



The following is a summary of selected responses from 566 local and regional people who completed this survey in October and November of 2016. Additionally there are 22 pages of written comments that are not included in this report.

Part 1- Demographic Information

In order that we can confirm the representation of those who complete the survey, please respond to the following:

a. Age range: 18to24-**8.1%** 25to39-**28.4%** 40to49-**16.8%** 50to64-**32.7%** 65 & older **14%**

b. Racial/Ethnic Information

White **90.6%**

Hispanic/Latino **1.9%**

Black/African American **2.4%**

Asian/Pacific Islands **.9%**

American Indian **1.1%**

Two or more races **2.7%**

Some other race

c. Status: Single **29.2%** Married **65%** Widowed **2%** Domestic Partnership **3.7%**

d. Number of children under the age of 18 in your home:

0-60.7% **1-2-30.3%** **3-4-8.1%** **5 or more .9%**

e. My estimated total household income is:

Less than \$25,000 **8.1%**

\$25,000 to \$40,000 **20.5%**

\$40,000 to \$75,000 **34.3%**

\$75,000 to \$125,000 **26.1%**

More than \$125,000 **11%**

f. Zip Code: 67401- **81.4%** Other **18.6%**

Part 2 The Smoky Hill River Festival

1. I attend the Smoky Hill River Festival.....

Every year **47%**

Almost every year **33.9%**

Not in the past three years **16.3%**

Never attended **2.7%**

Never heard of it. **0%**

2. How important is the Smoky Hill River Festival to the community?

Very important **76.3%**

Somewhat important **16.8%**

Neutral **4.1%**

Mildly important **1.6%**

Not important **1.1%**

3. My admission button for the Smoky Hill River Festival is acquired by:

Purchasing from a button retailer. **72%**

An employer who provides my button. **10%**

A donation or sponsorship. **3.2%**

An artist/performer packet/prize package/Festival Families First Program **2.5%**

Someone shares their button with me. **7.6%**

Other (please specify) **4.5%**

4. Regarding your admission button to the Festival: (check all that apply)

I regularly share my button with someone else. (Every year) **8.5%**

I occasionally share my button. (At least once every two or three years) **37.6%**

I sell my button to someone when I'm done with it. **2%**

I never share my button **54.8%**

5. I most often attend the Festival on: (check all that apply)

Thursday **38.4%**

Friday **65%**

Saturday **86.9%**

Sunday **40.6%**

6. If you typically DO NOT attend the festival on Sunday, is it most likely because you...

are tired. **26.1%**

have done everything you wanted to do. **47.5%**

have church obligations. **24.4%**

work on Sunday. **5.2%**

have family or personal activities that conflict. **21.2%**

for some other reason. **14.5%**

7. Are you aware there are limited-time special discounts and promotions offered by local businesses for people who show their River Festival button?

37.5% YES 62.5% NO

If YES, have you ever taken advantage of one or more of these offers?

18.8% YES 81.2% NO

9. The River Festival admission buttons current cost \$10 in advance and \$15 at the gate. In order to maintain or improve the current quality and variety of programming at the Festival, I would be willing to: (Check only one answer.)

Pay \$5 above current admission **36.6%**

Pay from \$6 to \$10 above current admission **8.2%**

Pay from \$11 to \$15 above current admission **1.4%**

Pay more than \$15 above current admission **1.8%**

I would not be willing to pay any more **52%**

10. Overall, I feel my interests are reflected at the Smoky Hill River Festival.
YES 81% NO 19%

Part 3. Community Programs

12. Are you aware the City of Salina has a public art program?

YES 87.1% NO 12.9%

2007-18% Not aware, 57.6% Somewhat aware, 24.3% Very aware

13. Do you like the overall diversity of public art in Salina?

YES 83.8% NO 16.2%

2007-27% Do not like, 55.4% Somewhat like, 17.6% Like very much

14. Do you care that Salina has a public art program?

YES 84.5% NO 15.5%

2007-17.1% Do not care, 49.2% Somewhat care, 33.7% Care very much

16. Please respond to the following statements regarding how to make our cultural arts community a better place. The 2007 Survey included a 1 to 7 scale. The reported summary was 1-2 was Disagree, 3-5 Mildly Agree and were interpreted as Neutral by the surveyor, and 5-6 Strongly Agree. The 2007 numbers are on the left side under the Statements.

