



Reedsburg Fermentation Fest
Farm/Art Dtour Event: Survey Summary

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Summary

In October 2011, Reedsburg, Wisconsin held its' annual Fermentation Fest. A component of the event in 2011 was a 50-mile tour (Dtour) through Sauk County of art installations, artist-built roadside culture stands, rural culture education sites, and pasture performances. To evaluate the impact of this event, the Survey Research Center (SRC) at the University of Wisconsin-River Falls contacted Dtour participants (audience, artists, performers, landowners, and businesses) by email and mail in November and December 2011 and invited them to participate in a survey. Four surveys were created based on a participant's role in the Dtour. Information from the surveys are expected to provide feedback on the 2011 Dtour and guide future Dtour planning.

The return rates for the four surveys ranged from 44 percent for businesses to 71 percent for artists/performers/creators. Overall, 71 surveys were completed out of 130 invitations for an overall return rate of 55 percent (Table 1). This number of overall observations should yield results that are accurate to within plus or minus 7.9 percent with 95 percent confidence.

TABLE 1: DTOUR 2011 - RESPONSE

<i>Population</i>	Invited	Completed	Percentage	Confidence Interval
Artist/Performer/Farm Form Maker	21	15	71%	13.9
Business	16	7	44%	28.7
Audience	72	36	50%	11.6
Landowner	21	13	62%	17.2
TOTAL	130	71	55%	7.9

Respondents provided considerable qualitative data in their responses to open-ended questions. Although the overall sample sizes are relatively small, the SRC believes that this evaluation will provide Dtour organizers/planners with important and useful results that can be used to guide future Dtours.

AUDIENCE

- 82 percent of audience respondents said that farm-based art installations were what they enjoyed most about the Dtour.
- Slightly over one-half of audience respondents said Dtour exceeded their expectations.
- Nearly two-thirds (63%) of respondents are "very likely" to return to future Dtours.
- On average, visitors spent \$54 in the Reedsburg area specifically as a result of their attendance at the Dtour.
- Most audience survey respondents were female (71%), 45 years and older (69%), had no children in their household (73%), were highly educated (77% with at least a 4-year degree), and had household incomes of \$50,000 and above (80%).

ARTIST/PERFORMER/CREATOR

- Ninety-three percent of respondents were “likely” (29%) or “very likely” (64%) to recommend fellow artists/performers/creators to participate in future Farm/Art Dtours.
- The ability to showcase rural culture was what respondents most enjoyed about the quality of the Dtour in terms of organization/implementation.
- All artist/performer/farm form maker respondents gave “excellent” or “good” ratings to site selection/site options for installations, supplies/equipment provided, and interaction with Wormfarm staff.
- On average, artists/performers/creators spent \$204 in the Reedsburg area specifically as a result of their Dtour participation.
- Females and males were equally represented in the artist survey (both at 50%). Seventy-two percent were under the age of 55. Most artist/performer/creator survey respondents had no children in their household (71%), were highly educated (86% with at least a 4-year degree), and had annual household incomes of less than \$75,000 (86%).

LANDOWNER

- More than ninety percent of landowners rated the clean-up/end of Dtour management and interaction with Wormfarm staff as “excellent” or “good”.
- Two-thirds of landowners were “somewhat unlikely”, “unlikely”, or “very unlikely” to assist with the planning of future Farm/Art Dtours.
- Nearly 7 in 10 landowners said the Dtour exceeded their expectations.
- Females and males were proportionately represented in the landowner survey (46% male, 54% female). All landowners were 45 or older. Nearly all landowners (91%) live in households without children. A slight majority of landowners (54%) have high school diplomas, and two-thirds (66%) have household incomes of less than \$75,000.

BUSINESS

- All seven businesses responding to the survey said that compared to the same time frame last year (early to mid-October), their business during Fermentation Fest/Dtour 2011 increased.
- When asked how much Fermentation Fest/Dtour affected their business, eighty-six percent of businesses said their business increased by 10% or more.

Qualitative Data

AUDIENCE

The Dtour audience was asked two open-ended questions in their survey. The first asked respondents if there were impressions or impacts of the event that have stuck with them over time – i.e., what did they “take away” from the Dtour. Two themes were consistent in the comments. The first, an appreciation for the rural area (beautiful countryside, nature) or as one person stated the area was a “perfect canvas for the art installations”. The second theme was an assessment of the art work itself; mostly positive comments and a few negative critiques.

The second open-ended question in the audience survey asked respondents to provide suggestions for improving future Dtours. Signage was the area consistently mentioned in this group of comments (more, clearer, bigger, more information about the art installation, more information about the artist). A few respondents suggested improvements to the Dtour map.

ARTIST/PERFORMER/CREATOR

Dtour artists/performers/farm form makers were asked two open-ended questions in their survey quite similar to those asked in the audience survey. The first question asked about impressions/impacts the Dtour had on them. Comments were positive, ranging from the chance to expose art in original ways to “meeting kindred spirits from many backgrounds”. A few respondents mentioned how the event has led them to think about new artistic directions and new ideas for future projects.

The second open-ended question asked how future Farm/Art Dtours could be improved for artists/performers/creators. There was not a general theme to the comments; many were distinctive focusing on particular aspects of the Dtour. However, there was a consistent suggestion of more collaboration and participation with all those involved. One respondent suggested a dinner/meeting early on in the process with landowners and artists. Another respondent believed that more communication with landowners would assist in helping them better understand an artist’s purpose or idea in relation to the art installations. Consistent with the audience survey comments, a respondent suggested including signage about the artist and landowner on site.

LANDOWNER

Landowners were asked about their impressions and impacts of the Dtour and how future Dtours could be improved. In general, the landowners had overwhelmingly positive impressions of their Dtour experiences. One respondent said that they still hear from people who really liked it; another said that the event has everyone thinking about ideas for next year.

When asked how the Dtour could be improved for participating landowners, respondents had very specific suggestions. Suggestions included signage with landowner and artist identification (as noted in audience and artist survey). Another landowner believed improvements could be made by having FFA and 4-H groups take part in creating displays.

BUSINESS

The business survey included two-open ended questions. Businesses were asked if they were planning on doing anything differently next year during Fermentation Fest/Dtour. Of the six businesses responding to this question, two businesses plan on increasing their advertising. Another business plans on writing about the event in their blog.

When asked what Fermentation Fest/Dtour planners and partners could do to help bring customers into their business, respondents provided specific suggestions: bigger signs, keeping (their business) on the route, and changing the date to earlier in October.

Comparison - Dtour Expectations

A question consistent throughout three of the four surveys asked respondents to what extent the Farm/Art Dtour met their expectations (Table 2). The total responses were considerably higher for the audience survey, so results should be understood in that context. In total, Dtour exceeded or met the expectations of 55 respondents. Dtour did not meet the expectations of 7 respondents (1 landowner and 6 audience/visitors).

