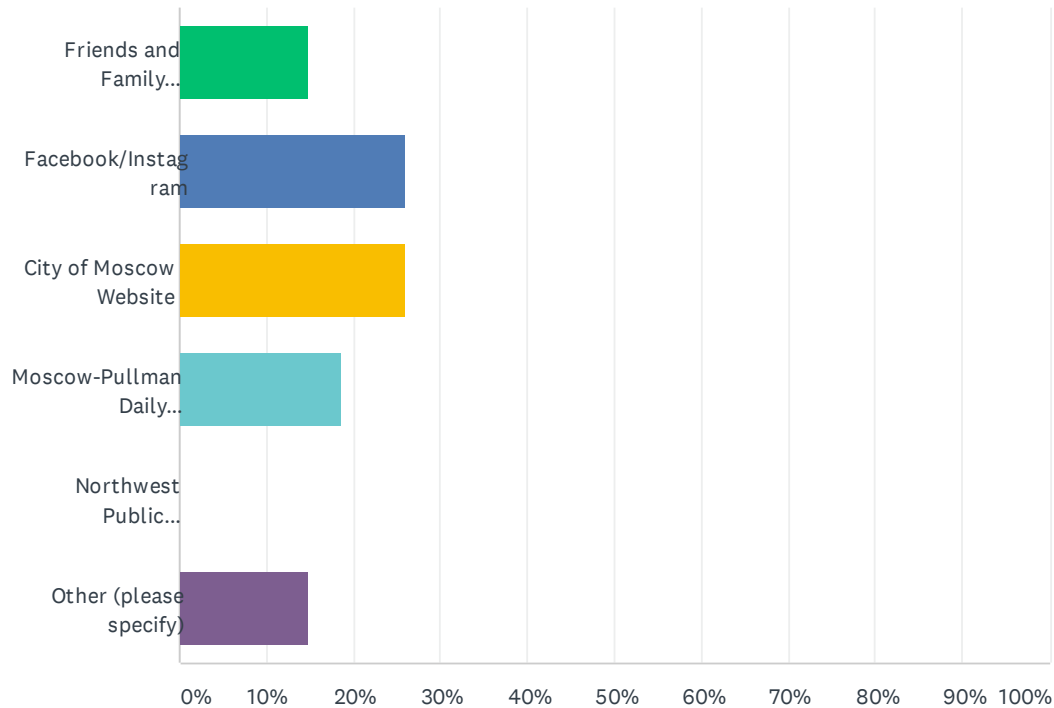
Answered: 27 Skipped: 0



ANSWER CHOICES	RESPONSES	
It was great to get the information out sooner and in a centralized location.	48.15%	13
This did not change my Artwalk experience.	33.33%	9
I prefer the paper event flyer only.	18.52%	5
TOTAL		27

Q3 Where did you find most of your Artwalk event information?

Answered: 27 Skipped: 0

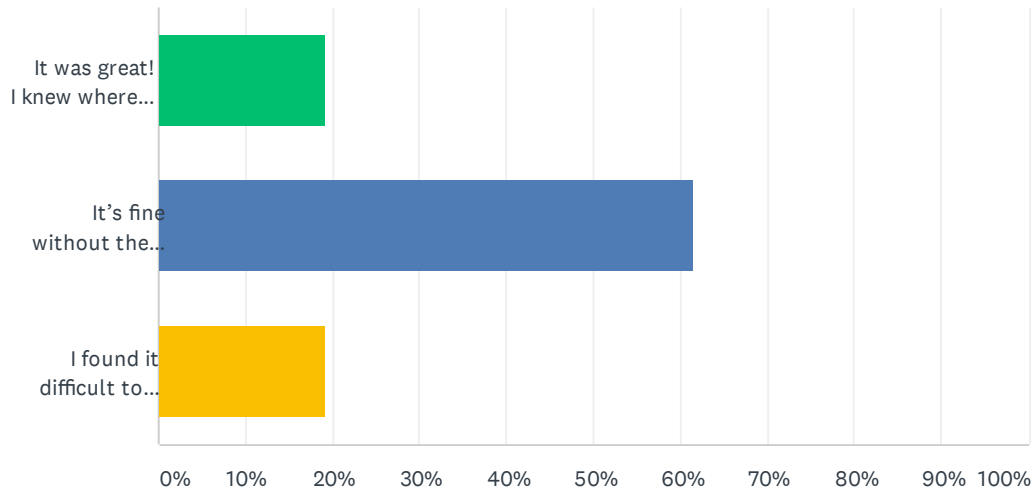


ANSWER CHOICES	RESPONSES	
Friends and Family (word-of-mouth)	14.81%	4
Facebook/Instagram	25.93%	7
City of Moscow Website	25.93%	7
Moscow-Pullman Daily News/Inland 360	18.52%	5
Northwest Public Broadcasting	0.00%	0
Other (please specify)	14.81%	4
TOTAL		27

#	OTHER (PLEASE SPECIFY)	DATE
1	Posters downtown and the event flyer	6/27/2021 6:31 PM
2	At ArtWalk table at the Market	6/27/2021 10:26 AM
3	Email	6/26/2021 7:46 PM
4	Paper handout I got at the Farmers Market	6/25/2021 3:47 PM

Q4 Previous Artwalk event materials have included a map with numbered locations, but this year, the event flyer did not feature a map. Please indicate how that impacted your experience:

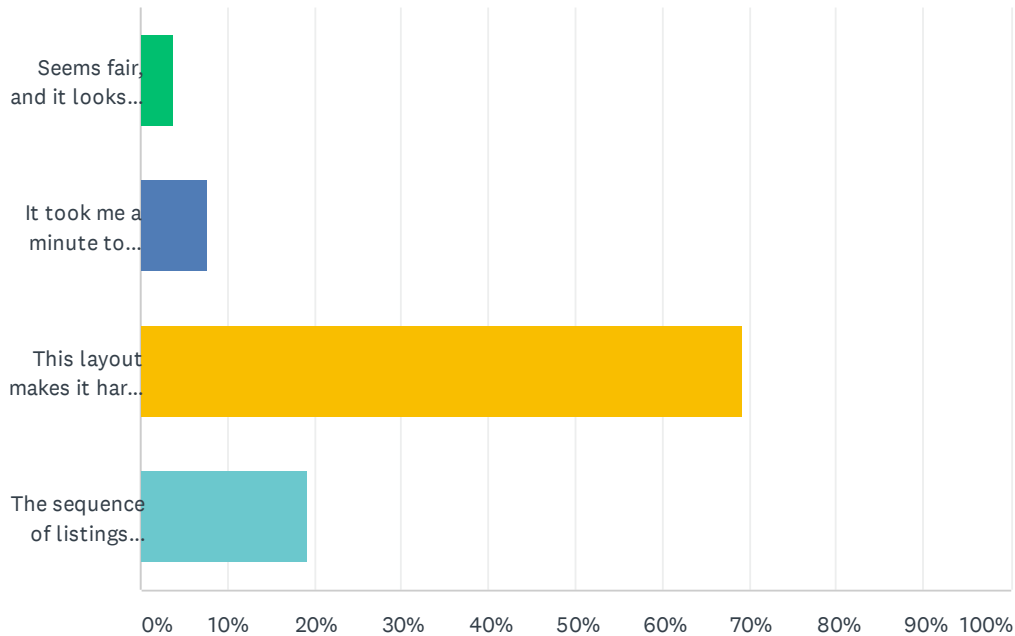
Answered: 26 Skipped: 1



ANSWER CHOICES	RESPONSES	
It was great! I knew where the businesses were, or I looked them up on my phone.	19.23%	5
It's fine without the map, but it would be easier if the host locations were organized into neighborhoods or zones.	61.54%	16
I found it difficult to find host locations without the numbered map.	19.23%	5
TOTAL		26

Q5 In June 2021, Host Location and Arts Listings were presented on the event flyer in the order they were received. Please select all of the following that apply to your experience of this approach:

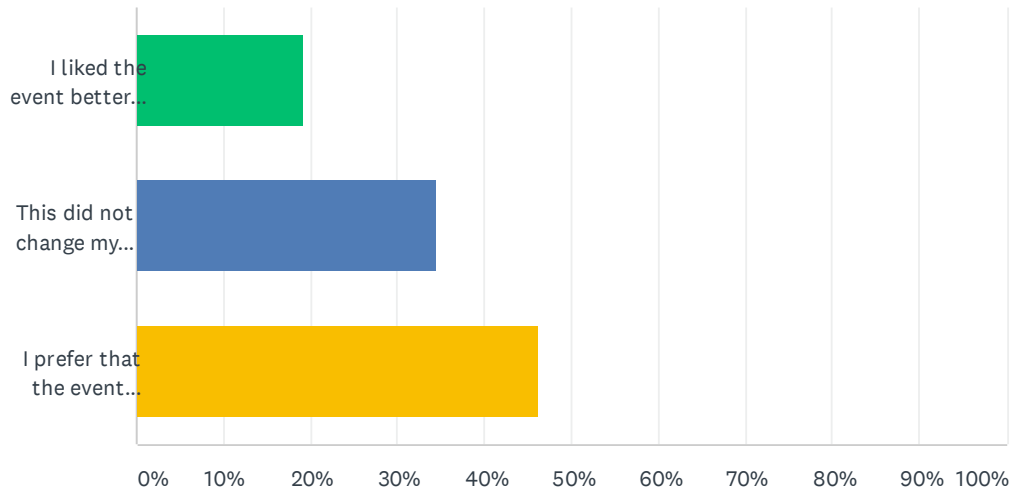
Answered: 26 Skipped: 1



ANSWER CHOICES	RESPONSES	
Seems fair, and it looks good!	3.85%	1
It took me a minute to figure it out, but it worked.	7.69%	2
This layout makes it hard for people to sequence their visits.	69.23%	18
The sequence of listings doesn't have an impact on my Artwalk experience.	19.23%	5
TOTAL		26

Q6 In the past, host locations had a sidewalk sign (mounted on a stick and traffic cone) for display outside of their business. In June 2021, the event did not include this feature. Please provide some feedback on this shift:

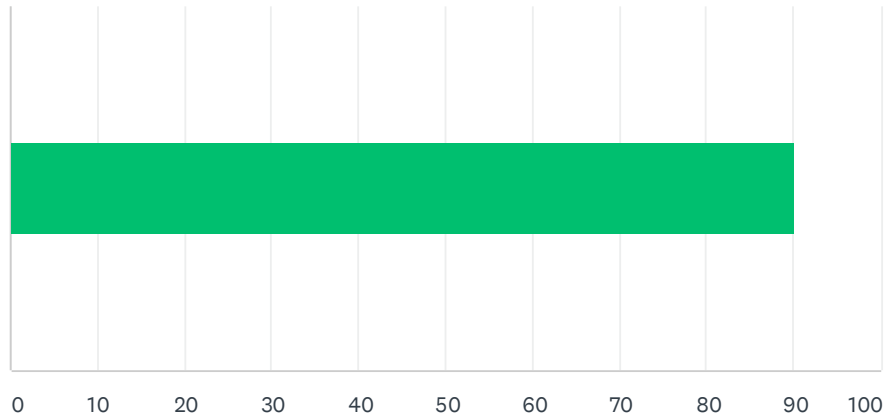
Answered: 26 Skipped: 1



ANSWER CHOICES	RESPONSES	
I liked the event better without the sidewalk signage!	19.23%	5
This did not change my Artwalk experience.	34.62%	9
I prefer that the event include sidewalk signage.	46.15%	12
TOTAL		26

Q7 The June 2021 Artwalk event was modified to accommodate the potential for social distancing and other pandemic-related considerations. Event organizers are planning a full return to the traditional street fair in June 2022, complete with music, food, and interactive displays on Main Street. On a scale from 1-10, please rate your level of interest in the street fair component of the June Artwalk event.

Answered: 27 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	90	2,437	27
Total Respondents: 27			

#		DATE
1	100	7/8/2021 10:25 AM
2	94	7/3/2021 7:35 AM
3	100	7/2/2021 11:12 PM
4	90	7/2/2021 3:19 PM
5	100	7/2/2021 2:08 PM
6	100	6/29/2021 1:24 PM
7	100	6/28/2021 5:47 PM
8	70	6/28/2021 2:28 PM
9	100	6/28/2021 10:27 AM
10	74	6/28/2021 10:13 AM
11	100	6/28/2021 7:18 AM
12	65	6/27/2021 6:31 PM
13	87	6/27/2021 5:38 PM
14	93	6/27/2021 2:03 PM
15	100	6/27/2021 1:49 PM

Artwalk 2021- Audience Survey

16	76	6/27/2021 10:26 AM
17	100	6/26/2021 7:46 PM
18	98	6/26/2021 8:39 AM
19	91	6/25/2021 8:46 PM
20	100	6/25/2021 4:14 PM
21	89	6/25/2021 3:47 PM
22	100	6/25/2021 3:41 PM
23	100	6/25/2021 3:38 PM
24	100	6/25/2021 2:05 PM
25	100	6/25/2021 12:40 PM
26	55	6/25/2021 12:22 PM
27	55	6/25/2021 12:10 PM

Q8 What's working well?

Answered: 17 Skipped: 10

#	RESPONSES	DATE
1	art!!!! and doing it Thursday not Friday because Farmers Market Saturday makes Friday too much walking, doing, etc.	7/8/2021 10:25 AM
2	Open businesses. That we can check out local businesses and see what is in Moscow without interrupting their regular business	7/3/2021 7:35 AM
3	The participation of businesses	7/2/2021 11:12 PM
4	The amazing businesses and the city workers.	7/2/2021 3:19 PM
5	A	7/2/2021 2:08 PM
6	Variety in artists and locations	6/28/2021 5:47 PM
7	Continuing Art Walk even with the challenges	6/28/2021 2:28 PM
8	website with venues and artists combined with the flier make it easy to see what you want.	6/28/2021 10:27 AM
9	It seemed well organized overall.	6/28/2021 10:13 AM
10	Fun family friendly event	6/27/2021 5:38 PM
11	Honoring local artists by exhibiting their work. So cool!	6/27/2021 10:26 AM
12	Love the art!	6/25/2021 8:46 PM
13	The event was still awesome i loved seeing all the artists and art. It was fantastic feeling moscow as a community again.	6/25/2021 3:41 PM
14	Art hosting	6/25/2021 3:38 PM
15	Good publicity	6/25/2021 2:05 PM
16	free and accessible spotlight on arts programming	6/25/2021 12:40 PM
17	In general so many things, I was confused by some locations I expected to be participating and they were not.	6/25/2021 12:22 PM

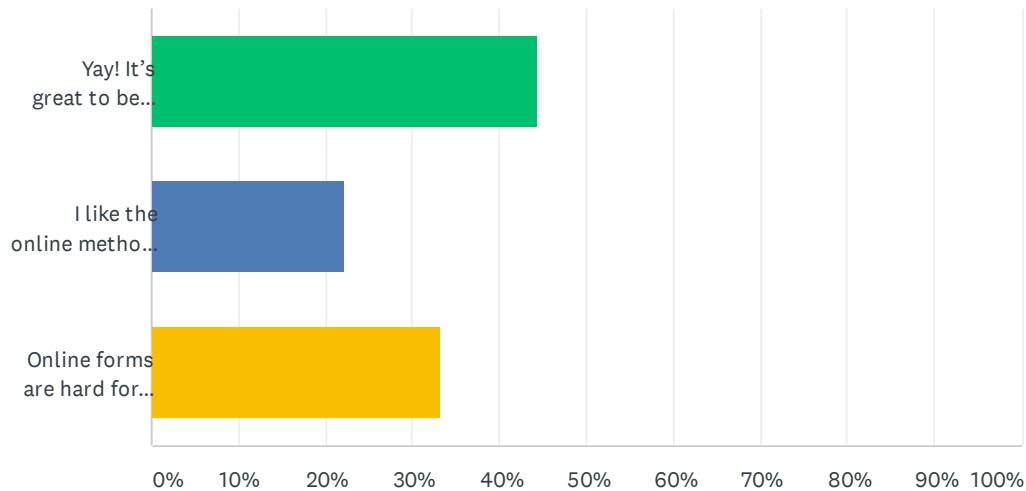
Q9 What can we improve?