Statements	Strongly Disagree	Mildly Disagree	Neutral	Mildly Agree	Strongly Agree
Art and culture are important to quality of life in Salina. D 9%, MA 40.5%, A 50.5%	2.8%	3.5%	8.3%	22.6%	62.7%
It is important to preserve and celebrate local and regional history. D 2.5%, MA 27.7%, A 69.8%	1.2%	.9%	5.5%	23%	69.4%
Art and culture are personally important to me. D 10.3%, MA 37.4%, A 52.3%	3.7%	4.1%	9.4%	22.1%	60.8%
Salina needs more affordable arts and culture for residents to enjoy. D 9.8%, MA 38.2%, A 52%	3.9%	3.4%	17.7%	30.6%	44.5%
Salina streets and neighborhoods are attractive and welcoming. D 20%, MA 67.3%, A 12.7%	7.6%	20%	29.7%	33.7%	8.8%
My culture is reflected in arts and humanities offerings in Salina. (New in 2016)	5.3%	7.4%	34.8%	31.3%	21.2%
Information about arts and entertainment in Salina is easy for me to find. D 11.9%, MA 50.1%, A 38%	3%	9%	25.1%	39.4%	23.5%
My overall awareness of Salina arts and cultural offerings is high. D 13.1%, MA 50.6%, A 36.3%	2.8%	11%	25.8%	37.1%	22.8%
I want young people in Salina to have art in their lives. D 5.7%, MA 33.8%, A 60.4%	1.9%	1.6%	9.2%	20.3%	67%

More family-oriented arts and cultural programs in Salina are a good idea. D 7.4%, MA 35.2%, A 57.5%	2.1%	2.8%	12.2%	28.8%	54.1%
The quality of Salina arts and cultural offerings is high. D 12%, MA 49.7%, A 38.3%	2.7%	6.7%	22.6%	37.5%	31.6%
A vibrant arts district in downtown Salina is important. D 12.1%, MA 38.3%, A 49.6%	3.7%	4.6%	12.4%	26.5%	52.8%
Arts education in our schools is important to the community. D 4.7%, MA 27.3%, A 68%	2.1%	2.1%	7.4%	18.7%	69.6%
There are an adequate number of arts and cultural offerings for singles and young adults. (New in 2016)	4.8%	18%	38.7%	27.4%	11.1%
Overall, I recognize Salina as a strong and unique cultural arts resource for a town its size. (New in 2016)	3.5%	6.5%	20.1%	31.3%	38.5%

In summary, a few significant things have happened since the Big Ideas was adopted by the City Commission in the Spring of 2008. Highlights of the most significant changes include:

- Public art is not as strong of a “lightening rod” as reported in the 2008 report. SculptureTour Salina, improved print, social media, and web resources have helped. SAH staff have also increased the number of public awareness presentations to social and civic clubs.
- Public responses to the role and value of arts in the lives of citizens are now consistent with national averages. This represents more than a 20% improvement over the last eight years.
- Arts education, cultural activities for children and celebrating our history remain highly important to the public.
- Approximately 40% of River Festival attendees report sharing buttons on a yearly or frequent basis. This reflects an estimated \$60,000 to \$80,000 annual revenue loss. Just under half of Festival attendees report they would be willing to spend more on admission buttons.
- Public awareness about arts and cultural offerings needs to improve. A late 2016 action that consolidated a variety of local cultural arts calendars into one online source at the Salina Journal should help.
- More opportunities for singles and young adults are desired as are affordable offerings for families.