TABLE 2: DTOUR 2011 - Expectations

<i>Population</i>	Exceeded Expectations	Met Expectations	Did Not Meet Expectations	Total Response
Artist/Performer/Farm Form Maker	43%	57%	0%	14
Audience	54%	29%	17%	35
Landowner	69%	23%	8%	13
AVERAGE	55%	36%	8%	62

2011 Farm/Art Dtour Survey Summaries

Survey Results - Audience

1. Was this your first visit to Fermentation Fest?

		Response	%
Yes		31	89%
No		4	11%
Total		35	100%

2. How did you find out about the Farm/Art Dtour? Please choose all that apply. 35 Total Responses

Answer		Response	%
Brochures/Pamphlets		11	31%
Print Ad (newspaper), please specify:		9	26%
Friends/Family		9	26%
Internet		8	23%
Other, please specify:		6	17%
Posters		5	14%
Word of Mouth		5	14%
Radio Ad (station), please specify:		3	9%
Outdoor Signage		3	9%
Drove By		3	9%
Facebook		1	3%

Print Ad (newspaper)	Radio Ad (station)	Other, please specify:
Wisconsin State Journal (4x)	WNFM	Toured Barn Quilts Earlier
Reedsburg Independent (2x)	NPR	Went on web site several times
2 Reedsburg papers		I happened by chance to drive by the boots on Cty. F, stopped and found out about the tour
Baraboo News or Wisconsin State Journal		Went to Woolen Mill in Reedsburg for Fall Art Tour in 2010 and found out about the Dtour; came back this year
		Wisconsin State Journal article
		We were asked to be on the route

3. What did you enjoy the most about the Farm/Art Dtour? (Select one only)

Answer		Response	%
Farm-based Art Installations		28	82%
Roadside Culture Stands/Farm Stands		2	6%
Pasture Performances		2	6%
Other, please specify:	 Stop at Carr Valley The field art	2	6%
Guided Bus Tour		0	0%
Field Notes (interpretive signage: hay, corn, dairy, etc.)		0	0%
Total		34	100%

Other, please specify:

Stop at Carr Valley

The field art

4. Overall, to what extent did Farm/Art Dtour meet your expectations? Using a 3 point scale from 1 = Did Not Meet Expectations to 3 = Exceeded Expectations.

Answer		Response	%
Exceeded Expectations		19	54%
Met Expectations		10	29%
Did Not Meet Expectations		6	17%
Total		35	100%

5. How likely are you to return to future Farm/Art Dtours?

Answer		Response	%
Very Likely		22	63%
Likely		6	17%
Somewhat Likely		2	6%
Undecided		0	0%
Somewhat Unlikely		1	3%
Unlikely		3	9%
Very Unlikely		1	3%
Total		35	100%

6. A few weeks have passed since the Farm/Art Dtour. Are there any impressions/impacts of the event that have stuck with you - i.e., what did you "take away" from the Event?

Text Response – 31 responses

Appreciating the land more and realizing that art can be in places that you wouldn't expect. It was also nice to be able to purchase local produce at the farm stands.

As we drove, watching for the art installations, we began to see the landscape and farms with new eyes, and everything became possible art. We noticed the architecture of barns, the lines of the landscape, the patterns of tree and field. It was a celebration of region. The combination of art/information/access to local culture was fantastic. How about more on the "culture" side -- maybe something about the populations that inhabit the area (historically and now?). Books about area, and/or by local authors. Poetry readings? Lectures/talks on local cultures. My husband and I travelled the entire DTour together, when the kids were away. We'd like to bring the kids, but the entire loop is pretty long. Maybe a "mini loop" for younger travelers?

Beautiful area and we met some very nice people. Unfortunately, most of the art wasn't very good.

Crap art (and a danger!). Seriously, the road side stands looked hastily thrown together, as if it took us longer to drive around the circuit than it would to construct one. Some of the problems could be solved by increasing the scale so a spectator is looking over larger exhibitions than seeing what amounts to a smallish trash heap on the road side. Just feels like the artists were not very committed to doing any more than adding a bullet point to a resume of exhibitions. And then, the danger part, where the scale was enlarged, for the hay Stonehenge exhibit my wife cut her leg on the exposed wiring tied to the metal stake. It was poorly painted. And what's more the whole claptrap was listing over anyway. If I had to describe the event in one word, it would be, "disappointing"--a long drive of anticipation followed by deflation. One exhibit stood out though, the boots made of paper-mache. It was the only one that looked like it took longer and was the product of more dedication than it took me to drive the route. Meanwhile, I feel badly for the organizers, well... If they know what was put on display to the public then they must feel terrible. And if they don't know, then maybe they shouldn't be in charge and are likely out of a job they were ill equipped to perform. How could you take a scenic drive through a natural landscape and make it worse? Add lazy, thoughtless, heaps! Some of which, will cut your legs, even if built by a construction company--dreadful, truly.

Enjoyed farm art. Visited Carr Valley Cheese and have since taken the drive to return for more yummy cheese.

Great scenery - great rural roads - very interesting art installations.

I absolutely loved the farm art - it really showcased the beauty of the area and got me out in a place that I hadn't been before.

I did enjoy the art work, but wish there would have been more. On the guided bus, we were unable to read the field notes, and the tour guide was unable to read them to us. That was a drawback. Also, there seemed to be no real time limit. Some of the stops were too long - totally dependent on what certain people wanted to do and not an allotted time - and so, we had to hurry at the end in order to get back in time to attend other events.

I loved the drive out to a part of the County I had never gone through before. It made me see this County in a different light. The creativity that was expressed to enhance the beautiful landscape indeed contributed to a positive experience for me. I was not able to attend the cooking classes or other presentations but I was indeed awed by the whole idea of this Fest. I was amazed at how many farmers had their roadside stands open on the last Sunday of the Fest when I was able to partake in the experience.

I loved the quality of the artwork - the "surprise" of it (coming upon "cocoons" in the woods, etc.). Everyone we spoke to in Reedsburg and along the tour were very friendly, helpful and having fun. I really enjoyed the chocolate class for Fermentation Fest with Gail Ambrosius.

I really enjoyed the Dtour--the combination of agriculture and the arts, in the amazing setting of rural Wisconsin (especially at this time of year). It was a great way to take some back roads and slow down to look at classic WI farms-- and the creativity of both those farmers and the group that worked with them.

I really enjoyed the different types of artwork that were on the tour. It was a great family activity.

I thought that most of the features were very creative; we really enjoyed the tour and plan to go next year. The only thing that could improve it is more art, perhaps getting more FHA groups involved or other groups.

It is an awesome way to "combine" farm, talent and art. It took us back to childlike a "maze"ment!

It was just a very enjoyable day. I spent time with my sisters and niece. The weather was good. The farm stands had good offerings. The art was very interesting and raised many comments in our group. There was a nice variety. It seemed well organized. A couple of signs were a little low to the ground. Eventually we saw the whole route. The afternoon was well worth the time.

I was struck by how interesting and different it was to see the different forms of art put into rural and farming landscape. I have 3 children and being able to have them see many different forms of art and going for a great drive on a beautiful fall day was indescribable. They got to see many forms of art and even learn some pretty interesting facts about farming, crops, etc., which is even more important today when farmland and farms in general are disappearing. Not to mention those awful California cow ads! To this country girl, Wisconsin is always and will always be America's Dairyland!