Answered: 20 Skipped: 7

#	RESPONSES	DATE
1	all good	7/8/2021 10:25 AM
2	Burden on businesses to feed everyone. Food is an important social element, and this year seemed to be scaled back and more realistic for businesses to maintain.	7/3/2021 7:35 AM
3	Close Main Street! It was harder to navigate around congested sidewalks.	7/2/2021 11:12 PM
4	Longer time frame	7/2/2021 3:19 PM
5	This survey doesn't have options for "no opinion" for those like me who weren't aware of some of the elements asked about in the questions.	7/2/2021 2:08 PM
6	Signage, close off Main Street	6/28/2021 5:47 PM
7	Please, No street fair for artwalk because of covid but then two days later farmer's market is held in the same spot with same amount or more people. Just stop with the covid excuses.	6/28/2021 10:27 AM
8	I don't have any complaints (or suggestions).	6/28/2021 10:13 AM
9	Adding a map to the event flyer and digital and/or interactive flyer, as well as organizing locations into zones (location) and/or themes (performing vs visual vs culinary arts, etc). More easily identifiable signage or directions at the businesses/host locations to identify them as a location and where the art is located inside.	6/27/2021 6:31 PM
10	I missed having the event on Friday.	6/27/2021 5:38 PM
11	Doing ArtWalk every month!! (street fair a seasonal addition)	6/27/2021 10:26 AM
12	I enjoyed the art walk but I would have preferred having Main Street closed even without vendors and events	6/26/2021 7:46 PM
13	Art at restaurants where people are eating is a bit weird-like lodgepole. Bars/wineries work great. Maybe getting some more provocative artists too	6/25/2021 8:46 PM
14	It would be great to have a little more information about the artists. Also, it would be nice to know what venues have art for sale and the price ranges.	6/25/2021 4:14 PM
15	More modern and abstract artwork. Too much wildlife art.	6/25/2021 3:47 PM
16	Bring back the numbered map or the street signs.. It really helped plan a route that hit everything.	6/25/2021 3:41 PM
17	Organized hosts into a sequence to make it easier to go from one location to the next	6/25/2021 3:38 PM
18	Definitely need the street fair. Kinda disappointed it wasn't included this year. If you can host the farmers market, you could've had the full street fair.	6/25/2021 2:05 PM
19	make it bigger	6/25/2021 12:40 PM
20	Perhaps an extra hour	6/25/2021 12:22 PM

Q1 The 2021 Artwalk registrations were completed online by the host locations. How did this shift work for you as a participating artist?

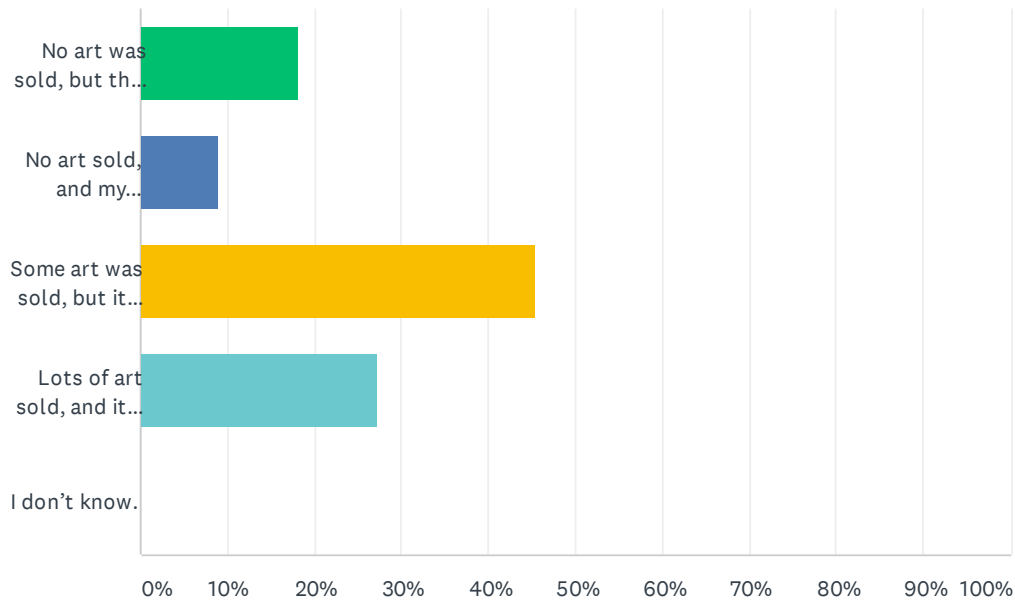
Answered: 9 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yay! It's great to be able to focus on getting my artwork ready.	44.44%	4
I like the online method, but it was tricky to coordinate information with the host location.	22.22%	2
Online forms are hard for me, so it's great to have the host location complete this step!	33.33%	3
TOTAL		9

Q2 Art is available for sale at some host locations during Artwalk. Please select the option that best fits your experience of this component.

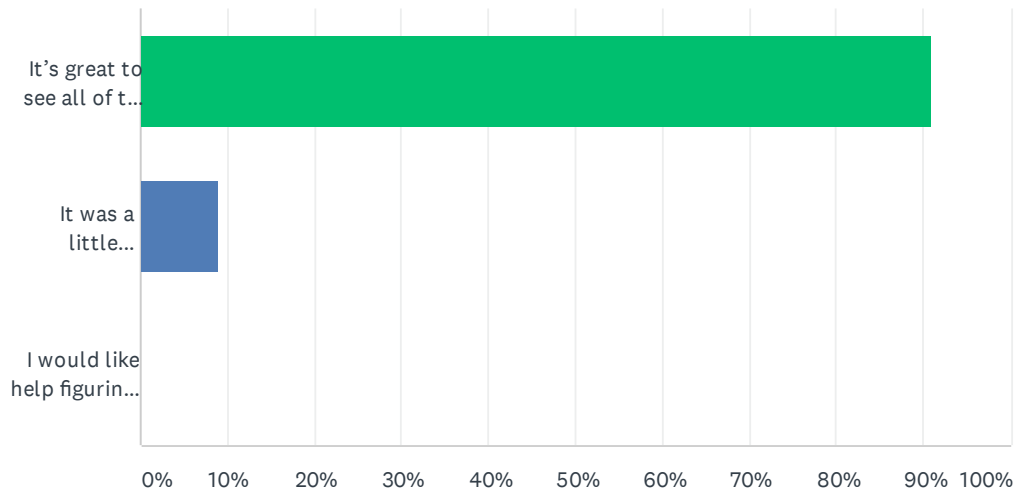
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
No art was sold, but that was fine.	18.18%	2
No art sold, and my experience of the event would have been better if there were sales.	9.09%	1
Some art was sold, but it would be better if there were more sales.	45.45%	5
Lots of art sold, and it was great!	27.27%	3
I don't know.	0.00%	0
TOTAL		11

Q3 Artwalk 2021 featured new listing categories available to each host location upon registration. These include performing, literary, culinary, and visual arts. Please select the statement that best describes your experience with this.

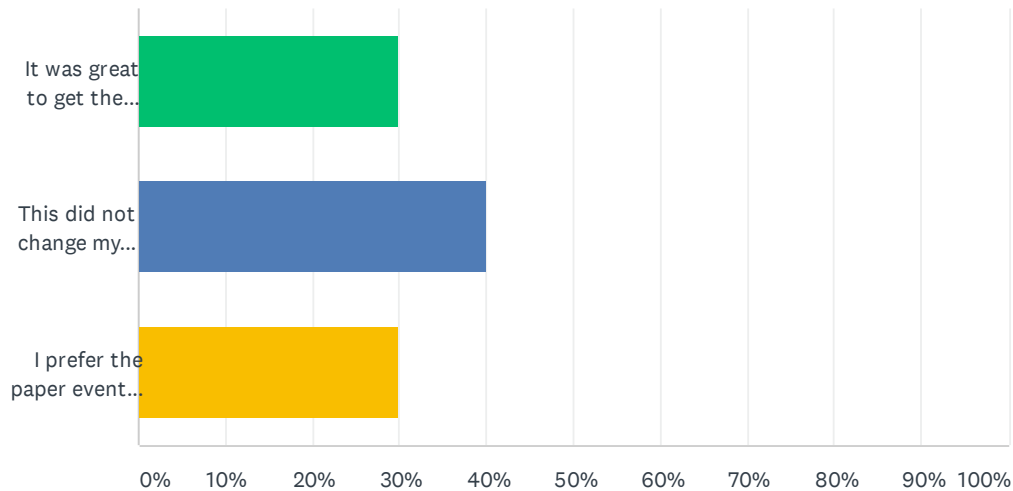
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
It's great to see all of the arts included in this event!	90.91%	10
It was a little confusing.	9.09%	1
I would like help figuring out how to share my offerings with local businesses.	0.00%	0
TOTAL		11

Q4 The 2021 Artwalk event promoted Host Locations and Arts Listings on the City of Moscow website prior to the release of the printed event flyer. Please select the statement that best describes your experience with this addition.