Loved some of the installation pieces, especially those that took the ordinary and made them extraordinary - hanging bug sacks - stacked tomato cages.

Lovely countryside and a glimpse at an area we have not traveled to before. Everyone enjoyed it!

Memories of the gorgeous autumn day and new drive around roads north of Reedsburg; eating homemade bread and apples (from one of the farm stands) while looking at innovative outdoor art installations; meeting area farmers, artists and salespeople.

My family was in town for a reunion. Our cousin told us about the tour. We printed out the info and the next day enjoyed seeing the beautiful sights. Good memories. Lot of effort and creativity. Took lots of pictures. Think my favorite sites were the cocoons. We almost missed them! Bet many people did. We enjoyed getting out and figuring out how everything was made. My cousin took my sister and me to The Secret Life of Chocolate class. Learned a lot and have good memories from the event. Very impressed with the knowledge and passion shared by Gail Ambrosius. Hoping this event will continue. We have already talked about planning our annual visit around this event.

The art installations were superb. I also loved the humor of the updated "Burmashave" signs - "...Cows discussing Edward Hopper". I liked the integrations of the different aspects - art, farm culture, farm art, etc. Kudos!

The beautiful vista/field and the word "truth" in the hillside and the music.

The day was sunshine bright, the air was crisp, and the drive through the countryside was so gorgeous. It was such a perfect canvas for the art installations. I'm very sorry that I waited for the last day to go on the tour because I wanted to go back. And the raised glazed doughnuts from Windy Hill Bakery (I think that was the name) were the best I ever tasted.

The interplay of art and nature, the marrying of my two favorite things!

The talent of people in Wisconsin and creativeness.

Very nice time of the year to have it, scenery and colors were lovely. A way to bring tourists to our area. We were the Dairy stop on the tour and it was very interesting to visit with people that stopped by and hear where they were from and answer their questions about our farm.

Was not really impressed with a lot of the "art". The impression I was left with was this event has a lot of potential, but it was not very interesting save a few of the exhibits.

We found the art surprisingly enjoyable.

We talked about how interesting it was to see the art work in the amazingly beautiful countryside. We talked about going with people on the tour "making a day of it".

We went on the tour twice. Once as a couple and then with another couple from out of state. Two things stick out in my mind. The first was the incredible beauty of the area and the blending of the artworks with that beauty. The second was the conversations at the farm markets and especially with the dairy farm family. They were a refreshing revelation of a young family apparently succeeding in dairy farming when all the odds seem to be stacked against them. They alone were worth the whole trip.

7. Do you have any suggestions for improving future Farm/Art Dtours?

Text Response – 28 responses

Advertise more. I would also recommend having signage at each art installation or on the map to explain a bit more about the artist and/or what their piece is trying to portray/represent.

I just happened by the boots, went back to get my wife and our friend to show them and then found out about the tour. I would like to know about it for the next time so we can plan on attending rather than hoping to maybe see it. I don't know who your advertising base goes to but perhaps emails blasts and more advertising/banners along the roads and in the towns.

Bigger and better signs. Entering Reedsburg, I hardly knew anything was going on. There was nothing indicating this fantastic festival was taking place. I also thought it was strange that most of the downtown was closed on Sunday - I realize that is fairly standard in smaller towns in Wisconsin but when you have a big event going on with the potential to draw lots of people, you need to have restaurants and other businesses open to serve them. It could be a real draw for the community if the town was really open and celebrating this event.

Bigger signs for turns.

Clearer marking and signs to direct better.

Clearly mark each art installation - with warning signs prior to arrival and with a number/letter/marking that matches the map/literature distributed. Also, include some food stops. We were looking for some delicious goodies and some beverages.

Fun fall treats at the stands i.e.: caramel apples, kettle corn.

Get some real artists to exhibit. You need more content. Most of the roadside exhibits were on the level of high school projects. More and better.

I can't think of anything. It was fabulous.

I didn't end up taking any classes, but may next year. It might be nice to have a central location (in town maybe?) to tie it together. We did go to the Woolen Mill Gallery. I guess to me the classes seemed separated (location and feeling) from the rest of the fest and tour. That might just be because we were from out of town (Madison).

I think any chance to talk to people in the area or the artists themselves would be most rewarding and greatly enhance the whole experience. We appreciated the signage along the route. Very well done. The whole planning group should be applauded for their efforts.

It would be neat to have more participation of the people living along those routes. Even if they were not a "stop" on the route it would be awesome to see more displays and art from those folks too.

I would have a catalog of the installations for sale.

I would suggest that Carr Valley stay open until 5pm for those of us that were only able to get out on Sunday.

Let the displays remain longer. Several people I know wanted to go the next week and it was over.

Enlarge the scale of some of the installations while making sure that a construction company that builds one as advertising doesn't put something up that will wound you--that's a start. Next, for the word signs along the roadway, space them out. Wake up, people. A car is going along at a speed faster than you can walk. It just suggests, again, lazy, hasty, and thoughtless. Two more things: Next, for the art presenters, hmm. Hard to blame the artists, more up to the jury, I think, to impose some standards. And lastly, that map. Oh God! A Google map that people could access would be better than that piece of paper for some; for others, make something that makes sense.

Not really.

Not really. I was really impressed at everything they did. Much more than I or my kids ever expected.

I don't know if this survey will cover the other events other than the farm art - but, the food event was absolutely horrible - not enough food vendors and way, way overpriced for what you got.

Signs near each art exhibit explaining who the artist(s) was and what it means to them.

The literature said not to trespass and yet the boots sculpture was very difficult to see from the road. My father is in a wheel chair and so we needed to be able to see from the car.

There were a couple of places where the map was a little vague and not all of the artwork was equally excellent - though I appreciated the variety of media and styles. Most of the people I talked about the tour with afterwards had not heard anything about it but would have liked to have gone. You should consider expanding marketing esp. in the Madison area - possibly even with TV ads.

We didn't get the map and it's easy to miss items if you don't know what's coming.

We thought the exhibits should be more clearly numbered. We missed some because they were hidden in nature. We stopped at Carr Valley Cheese and the shop keeper showed us the writing in the field.

YES! More signs! We didn't understand the whole concept. Friends told us about it in Madison, I glanced at the website (my bad) and we took off. We were looking for a park with booths for the fermentation festival like a more traditional festival (I do think this would be a good idea). I was looking everywhere for a sign. Then we asked at a gas station and they directed us to the Tourist Info Bureau. It was only then that we started figuring out that a building that looked closed was the Fermentation Festival, etc. Maybe Fermentation sites/demonstrations along the way, along with art? I'd love to do it again because it's so unique but I would like to see them integrated more. Carr's Cheese = great! Also, more farm stands along the way! Could you put me on an email reminder list?

Yes! The sites should be numbered so you can match up the art with the description on the flyer, we were told we were going the wrong way around, but there was no direction marked about which was correct. There should be food and drinks for sale along the way. Waysides should be listed along the route. Maybe the entries should be juried first; quite a few of them were very disappointing. If we are driving a decent way, we are spending money on gas and things like the scarecrows and the one that was across from it were NOT worth viewing. They were trumped by someone's house decorated for Halloween. Maybe more insight into how the pieces were made and what they are made of, as well as an artist's statement. This could be really cool, but was quite disappointing. Sorry to be so negative, just being honest.

8. List below the estimated amount of money that you and the members of your immediate travel party spent in the Reedsburg area specifically as a result of your attendance at the Farm/Art Dtour:

Answer	Max Value	Average Value
Food, drinks, or meals purchased before, during, or after Dtour (i.e., at a local restaurant)	150	18
Souvenirs, gifts, books, and/or recordings	120	11
Fermentation Fest class, workshop fees	60	5
Local transportation (e.g., gas, parking, etc.)	50	7
Refreshments and/or snacks purchased before, during, or after Dtour	50	8
Other	40	3
Art	35	2
Child-care specifically to attend Dtour	0	0
Overnight accommodations because of Dtour (e.g., hotel, motel, bed & breakfast)	0	0

Other, please specify:

\$189 for a package deal, consisting of the tour, the Friday night wine tasting, the food event, hotel accommodations, and the concert

Cheese/apples

Cheese at the Carr Valley

Farm stand purchases on the tour

Food from farm stands

We would have bought a book of the art and the landscape – it was beautiful.

9. What is the zip code of your primary residence?

Zip Code
53562
53572
53597
53703 (3x)
53704 (2x)
53705
53717
53718 (3x)
53913 (5x)
53943
53955
53959 (8x)
54601
55418
60025
60123
60613
74012



Figure 1: 2011 Dtour Audience Zip Codes

1 Dot = 1 audience member



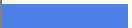





Figure 1 map does not include one outlier zip code (74012) in Oklahoma.




10. What is your gender?

		Response	%
Male		10	29%
Female		25	71%
Other/Transgender		0	0%
Total		35	100%

11. Which of the following ranges includes your age?

		Response	%
18 - 24		0	0%
25 - 34		2	6%
35 - 44		9	26%
45 - 54		8	24%
55 - 64		8	24%
65+		7	21%
Total		34	100%

12. Including you, how many adults live in your household?

		Response	%
1		4	11%
2		28	80%
3+		3	9%
Total		35	100%

13. How many children live in your household?

		Response	%
None		24	73%
1		2	6%
2		4	12%
3+		3	9%
Total		33	100%

14. What is the highest level of education that you have completed?


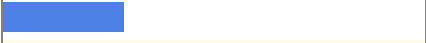
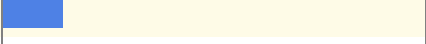

		Response	%
Less than High School		0	0%
High School		3	9%
2-year College/Technical/Associates Degree		5	14%
4-year Degree		7	20%
Graduate/ Professional Degree		20	57%
Total		35	100%

15. What is your approximate annual household income?

		Response	%
Less than \$25,000		0	0%
\$25,000 - \$34,999		2	7%
\$35,000 - \$49,999		4	13%
\$50,000 - \$74,999		10	33%
\$75,000 - \$99,999		5	17%
\$100,000 - \$149,000		5	17%
\$150,000 or more		4	13%
Total		30	100%

Survey Results – Artist/Performer/Farm Form Maker

1. Please choose the category that MOST defines you in terms of your participation in the 2011 Farm/Art Dtour? Please choose one category only.

		Response	%
Artist		7	50%
Farm Form Maker		4	29%
Other		2	14%
Pasture Performer		1	7%
Total		14	100%

2. Please rate your experience with the Farm/Art Dtour with respect to the following.

	Excellent	Good	Average	Poor	Very Poor	No Opinion/NA	Responses
Logistical Management with Wormfarm Staff (set-up assistance, etc.)	60%	20%	0%	0%	0%	20%	10
Communication/Interaction with Landowners	50%	20%	10%	10%	0%	10%	10
Site Selection/Site Options for Installations	50%	50%	0%	0%	0%	0%	10
Dtour Compensation	44%	33%	0%	0%	0%	22%	9
Supplies/Equipment Provided	30%	70%	0%	0%	0%	0%	10
Interaction with Wormfarm Staff (overall communication)	30%	70%	0%	0%	0%	0%	10
Follow-up Communication after Dtour with Wormfarm Staff	20%	60%	20%	0%	0%	0%	10
Clean-up/End of Dtour Management	20%	50%	10%	10%	0%	10%	10
Interaction with Visitors/Audiences	20%	70%	0%	0%	0%	10%	10

3. Based on your experiences at the 2011 Farm/Art Dtour, how likely are you to?

	Very Likely	Likely	Somewhat Likely	Somewhat Unlikely	Unlikely	Very Unlikely	Responses
Encourage/recommend fellow artists/performers/creators to participate in future Farm/Art Dtours	64%	29%	7%	0%	0%	0%	14
Participate in future Farm/Art Dtours	57%	29%	14%	0%	0%	0%	14
Participate in a focus group so planners can learn more about your Farm/Art Dtour experiences	43%	14%	21%	0%	14%	7%	14
Assist with the planning of future Farm/Art Dtours	21%	36%	7%	14%	0%	21%	14

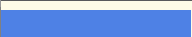

4. What did you enjoy the most about the quality of the Farm/Art Dtour in terms of organization/implementation? (Select one only)

	Response	%
Ability to Showcase Rural Culture	6	43%
Lead-up/Preparation for Dtour	2	14%
Exposure/Marketing that Dtour Provided	2	14%
Interaction with Visitors/Audiences During Dtour/Performance	2	14%
Interaction with Landowners	1	7%
Other	1	7%
Selling Art/Other Goods	0	0%
Total	14	100%

Other, please specify:

Having the space to work on the farm as an artist and the support of the Wormfarm directors and other artists. Support included not just encouragement but also facilitating the use of tools, materials, and getting to view prospective spaces for the work.

5. Overall, to what extent did participating in the Farm/Art Dtour meet your expectations? Using a 3 point scale from 1 = Did Not Meet Expectations to 3 = Exceeded Expectations.

		Response	%
Met Expectations		8	57%
Exceeded Expectations		6	43%
Did Not Meet Expectations		0	0%
Total		14	100%

6. How valuable was your participation in the 2011 Farm/Art Dtour in terms of professional exposure or personal reasons? Please rate from 1 (low value) to 3 (high value).

	Low Value	Average Value	High Value	Responses
Personal	14%	0%	86%	14
Professional	23%	31%	46%	13

7. A few weeks have passed since the Farm/Art Dtour. Are there any impressions/impacts of the event that have stuck with you - i.e., what did you "take away" from your participation in Dtour?

Text Response – 12 responses

First, I wish we'd been able to experience more of the events and exhibits, but it just didn't work out that way. It was really good to get to know the owners of the house and land where we performed, and the audience, though small, was great. (It was very windy and chilly that day, so those were some brave listeners!) Both my wife and I were really happy Donna Neuwirth asked us to participate. Even with the wind and the cold, it was a little hour of magic for us.

Good exhibits, not enough of them.

Good idea. Not enough participation.

High value of including farmers & non-artists in making things. Would be great to encourage more direct interactions between farmers and artists.

It reminded me that curiosity in life is important. Meeting kindred spirits from many backgrounds... in rural areas was refreshing and an inspiration to me. The farmers, the organizers, the artists, and the merchants came together. A very beautiful thing indeed.