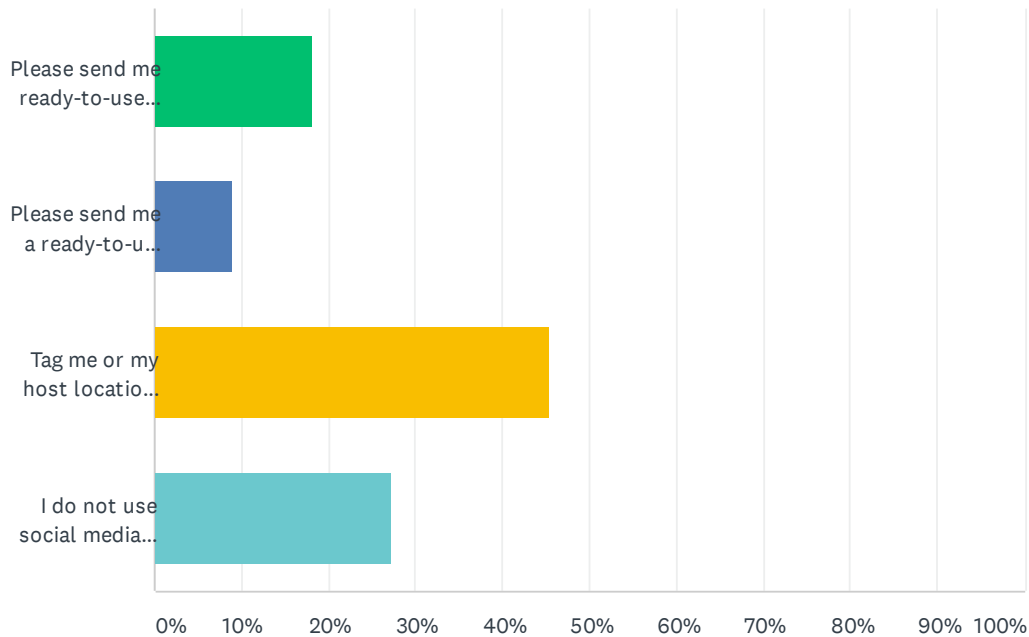
Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES	
It was great to get the information out sooner and in a centralized location.	30.00%	3
This did not change my Artwalk experience.	40.00%	4
I prefer the paper event flyer only.	30.00%	3
TOTAL		10

Q5 What would help you to promote future Artwalk events on your social media platforms?

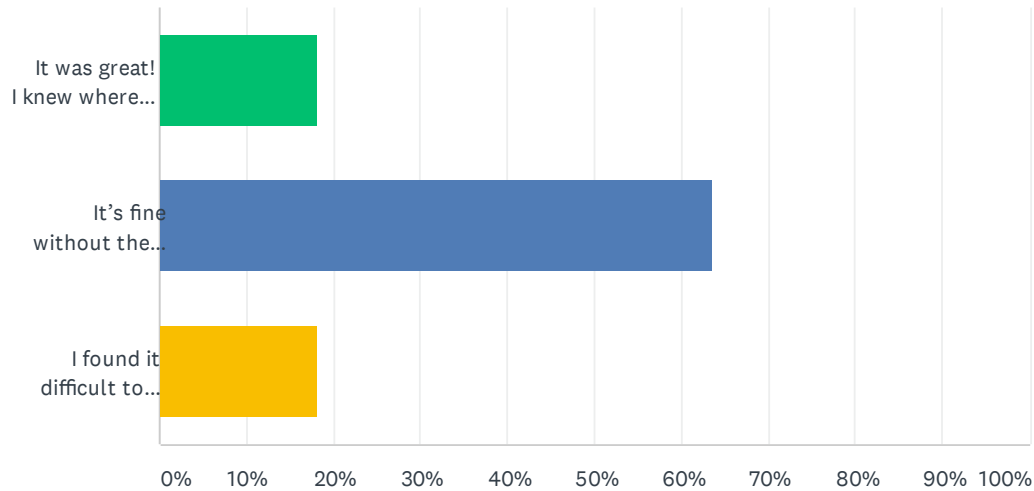
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Please send me ready-to-use images and content (i.e. sample post text, event hashtags).	18.18%	2
Please send me a ready-to-use image only.	9.09%	1
Tag me or my host location in the City's Facebook or Instagram post! I can share it from there.	45.45%	5
I do not use social media to promote my art.	27.27%	3
TOTAL		11

Q6 Previous Artwalk event materials have included a map with numbered locations, but this year, the event flyer did not feature a map. Please indicate how that impacted your experience:

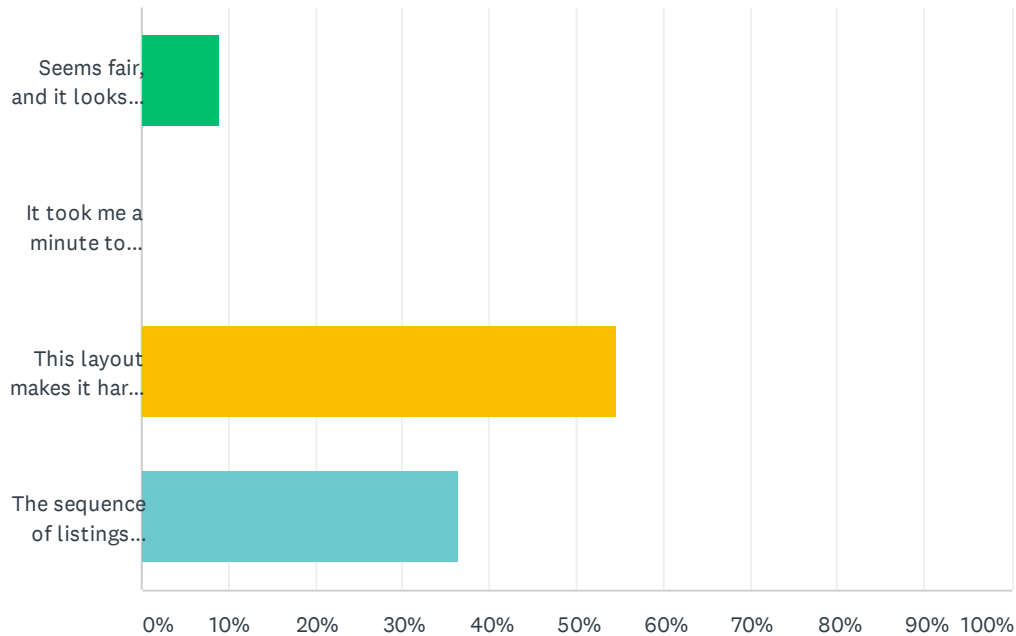
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
It was great! I knew where the host locations were, or I looked them up on my phone.	18.18%	2
It's fine without the map, but it would be easier if the host locations were organized into neighborhoods or zones.	63.64%	7
I found it difficult to find host locations without the numbered map.	18.18%	2
TOTAL		11

Q7 In June 2021, Host Location and Arts Listings were presented on the event flyer in the order they were received. Please select all of the following that apply to your experience of this approach:

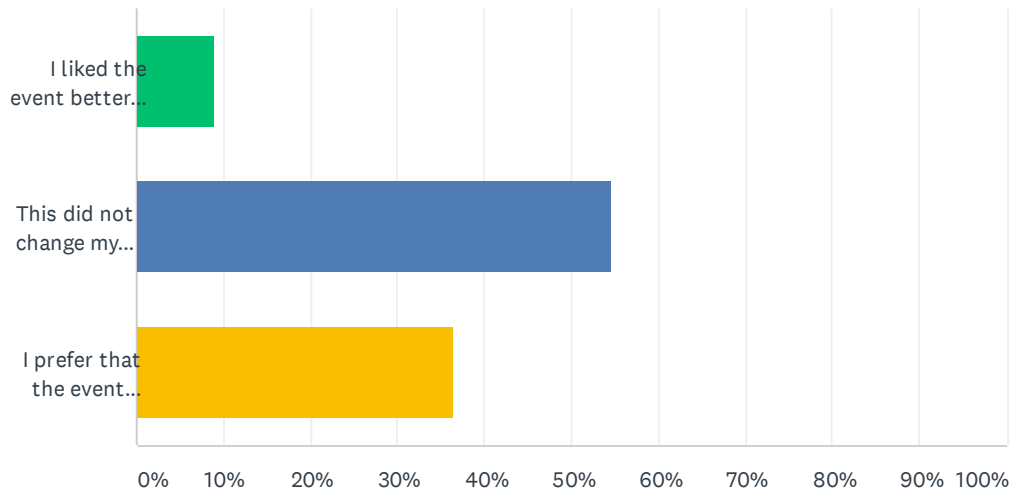
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Seems fair, and it looks good!	9.09%	1
It took me a minute to figure it out, but it worked.	0.00%	0
This layout makes it hard for people to sequence their visits.	54.55%	6
The sequence of listings doesn't have an impact on my Artwalk experience.	36.36%	4
TOTAL		11

Q8 Past Artwalk registrations have included a sidewalk sign (mounted on a stick and traffic cone) that registrants picked up and returned to the Moscow Chamber of Commerce. In June 2021, the event did not include this feature. Please provide some feedback on this shift:

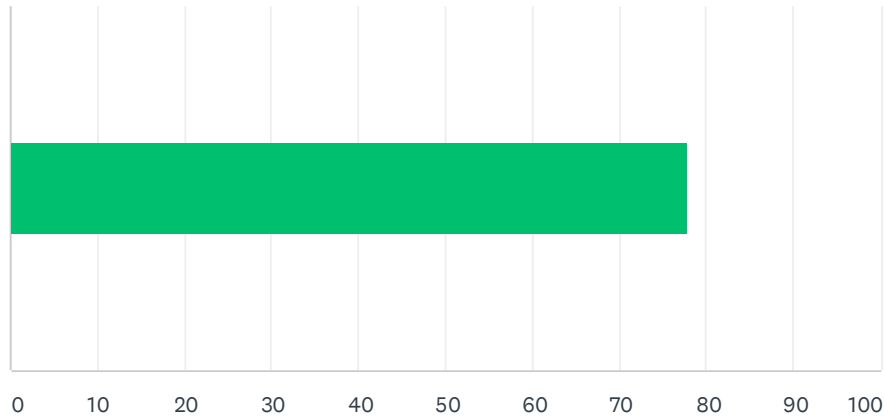
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
I liked the event better without the sidewalk signage!	9.09%	1
This did not change my Artwalk experience.	54.55%	6
I prefer that the event include sidewalk signage.	36.36%	4
TOTAL		11

Q9 The June 2021 Artwalk event was modified to accommodate the potential for social distancing and other pandemic-related considerations. Event organizers are planning a full return to the traditional street fair in June 2022, complete with music, food, and interactive displays on Main Street. On a scale from 1-10, please rate your level of interest in the street fair component of the June Artwalk event.