It was an excellent opportunity to take art out of the gallery and present it to the public in an exciting and new way. I feel exposing art in original ways allows a larger audience to be inspired and enriched by it.

It was great to hear the feedback about my work - hearing stories of people playing in the leaves on the side of the road, people going up to the work to investigate whether it was a naturally growing thing or art, and then the surprise/recognition when they saw it again in the gallery. It was interesting to talk to different people about the work -- people visiting for the weekend and folks who had lived there all their lives, including the farmers who were hosting the work. All seemed to look at the place a little differently after the Dtour.

Many ideas for next year if I am given the opportunity to not only participate but to choose the site.

The Dtour was a complete experience, not just another installation. The Dtour enabled me to take an artistic risk, meet artists and community members, and be an active participant in the life of Reedsburg vicinity for a week. I take away new artistic directions to explore as well as memories and valuable contacts.

The neighbor (farmer) that assisted us wants to do it again next year because of such positive response to the process. This is the beginning of something really good for the community.

The participation of farmers and landowners was great - especially considering it was the first year. Also the noticeable high traffic volume both on the route, and in the community. Many positive comments by people coming to the area for the first time, and from longtime residents. The only thing close to a negative was the occasional "I don't get it" comments regarding some of the more abstract pieces, but that is art, and that is a good thing.

There were several things that impacted me. I think the biggest, as an artist, was being able to have that time and support and funding to try and do something I hadn't done before. It was exciting and I will always be grateful for the opportunity I was given. These kinds of opportunities are invaluable to an artist in terms of taking one's practice and work to a new level. It was also inspiring to be around the Wormfarm Institute and to see how they pulled off such an event more broadly, and how many people they brought on board to make it happen. I think the experience has planted some seeds in me and the other artists who participated that we can take back to our own communities and into future projects.

8. How could future Farm/Art Dtours be improved for participating artists/performers/creators?

Text Response – 13 responses

Contract outlining expectations up front; more shared interactions with other artists; better immediate use of images of the work for exposure during the event.

Have signs that have owner and designers name at sites for those without literature.

Having information about the artist and the installation onsite; more volunteers to help install; clear/consistent communication in terms of honorarium offered and lodging available, maybe put it all in writing; have artists consider the weather in their proposal -- how rain, wind, etc., will affect the piece over the course of the Dtour.

I think a larger pool of volunteers should be created for artists that need assistance with their work.

I think if the artists could have more involvement in selecting where they could do their project that would be great. Like letting them go out on their own to see what spots they are drawn to and then come back and compare notes and what is possible/available. And if earlier on there could be a meeting with the landowners once the spot is selected that would enrich the project. Maybe some kind of event/dinner/meeting early on? My experience felt more like, these are the spots that are available for you and you can choose from them and I only met the landowner after everything was done. My experience at the Wormfarm was really great, having space to carry out my project, and being able to live on the farm with other artists while I worked was fantastic. Some days it felt like I was the only artist working on the farm though, while others--Katie and Laura especially-- did work, were getting paid to do work, for the event or for the farm. I think as an artist working on a short deadline it would be great to be around more artists in a similar situation who are focused on their projects. I felt this more toward the end when the work boot artists came, and when Alexis arrived. That was a good feeling. There could have maybe been more structure for meals together to meet in informal ways. I could imagine this especially being valuable for artists who have never been to the Wormfarm before.

I was a "late joiner" to the art part. It would have been good to be able to think about where, how, and what I might make large scale over a several month period. Maybe a date set 6 months in advance, knowing the site. Knowing the scale. Knowing what the options are for all of that.

Make sure the farmers involved remain equal or as important and involved as the artists. We do not want any divisions in the people involved. Many of the farmers did not really understand some of the art installations. Maybe more detailed descriptions of the materials used and the purpose or the ideas behind the art installations would assist in this area.

More participation.

One thing that made everyone a bit anxious was the uncertainty of the weather. The wind (30-40 mph gusts, I think) made things a bit difficult, but in the end it all worked out. Still, it might be good to find a barn or other rural structure that might work for performances. Then again, that might make the event less visible from the road, so I'm not sure it's a good suggestion or not. (I know it would be better and safer for musical instruments, but . . . well, I don't know. . . .)

Project meetings should happen on the weekend or after 5pm during the week. It is difficult for some to attend meetings during the day because of work commitments.

Send the participating landowners and participants a little thank you certificate that includes a photo of their installation. Place a sign near the installation with the title of the piece.

The chance to choose among 2-3 sites.

The Dtour is an exceptional (and rare) opportunity for artists to work in the rural landscape. As a "sanctioned" event, the Dtour is also a great way for artists to gain exposure. Creating a site-specific installation in the landscape will often require planning, materials, and a lot of work in the field. It's exciting to imagine the Dtour attracting a more national sampling of artists who participate. I believe the current stipend is insufficient. Increasing the stipend to accommodate travel, time, and materials for an effective installation would attract professional artists whose participation might raise awareness of the Dtour and Wormfarm. Advertising the Dtour as a competitive, highly selective commission with a sufficient budget per project could make the event both a local and national happening.

9. List below the estimated amount of money that you and the members of your immediate travel party spent in the Reedsburg area specifically as a result of your attendance at the Farm/Art Dtour.

	Max Value	Average Value
Other	700	50
Local transportation (e.g., gas, parking, etc.)	300	30
Overnight accommodations because of Dtour (e.g., hotel, motel, bed & breakfast)	300	31
Food, drinks, or meals purchased before, during, or after Dtour (i.e., at a local restaurant)	250	50
Refreshments and/or snacks purchased before, during, or after event	100	23
Fermentation Fest class, workshop fees	79	14
Souvenirs, gifts, books, and/or recordings	50	6
Art	0	0
Child-care specifically to attend Dtour	0	0

Other, please specify:

Materials

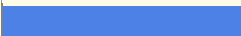

Metal fabrication

Paint for the installation \$60






10. What is the zip code of your primary residence? Total Responses = 14

48230
 49408
 52941
 53588
 53705
 53913
 53937 (2x)
 53941 (2x)
 53959
 55406
 60657
 60660




11. What is your gender?

		Response	%
Male		7	50%
Female		7	50%
Other/Transgender		0	0%
Total		14	100%

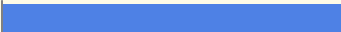


12. Which of the following ranges includes your age?

		Response	%
18 - 24		0	0%
25 - 34		4	29%
35 - 44		2	14%
45 - 54		4	29%
55 - 64		3	21%
65+		1	7%
Total		14	100%





13. Including you, how many adults live in your household?

		Response	%
1		2	14%
2		9	64%
3+		3	21%
Total		14	100%






14. How many children live in your household?

		Response	%
None		10	71%
1		2	14%
2		2	14%
3+		0	0%
Total		14	100%

15. What is the highest level of education that you have completed?

		Response	%
Less than High School		0	0%
High School		1	7%
2-year College/Technical/Associates Degree		1	7%
4-year Degree		7	50%
Graduate/Professional Degree		5	36%
Total		14	100%