Answered: 10 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	78	779	10
Total Respondents: 10			

#		DATE
1	100	7/10/2021 12:10 PM
2	22	7/2/2021 8:29 AM
3	99	7/1/2021 2:22 PM
4	100	6/28/2021 4:15 PM
5	100	6/28/2021 10:23 AM
6	97	6/27/2021 2:11 PM
7	60	6/26/2021 12:23 PM
8	2	6/25/2021 5:30 PM
9	100	6/25/2021 12:59 PM
10	99	6/25/2021 12:10 PM

Q10 What's working well?

Answered: 9 Skipped: 2

#	RESPONSES	DATE
1	Giving artists a chance to show and sell their work after a crazy global pandemic that took a year and a half off of our sales was great. More online awareness to boost local interest was more noticeable this year, it would be great to see more of that in the future; daily posts/artist features/etc. leading up to the opening event would be really great pr for artists, locations, and Moscow's reputation as being an arts and culture hub in the region.	7/10/2021 12:10 PM
2	Community attendance!	7/1/2021 2:22 PM
3	next year, street fair	6/28/2021 4:15 PM
4	I liked having much fewer venues. It was more attainable to see everything.	6/28/2021 10:23 AM
5	This was my 1st ArtWalk in Moscow. It was good.	6/27/2021 2:11 PM
6	My host location was super helpful, friendly, and accommodating	6/26/2021 12:23 PM
7	Parking on Main street was wonderful.	6/25/2021 5:30 PM
8	Once pandemic is over, I believe it will return to the extremely well attended event it was. Hard to judge this year.	6/25/2021 12:59 PM
9	great job organizing, promoting!	6/25/2021 12:10 PM

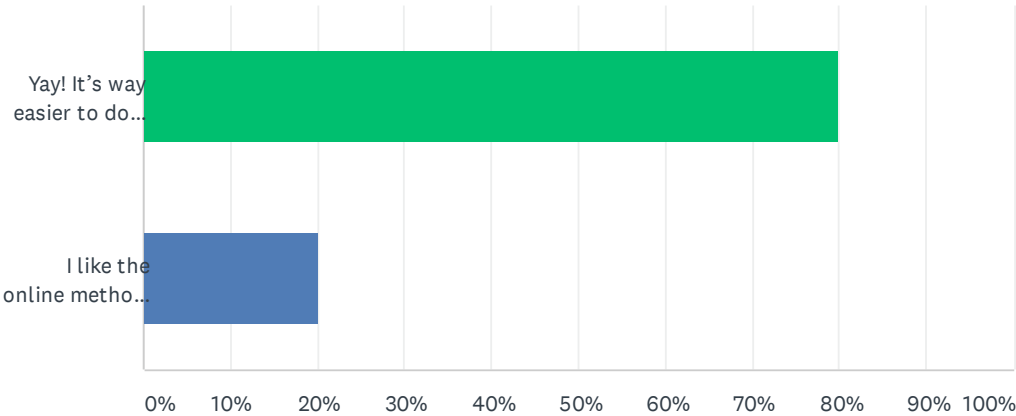
Q11 What can we improve?

Answered: 9 Skipped: 2

#	RESPONSES	DATE
1	Obviously this was a weird year, but I think a lot of downtown foot traffic for the event depends on main street closures and attractions to draw people to the Main Street area to see the art in the first place. It would be great to have that element back. Also more social media highlights/posts spotlighting locations and artists to hype it up beforehand would be good. I talked to a lot of people who had no idea it was going on at all.	7/10/2021 12:10 PM
2	You are doing a great job! Keep up the good work. and Thanks!	7/1/2021 2:22 PM
3	expand street fair with food trucks, maybe a car show.	6/28/2021 4:15 PM
4	I guess I'm tired of covid being an excuse for everything. There was no street food, music etc because of covid BUT two days later farmer's market was held in the same spot with tons of people. It made me think it was purely laziness that prompted no street events for artwalk. Otherwise why the hypocrisy?	6/28/2021 10:23 AM
5	I didn't know Artwalk supplied title cards for the art. I almost went out and printed my own but at the last minute I found out they provided them.	6/26/2021 12:23 PM
6	Allow hand-delivery of the paperwork as was done previously. This makes sure the artist is listed. My name was omitted this year but was always included when I was able to hand deliver the paperwork.	6/26/2021 6:26 AM
7	Signage the business was a artwalk sight. Many people just walked past at our location.	6/25/2021 5:30 PM
8	Please put places where artists are located in Alpha order on fliers, etc.	6/25/2021 12:59 PM
9	only complaints I heard were the brochures ran out, and navigation	6/25/2021 12:10 PM

Q1 Past Artwalk registration processes were conducted using a paper form. The 2021 Artwalk registrations were completed online. How did this shift work for your host location?

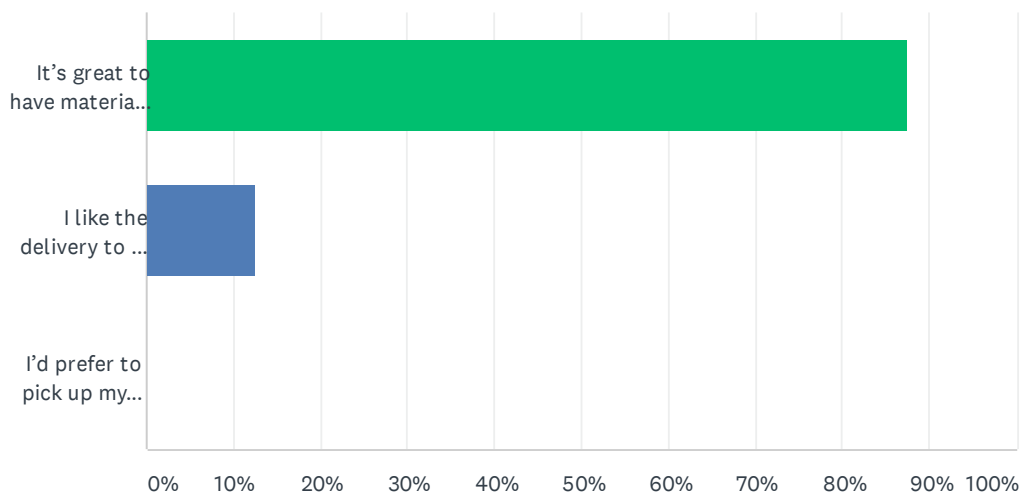
Answered: 15 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yay! It's way easier to do this online.	80.00%	12
I like the online method, but found some aspects challenging.	20.00%	3
TOTAL		15

Q2 During past Artwalk events, host locations were required to pick up materials at the Moscow Chamber of Commerce. During this year's event, City Arts staff delivered materials directly to each host location. Please select the response that best fits your experience of this change:

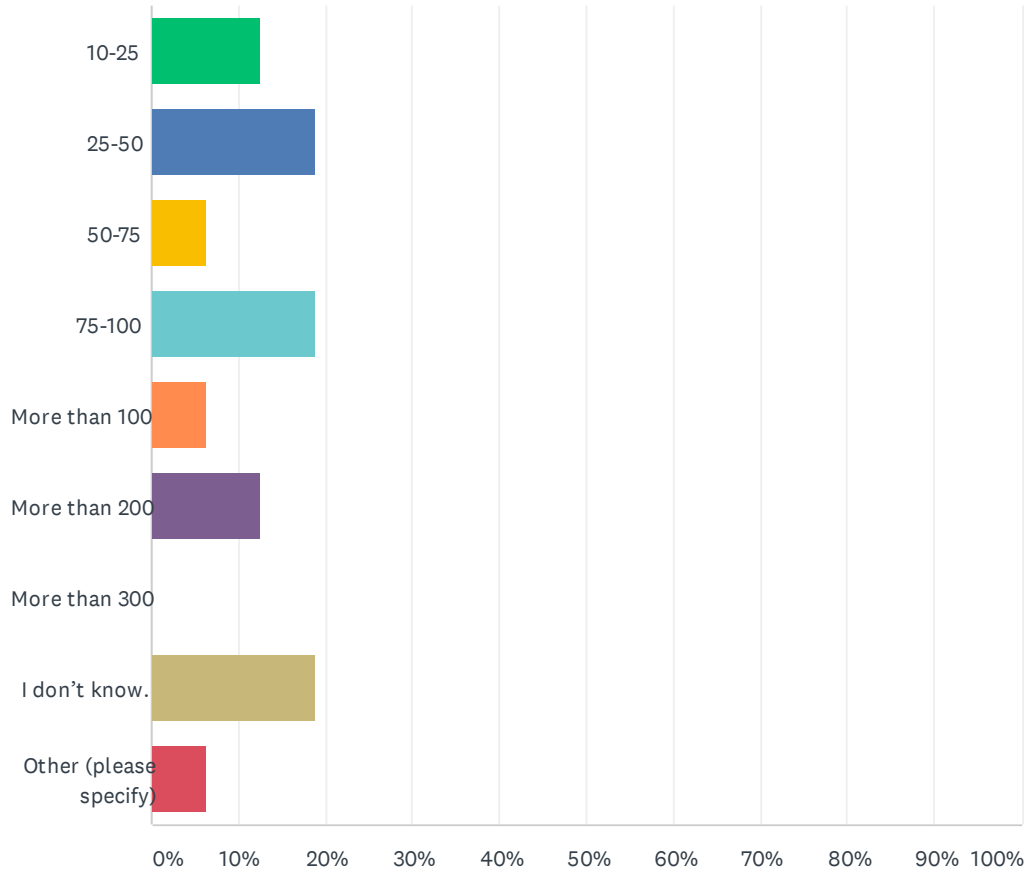
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
It's great to have materials delivered right to my business! Don't change a thing!	87.50%	14
I like the delivery to my business, but can you schedule a time to drop by?	12.50%	2
I'd prefer to pick up my Artwalk materials at a central location when it works for my schedule.	0.00%	0
TOTAL		16

Q3 Approximately how many people visited your location during the event?

Answered: 16 Skipped: 0

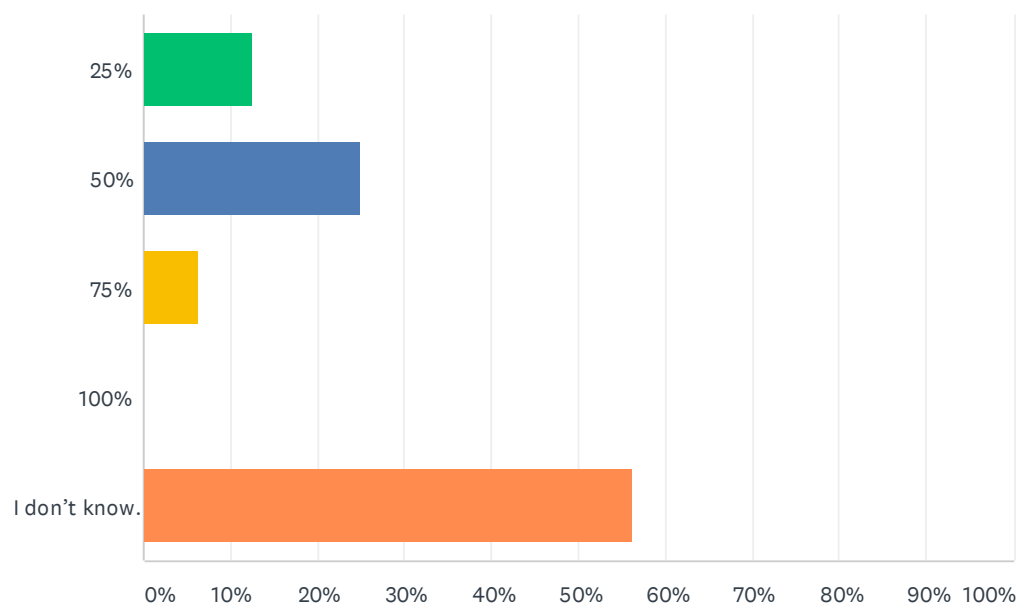


ANSWER CHOICES		RESPONSES	
10-25		12.50%	2
25-50		18.75%	3
50-75		6.25%	1
75-100		18.75%	3
More than 100		6.25%	1
More than 200		12.50%	2
More than 300		0.00%	0
I don't know.		18.75%	3
Other (please specify)		6.25%	1
TOTAL			16

#	OTHER (PLEASE SPECIFY)	DATE
1	1,032 visitors in the main gallery with around 400 visiting the classroom for the youth artwork	6/29/2021 9:49 AM

Q4 Approximately what percentage of the guests were previously unknown to your business (i.e. had never visited before)?

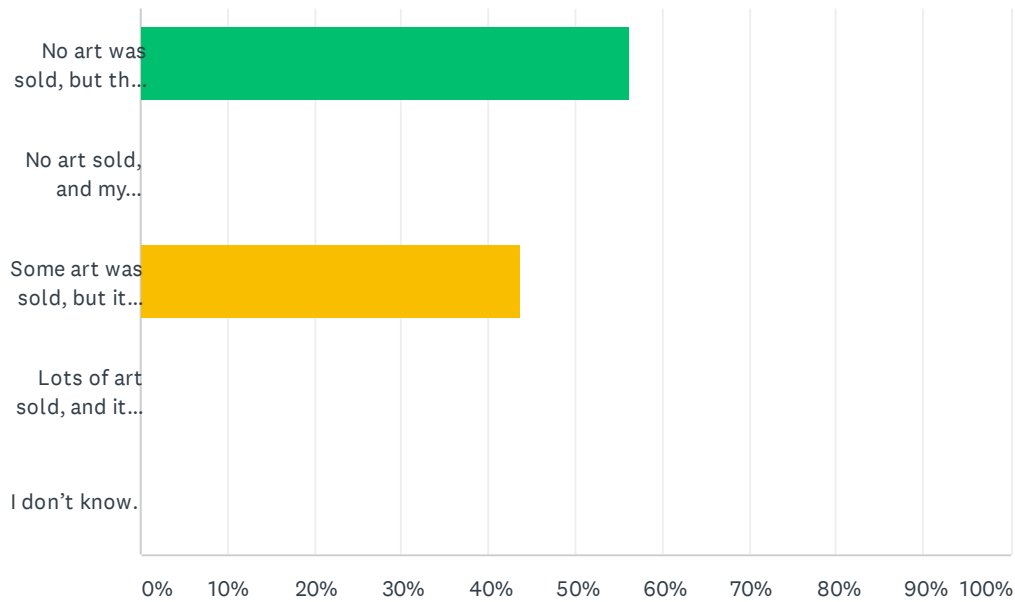
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
25%	12.50%	2
50%	25.00%	4
75%	6.25%	1
100%	0.00%	0
I don't know.	56.25%	9
TOTAL		16

Q5 Art is available for sale at some host locations during Artwalk. Please select the option that best fits your experience of this component.

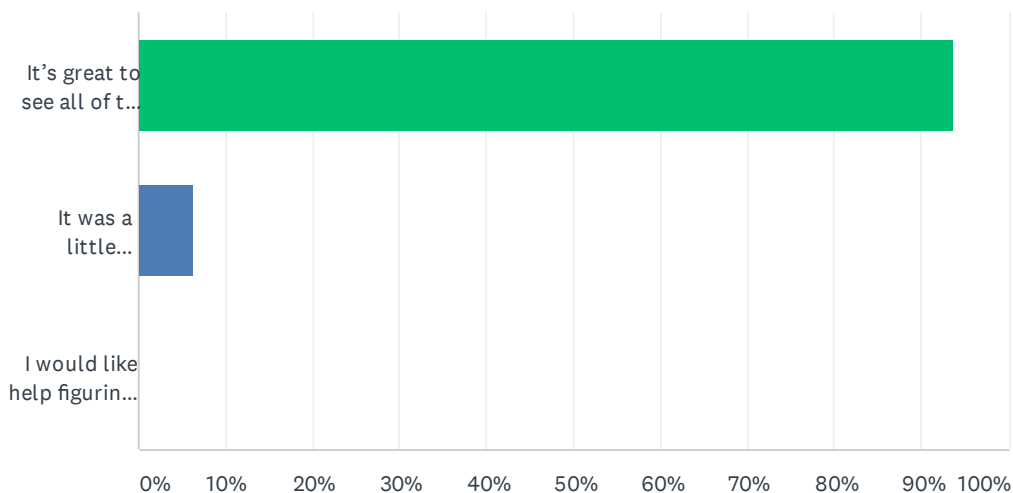
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
No art was sold, but that was fine.	56.25%	9
No art sold, and my experience of the event would have been better if there were sales.	0.00%	0
Some art was sold, but it would be better if there were more sales.	43.75%	7
Lots of art sold, and it was great!	0.00%	0
I don't know.	0.00%	0
TOTAL		16

Q6 Artwalk 2021 featured new listing categories available to each host location upon registration. These include performing, literary, culinary, and visual arts. Please select the statement that best describes your experience with this.

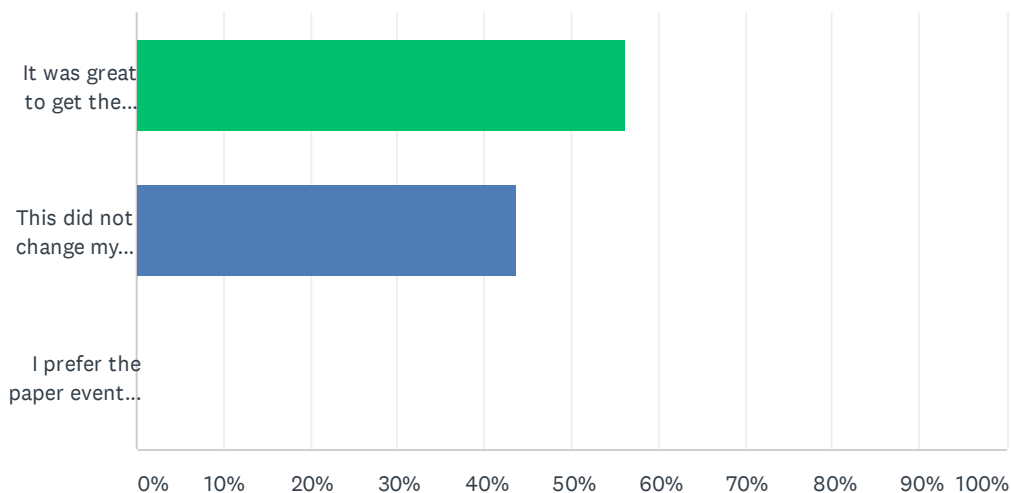
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
It's great to see all of the arts included in this event!	93.75%	15
It was a little confusing.	6.25%	1
I would like help figuring out ways to incorporate more arts listings into my business' offerings.	0.00%	0
TOTAL		16

Q7 The 2021 Artwalk event promoted Host Locations and Arts Listings on the City of Moscow website prior to the release of the printed event flyer. Please select the statement that best describes your experience with this addition.

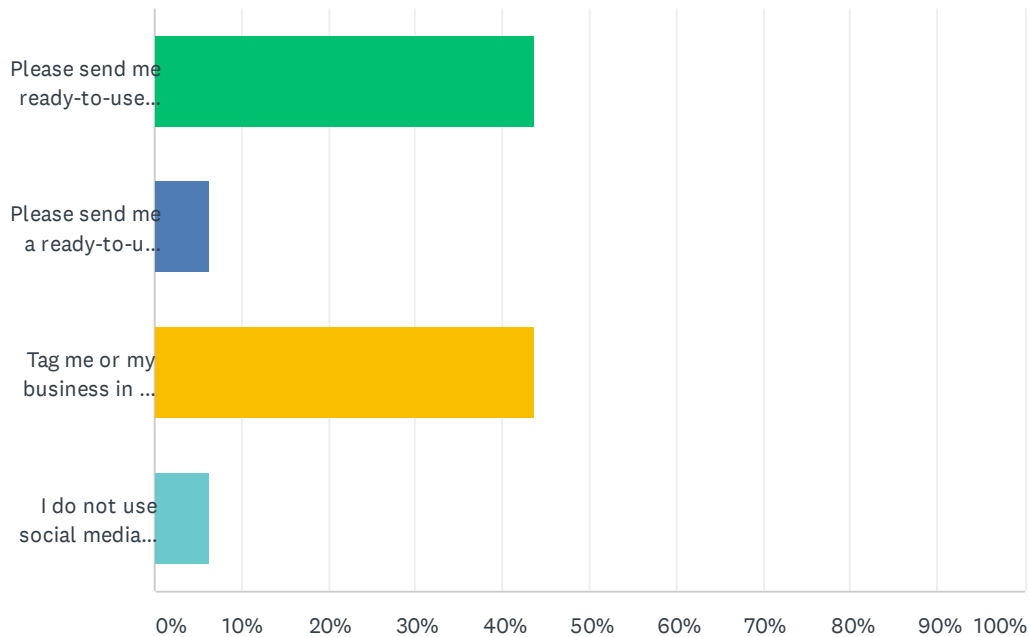
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
It was great to get the information out sooner and in a centralized location.	56.25%	9
This did not change my Artwalk experience.	43.75%	7
I prefer the paper event flyer only.	0.00%	0
TOTAL		16

Q8 What would help you to promote future Artwalk events on your social media platforms?

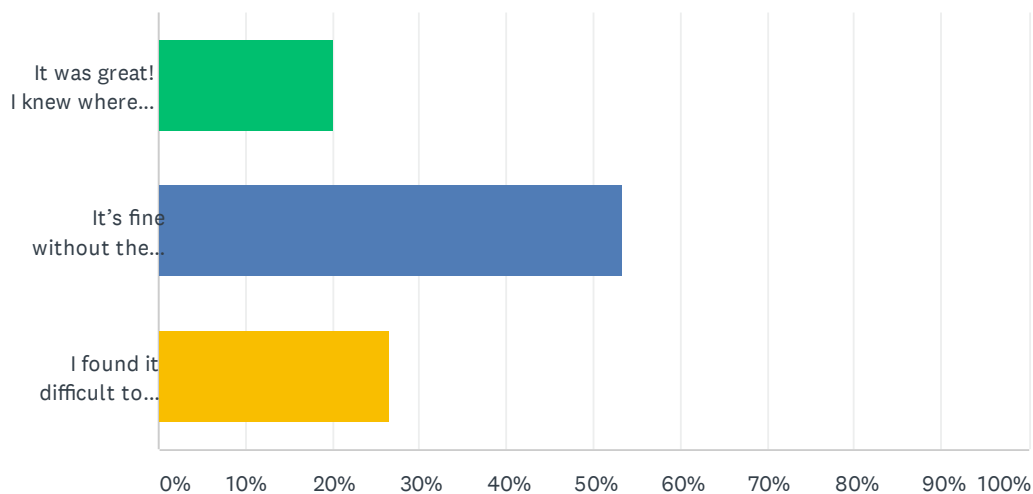
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Please send me ready-to-use images and content (i.e. sample post text, event hashtags).	43.75%	7
Please send me a ready-to-use image only.	6.25%	1
Tag me or my business in the City's Facebook or Instagram post! I can share it from there.	43.75%	7
I do not use social media to promote my business.	6.25%	1
TOTAL		16

Q9 Previous Artwalk event materials have included a map with numbered locations, but this year, the event flyer did not feature a map. Please indicate how that impacted your experience:

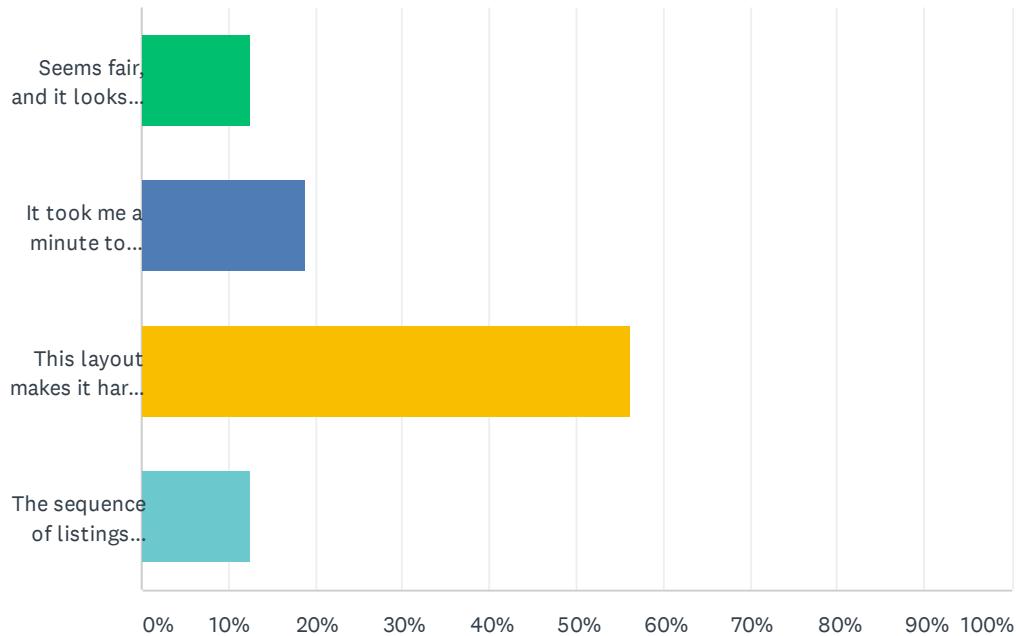
Answered: 15 Skipped: 1



ANSWER CHOICES	RESPONSES	
It was great! I knew where the host locations were, or I looked them up on my phone.	20.00%	3
It's fine without the map, but it would be easier if the host locations were organized into neighborhoods or zones.	53.33%	8
I found it difficult to find host locations without the numbered map.	26.67%	4
TOTAL		15