16. What is your approximate annual household income?

		Response	%
Less than \$25,000		2	14%
\$25,000 - \$34,999		4	29%
\$35,000 - \$49,999		2	14%
\$50,000 - \$74,999		4	29%
\$75,000 - \$99,999		0	0%
\$100,000 - \$149,000		2	14%
\$150,000 or more		0	0%
Total		14	100%

Survey Results - *Landowner*

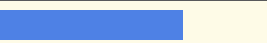




1. Please rate your experience with the Farm/Art Dtour with respect to the following.

	Excellent	Good	Average	Poor	Very Poor	No Opinion/ NA	Responses
Clean-up/End of Dtour Management	62%	31%	0%	0%	0%	8%	13
Interaction with Visitors	62%	8%	15%	0%	0%	15%	13
Communication/Interaction with Artists/Performers	54%	31%	8%	0%	0%	8%	13
Interaction with Wormfarm Staff (overall communication)	42%	50%	0%	0%	0%	8%	12
Follow-up Communication after Dtour with Wormfarm Staff	38%	46%	15%	0%	0%	0%	13
Logistical Management with Wormfarm Staff (Landowner MOU, set-up, etc.)	38%	46%	8%	8%	0%	0%	13

2. Based on your experiences at the 2011 Farm/Art Dtour, how likely are you to?

	Very Likely	Likely	Somewhat Likely	Somewhat Unlikely	Unlikely	Very Unlikely	Responses
Participate in future Farm/Art Dtours	67%	33%	0%	0%	0%	0%	12
Encourage/recommend fellow landowners to participate in future Farm/Art Dtours	67%	33%	0%	0%	0%	0%	12
Participate in a focus group so planners can learn more about your Dtour experiences	8%	8%	33%	33%	8%	8%	12
Assist with the planning of future Farm/Art Dtours	8%	0%	17%	50%	8%	17%	12

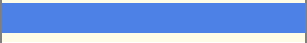


3. What did you enjoy the most about the quality of the event in terms of organization/ implementation? (Select one only)

		Response	%
Ability to Showcase Rural Culture		5	38%
Interaction with Visitors During Dtour/Performance		4	31%
Interaction with Artists/Performers		2	15%
Other		1	8%
Lead-up/Preparation for Dtour		1	8%
Total		13	100%

Other, please specify:

All of these

4. Overall, to what extent did participating in the Farm/Art Dtour as a landowner meet your expectations? Using a 3 point scale from 1 = Did Not Meet Expectations to 3 = Exceeded Expectations.

		Response	%
Exceeded Expectations		9	69%
Met Expectations		3	23%
Did Not Meet Expectations		1	8%
Total		13	100%

5. A few weeks have passed since the Farm/Art Dtour. Are there any impressions/impacts of the event that have stuck with you - i.e., what did you "take away" from the Event?

Text Response – 10 responses

Being the landowner for one of the exhibits was so very exciting. Feedback received and number of cars passing by and stopping to check out art was outstanding. The coordinators of event were great to work with and felt very organized. A great experience!

Enjoyed visiting with the visitors and telling them about farming. Couldn't believe the visitors, even during the week.

Exchange of arts & agriculture between landowners & participants – i.e., some landowners became "creative artists" and participants took opportunity to experience the farming culture.

How everyone enjoyed our sculptures even if they didn't know what they were for.

I still hear about the art Dtour from different people who really liked it - was surprised how many people came to see it.

It gave a lot of people a chance to see what rural life is like.

I was surprised by how it all came together. I think everyone is thinking about ideas for next year. It's just something new and different to look forward to. It brought the farm and town/city people together in a very fun and unique way. I think everyone enjoyed it.

Overall, there were mostly eye-catching innovative exhibits. The artists were courteous, but refused to identify my farm's beautiful trees, total conservation efforts, plantings of 40,000 trees on land that formerly in soil eroding crops. No sign on what the exhibit was (tomato cages stacked to various heights). When a several hundred cow dairy - total confinement is rural culture, I object. Another 200 acres of rolling land totally in corn and soybeans, all Monsanto-GMO seed and herbicide and insecticide. This and the Dairy CAFO are the worst examples of conservation and land use.

They need more farm and family displays. It seemed like more big city people taking the tour and not enough country people. Maybe that was the motive - to get people from Chicago, Milw, etc., to come out and enjoy the sights.

Very encouraged about the response from both locals and those from away.

6. How could future Farm/Art Dtours be improved for participating landowners?

Text Response – 7 responses

Discourage visitors from parking in dangerous spots and jumping out of their cars and going into the fields.

Earlier timeline for planned exhibits & performances actually provide MOU for landowner to sign.

Have more items from The Little French Bakery. :) A lot of local people I talked to were surprised they hadn't heard about it until it started. (It was in the paper, but people thought it should have been advertised more to locals too) More musical events. Although there was so much to do with classes, I found I couldn't get to nearly all the things I wanted to. I hope this goes on for years so I can slowly get to more classes and musical events. Overall it was such a neat experience.

Have signs to inform passerby people from Lake Redstone what they were for - landowner and designers' names.

Maybe send a letter out earlier in the year to remind them of the week and send a 2nd reminder.

Planners of future events need to be clear on what they define as rural culture. Is it industrial polluting agriculture or is it sustainable agriculture.

They need to get more FFA, 4-H groups to take part in creating displays. Have a contest. Have visitors vote on their favorite display and give winners a cash prize.

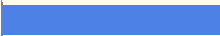

7. What is the zip code of your primary residence?

Zip Code

53941 (5x)

53959 (7x)

8. What is your gender?

		Response	%
Male		6	46%
Female		7	54%
Other/Transgender		0	0%
Total		13	100%

9. Which of the following ranges includes your age?

		Response	%
18 - 24		0	0%
25 - 34		0	0%
35 - 44		0	0%
45 - 54		3	23%
55 - 64		6	46%
65+		4	31%
Total		13	100%





10. Including you, how many adults live in your household?

		Response	%
1		0	0%
2		11	92%
3+		1	8%
Total		12	100%






11. How many children live in your household?

		Response	%
None		10	91%
1		0	0%
2		0	0%
3+		1	9%
Total		11	100%

12. What is the highest level of education that you have completed?

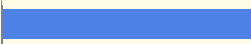
		Response	%
Less than High School		0	0%
High School		7	54%
2-year College/Technical/Associates Degree		2	15%
4-year Degree		2	15%
Graduate/ Professional Degree		2	15%
Total		13	100%

13. What is your approximate annual household income?

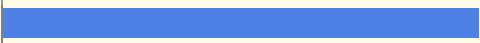
		Response	%
Less than \$25,000		1	11%
\$25,000 - \$34,999		1	11%
\$35,000 - \$49,999		0	0%
\$50,000 - \$74,999		4	44%
\$75,000 - \$99,999		2	22%
\$100,000 - \$149,000		1	11%
\$150,000 or more		0	0%
Total		9	100%

Survey Results - Business



1. Overall, would you say that your business benefited from this year's Fermentation Fest/Dtour?

		Response	%
Yes		7	100%
No		0	0%
Not Sure		0	0%
What is the Fermentation Fest/Dtour?		0	0%
Total		7	100%

2. Compared to the same time frame last year (early to mid-October), would you say your business in early to mid-October, 2011:

		Response	%
Increased		7	100%
Stayed the Same		0	0%
Decreased		0	0%
Total		7	100%

3. By approximately how much do you think Fermentation Fest/Dtour affected your business compared to early to mid-October 2010?

		Response	%
Increased business by 10% or more. If more than 10%, please include percentage:		6	86%
Increased business up to 10%		0	0%
Increased business up to 5%		0	0%
No change in business		1	14%
Decreased business by up to 5%		0	0%
Decreased business by up to 10%		0	0%
Decreased business by 10% or more		0	0%
Don't know		0	0%
Other		0	0%
Total		7	100%

If business increased by 10% or more, please include percentage:

300% or more
 30%
 20%
 15%

4. What did your business do to attract Ferm Fest/Dtour visitors and participants? Mark all that apply.

		Response	%
Other		5	71%
Signage		3	43%
Placed Ad in Ferm Fest/D-tour Map		2	29%
Extended Hours		2	29%
Did not do anything to attract Ferm Fest/Dtour Visitors or Participants		1	14%
Special Pricing		0	0%
Sidewalk Sale		0	0%

Other, please specify:

Beer tasting Oktoberfest Party	Put it on FB
Display	Window Display
Facebook	

5. Is there anything your business plans on during differently next year during Fermentation Fest/Dtour? If so, please describe.

Text Response – 6 responses

I have included the dates in the end-of-the-year greeting to our 2011 guests. Plan to include it in my blog.

I would like to consider some advertising.

I would place a print ad in some of the information that was handed out to visitors. I did not know that was an option this year.

Not sure.

Will participate even more in the activities! More displays.

Yes! Have more staff ready for our event.

6. What else could Fermentation Fest/Dtour planners/partners do to help bring customers into your business?

Text Response – 5 responses

Bigger signs.

Keep us on the route.

Not sure.

Of course, it will help next year that businesses will have more time to plan. I would just like to know all the avenues I would have for advertising to this group of visitors.

The third weekend Oct. is already a very busy weekend. If it were the first two weekends, it would be better for our business!

Survey Instruments

REEDSBURG FARM/ART DTour EVENT SURVEY - AUDIENCE

Using blue or black ink, please fill the circle that most closely describes your perspective on the following:

Please fill the circle:

Like this: ● Not like this: ✓ ✗ /

1. Was this your first visit to Fermentation Fest?

Yes

No

2. How did you find out about the Farm/Art Dtour? (● Mark all that apply)

Drove By

Posters

Brochures/Pamphlets

Print Ad (newspaper), please specify newspaper: _____

Facebook

Radio Ad (station), please specify station: _____

Friends/Family

Word of Mouth

Internet

Other, please specify: _____

Outdoor Signage

3. What did you enjoy the **MOST** about the Farm/Art Dtour? (● Mark **ONE** only)

Guided Bus Tour

Pasture Performances

Roadside Culture Stands/Farm Stands

Field Notes (interpretive signage: hay, corn, dairy, etc.)

Farm-based Art Installations

Other, please specify: _____

4. Overall, to what extent did Farm/Art Dtour meet your expectations? Using a 3 point scale from 1 = Did Not Meet Expectations to 3 = Exceeded Expectations.

Did Not Meet Expectations

1

Met Expectations

2

Exceeded Expectations

3

5. How likely are you to return to future Farm/Art Dtours?

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Likely | Likely | Somewhat Likely | Undecided | Somewhat Unlikely | Unlikely | Very Unlikely |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. A few weeks have passed since the Farm/Art Dtour. Are there any impressions/impacts of the event that have stuck with you – i.e., what did you “take away” from the event?

7. Do you have any suggestions for improving future Farm/Art Dtours?

8. List below the estimated amount of money that you and the members of your immediate travel party spent in the Reedsburg area specifically as a result of your attendance at the Farm/Art Dtour.

- | | | |
|--|----|-------|
| a. Fermentation Fest class, workshop fees | \$ | _____ |
| b. Refreshments and/or snacks purchased before/during/after Dtour | \$ | _____ |
| c. Food, drinks, or meals purchased before/during/after Dtour (<i>i.e., at a local restaurant</i>) | \$ | _____ |
| d. Souvenirs, gifts, books, and/or recordings | \$ | _____ |
| e. Art | \$ | _____ |
| f. Local transportation (<i>e.g., gas, parking, etc.</i>) | \$ | _____ |
| g. Child-care specifically to attend Dtour | \$ | _____ |
| h. Overnight accommodations because of Dtour (<i>e.g., hotel, motel, bed & breakfast</i>) | \$ | _____ |
| i. Other, please specify: _____ | \$ | _____ |

9. What is the zip code of your primary residence?

	_____	_____	_____	_____	_____	_____	_____
10. Gender:		Male		Female		Other/Transgender	
		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	
11. Age Range:	18 – 24	25 – 34	35 – 44	45 – 54	55 - 64	65+	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
12. Including you, how many adults live in your Household?	1	2	3+				
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
	0	1	2	3+			
13. Number of Children (under 18) in Household:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
14. Highest Level of Education:	Less than High School	High School	2-yr. College/ Technical/ Assoc. Degree		4-year Degree	Graduate or Professional Degree	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
15. Annual Household Income Range:	Less than \$25,000	\$25,000 – \$34,999	\$35,000 – \$49,999	\$50,000 – \$74,999	\$75,000 – \$99,999	\$100,000 – \$149,000	\$150,000 or more
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thanks for completing the survey! Please return your survey by xxxxxxx to:

Survey Research Center, University of Wisconsin–River Falls
 410 S. Third St., 124 Regional Development Institute
 River Falls, WI 54022

4. What did you enjoy the **MOST** about the quality of the Farm/Art Dtour in terms of organization/implementation? (● Mark **ONE** only)

- Lead-up/Preparation for Dtour
- Interaction with Visitors/Audiences During Dtour/Performance
- Interaction with Landowners
- Exposure/Marketing that Dtour Provided
- Selling Art/Other Goods
- Ability to Showcase Rural Culture
- Other, please specify: _____

5. Overall, to what extent did participating in the Farm/Art Dtour meet your expectations? Using a 3 point scale from 1 = Did Not Meet Expectations to 3 = Exceeded Expectations.

- | Did Not Meet Expectations | Met Expectations | Exceeded Expectations |
|---------------------------|-----------------------|-----------------------|
| 1 | 2 | 3 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. How valuable was your participation in the 2011 Farm/Art Dtour in terms of professional exposure or personal reasons? Please rate from 1 (low value) to 3 (high value).

- | | Low Value | Average Value | High Value |
|-----------------|-----------------------|-----------------------|-----------------------|
| a. Professional | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Personal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. A few weeks have passed since the Farm/Art Dtour. Are there any impressions/impacts of the event that have stuck with you – i.e., what did you “take away” from your participation in Dtour?

8. How could future Farm/Art Dtours be improved for participating artists/performers/creators?

9. List below the estimated amount of money that you and the members of your immediate travel party spent in the Reedsburg area specifically as a result of your attendance at the Farm/Art Dtour.