Q10 In June 2021, Host Location and Arts Listings were presented on the event flyer in the order they were received. Please select all of the following that apply to your experience of this approach:

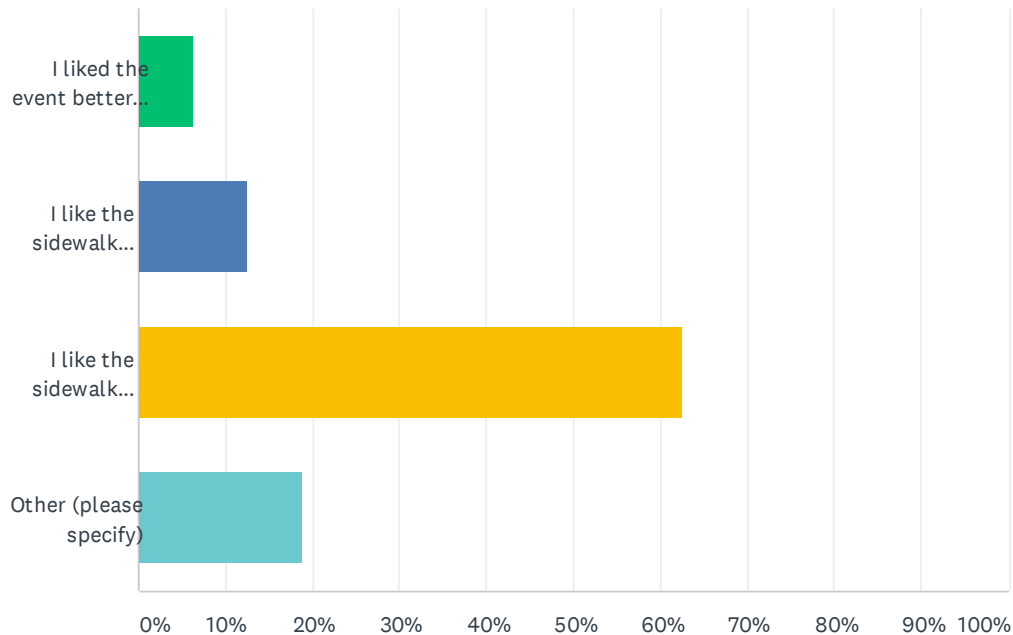
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Seems fair, and it looks good!	12.50%	2
It took me a minute to figure it out, but it worked.	18.75%	3
This layout makes it hard for people to sequence their visits.	56.25%	9
The sequence of listings doesn't have an impact on my Artwalk experience.	12.50%	2
TOTAL		16

Q11 Past Artwalk registrations have included a sidewalk sign (mounted on a stick and traffic cone) that registrants picked up and returned to the Moscow Chamber of Commerce. In June 2021, the event did not include this feature. Please provide some feedback on this shift:

Answered: 16 Skipped: 0

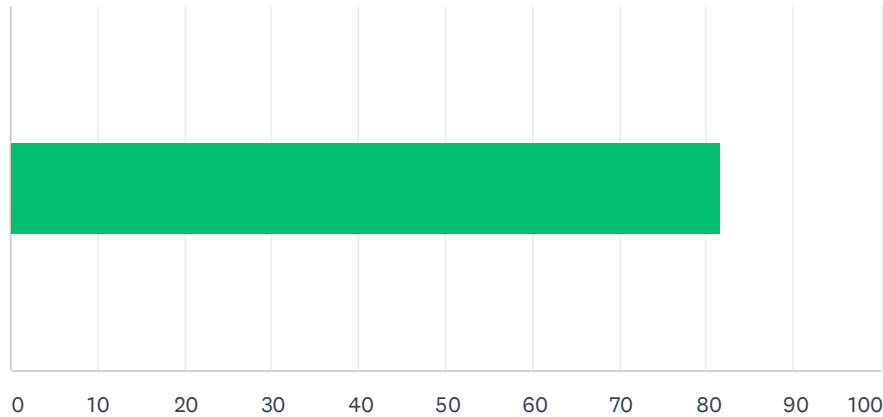


ANSWER CHOICES	RESPONSES	
I liked the event better without the sidewalk signage!	6.25%	1
I like the sidewalk signage, but picking it up and dropping it off has been a pain in the past.	12.50%	2
I like the sidewalk signage, but I'm busy on Artwalk day! Can you deliver it to my host location?	62.50%	10
Other (please specify)	18.75%	3
TOTAL		16

#	OTHER (PLEASE SPECIFY)	DATE
1	This made no difference to me.	6/29/2021 9:49 AM
2	We aren't on the main drag like most hosts, having signage would have been helpful. We had participants comment they weren't sure if we were actually part of the event because they did not see a sign out.	6/28/2021 9:21 AM
3	We are on Main Street so it's pretty easy to find us and we're close to many other host locations. For those that are farther away from Main or not as easily found I imagine having sidewalk signage would be helpful. And it would be nice to have it dropped off by the Chamber also.	6/26/2021 9:17 AM

Q12 The June 2021 Artwalk event was modified to accommodate the potential for social distancing and other pandemic-related considerations. Event organizers are planning a full return to the traditional street fair in June 2022, complete with music, food, and interactive displays on Main Street. On a scale from 1-10, please rate your level of interest in the street fair component of the June Artwalk event.

Answered: 13 Skipped: 3



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	82	1,060	13
Total Respondents: 13			

#		DATE
1	61	7/6/2021 12:08 PM
2	100	6/30/2021 10:34 AM
3	100	6/29/2021 9:49 AM
4	100	6/28/2021 9:21 AM
5	98	6/27/2021 5:26 PM
6	50	6/27/2021 1:27 PM
7	100	6/26/2021 9:17 AM
8	87	6/25/2021 5:16 PM
9	51	6/25/2021 2:59 PM
10	100	6/25/2021 1:20 PM
11	91	6/25/2021 12:58 PM
12	30	6/25/2021 12:39 PM
13	92	6/25/2021 12:25 PM

Q13 What's working well?

Answered: 7 Skipped: 9

#	RESPONSES	DATE
1	The new day and hours.	6/27/2021 1:27 PM
2	Online sign up and advertising this year went well!	6/26/2021 9:17 AM
3	Social interaction	6/25/2021 5:16 PM
4	The instagram advertising and the online registration (and lower fees)	6/25/2021 2:59 PM
5	We felt that having materials dropped off was very nice	6/25/2021 2:32 PM
6	You made it easy for businesses to register and get materials this year. Really appreciate that!	6/25/2021 1:20 PM
7	I like the Thursday night so it doesn't compete with the weekend	6/25/2021 12:39 PM

Q14 What can we improve?

Answered: 9 Skipped: 7

#	RESPONSES	DATE
1	Maps need to be provided.	6/28/2021 9:21 AM
2	Template to describe the art at locations (so it is similar).	6/27/2021 1:27 PM
3	Please add the map back to the brochure and also either organize the host locations with numbers or in more of a "route" so the artists are easier to find.	6/26/2021 9:17 AM
4	Make sure the artist is listed for my business.	6/26/2021 6:29 AM
5	More publicity	6/25/2021 5:16 PM
6	The map is helpful to help those not familiar with downtown.	6/25/2021 2:59 PM
7	We struggled with the fact that it was on a Thursday, we think it might be best if it was on Friday.	6/25/2021 2:32 PM
8	The social media work could be improved - the tagging on the FB event was done in huge batches, so the FB algorithms often 'ignored' those and few people saw/interacted with them. Finding a way to space those out, and perhaps use some of the artists' own work in the posts, would get them more interaction and visibility.	6/25/2021 1:20 PM
9	The listing needs to help people go to the locations on foot or show where they can park. You need a map, even if that part is only online.	6/25/2021 12:39 PM