- a. Fermentation Fest class, workshop fees \$ _____
- b. Refreshments and/or snacks purchased before/during/after Dtour \$ _____
- c. Food, drinks, or meals purchased before/during/after Dtour (*i.e., at a local restaurant*) \$ _____
- d. Souvenirs, gifts, books, and/or recordings \$ _____
- e. Art \$ _____
- f. Local transportation (*e.g., gas, parking, etc.*) \$ _____
- g. Child-care specifically to attend Dtour \$ _____
- h. Overnight accommodations because of Dtour (*e.g., hotel, motel, bed & breakfast*) \$ _____
- i. Other, please specify: _____ \$ _____

10. What is the zip code of your primary residence?

11. Gender:	Male				Female			Other/Transgender
	<input type="radio"/>				<input type="radio"/>			<input type="radio"/>
12. Age Range:	18 – 24	25 – 34	35 – 44	45 – 54	55 - 64			65+
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>
13. Including you, how many adults live in your Household?	1	2	3+					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
14. Number of Children (under 18) in Household:	0	1	2	3+				
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				

15. Highest Level of Education:	Less than High School <input type="radio"/>	High School <input type="radio"/>	2-yr. College/ Technical/ Assoc. Degree <input type="radio"/>	4-year Degree <input type="radio"/>	Graduate or Professional Degree <input type="radio"/>		
16. Annual Household Income Range:	Less than \$25,000 <input type="radio"/>	\$25,000 – \$34,999 <input type="radio"/>	\$35,000 – \$49,999 <input type="radio"/>	\$50,000 – \$74,999 <input type="radio"/>	\$75,000 – \$99,999 <input type="radio"/>	\$100,000 – \$149,000 <input type="radio"/>	\$150,000 or more <input type="radio"/>

Thanks for completing the survey! Please return your survey by xxxxxxxx, 2011 to:

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410 S. Third St.
124 Regional Development Institute,
River Falls, WI 54022

REEDSBURG FERMENTATION FEST/DTOUR EVENT SURVEY - LANDOWNER

Using blue or black ink, please fill the circle that most closely describes your perspective on the following:
Please fill the circle:

Like this: ● Not like this: ✓ ✗ /

1. Please rate your experience with the Farm/Art Dtour with respect to the following:	Excellent	Good	Average	Poor	Very Poor	No Opinion/ Not Applicable
a. Interaction with Wormfarm Staff (<i>overall communication</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Logistical Management with Wormfarm Staff (<i>Landowner MOU, set-up assistance, etc.</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Communication/Interaction with Artists/Performers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Interaction with Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Clean-up/End of Dtour Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Follow-up Communication after Dtour with Wormfarm Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Based on your experiences at the 2011 Farm/Art Dtour, how likely are you to?	Very Likely	Likely	Some-what Likely	Some-what Unlikely	Unlikely	Very Unlikely
a. Participate in future Farm/Art Dtours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Encourage/recommend fellow artists/performers/creators to participate in future Farm/Art Dtours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Participate in a focus group so planners can learn more about your Dtour experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Assist with the planning of future Farm/Art Dtours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What did you enjoy the **MOST** about the quality of the event in terms of organization/implementation?
(● Mark **ONE** only)

- | | |
|--|---|
| <input type="radio"/> Lead-up/Preparation for Dtour
<input type="radio"/> Interaction with Visitors During the Dtour/Performance
<input type="radio"/> Interaction with Artists/Performers | <input type="radio"/> Ability to Showcase Rural Culture
<input type="radio"/> Other, please specify: _____ |
|--|---|

4. Overall, to what extent did participating in the Farm/Art Dtour as a landowner meet your expectations? Using a 3 point scale from 1 = Did Not Meet Expectations to 3 = Exceeded Expectations.

Did Not Meet Expectations

1

Met Expectations

2

Exceeded Expectations

3

5. A few weeks have passed since the Farm/Art Dtour. Are there any impressions/impacts of the event that have stuck with you – i.e., what did you “take away” from the event?

6. How could future Farm/Art Dtours be improved for participating landowners?

7. What is the zip code of your primary residence?

8. Gender:

Male

Female

Other/Transgender

9. Age Range:

18 – 24

25 – 34

35 – 44

45 – 54

55 - 64

65+

10. Including you, how many adults live in your Household?	1	2	3+				
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
11. Number of Children (under 18) in Household:	0	1	2	3+			
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
12. Highest Level of Education:	Less than High School	High School	2-yr. College/ Technical/ Assoc. Degree	4-year Degree	Graduate or Professional Degree		
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
13. Annual Household Income Range:	Less than \$25,000	\$25,000 – \$34,999	\$35,000 – \$49,999	\$50,000 – \$74,999	\$75,000 – \$99,999	\$100,000 – \$149,000	\$150,000 or more
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thanks for completing the survey!

Please return your survey by xxxx, 2011 to:

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University of Wisconsin–River Falls,
410 S. Third St.
124 Regional Development Institute,
River Falls, WI 54022

REEDSBURG FERMENTATION FEST/DTOUR EVENT SURVEY - BUSINESS

The 2011 Reedsburg Fermentation Fest which included the Farm/Art Dtour took place October 7 – 16. We are contacting area businesses to ask about experiences during the Farm/Art Dtour. The short survey that follows is being implemented by the University of Wisconsin-River Falls Survey Research Center (SRC) on behalf of the Farm/Art Dtour Partners/Planners. Thank you for your participation.

Using blue or black ink, please fill the circle that most closely describes your perspective on the following:

Please fill the circle:

Like this: ● Not like this: ✓ ✗ /

1. Overall, would you say that your business benefited from this year's Fermentation Fest/Dtour? (● Mark **ONE** only)

Yes

No

Not Sure

What is the Fermentation
Fest/Dtour?

2. Compared to the same time frame last year (early to mid-October), would you say your business in early to mid-October, 2011: (● Mark **ONE** only)

Increased

Stayed the Same

Decreased

3. By approximately how much do you think Fermentation Fest/Dtour affected your business compared to early to mid-October 2010? (● Mark **ONE** only)

Increased business by 10% or more. If more than 10%, please include percentage: _____%

Increased business up to 10%

Increased business up to 5%

No change in business

Decreased business by up to 5%

Decreased business up to 10%

Increased business by 10% or more

Don't know

Other, please specify: _____

4. What did your business do to attract Fermentation Fest/Dtour visitors and participants? (● Mark all that apply)

- Signage
- Placed Ad in Ferm Fest/Dtour Map
- Special Pricing
- Ability to Showcase Rural Culture
- Sidewalk Sale
- Other, please specify: _____
- Extended Hours
- Did not do anything to attract Fermentation Fest/Dtour Visitors or Participants

5. Is there anything your business plans on doing differently next year during Fermentation Fest/Dtour? If so, please describe.

6. What else could Fermentation Fest/Dtour planners/partners do to help bring customers into your business?

Thanks for completing the survey!

Please return your survey by xxxxxxxxxx, 2011 to:

Survey Research Center,
University of Wisconsin–River Falls,
410 S. Third St.
124 Regional Development Institute,
River Falls, WI 54022