



Project Report – Ohio Arts Council

Summary Findings:

- Headlands BeachFest drew a considerable amount of online attention, and was the prime driver for visits to the City's website during the month of July. **More than half (4,584 / 8,682) of the unique page views for the City website during the month of July were directed to a dedicated HeadlandsBeachFest.com page.** The total number of page views on the City's website spiked from 62,284 in June to 71,516 in July – an increase that we attribute to curiosity and interest about the BeachFest.
- In our proposal submittal to the Ohio Arts Council, we had offered a target goal of up to 7,000 visitors for the first BeachFest. Flooding and rain during the week leading up to and the day of the event were a significant challenge. Nonetheless, **overall attendance was 2,500 – 3,000 for our inaugural event**, which we see as a strong indicator of the appeal of the concept.
- **Visitors were from at least 32 separate communities representing 25 zip codes, and 18 Ohio counties were represented via personal surveys (9 counties) and parking lot surveys (9 additional Ohio counties). Surveys captured at least three out of state visitors (Michigan, New York, Washington). Parking lot surveys showed plates from 15 states.**
- Weather was not favorable for much of the day of event. Nonetheless, the survey findings suggest that **more than 80% of visitors came to Headlands Beach for the BeachFest, despite the weather**, and that **more than 60% of out-of-Lake County survey respondents were drawn to Headlands Beach State Park by the BeachFest.**
- Visitors and vendors surveyed were happy, despite the weather.
- **Media Impacts were 472, 464 pieces in print or online page views as Directed Publicity, and 240,000 pieces in print or online page views as Publicity Generated.** Press response and unsolicited online social media responses were overwhelmingly positive for the event.

HEADLAND BEACHFEST 2013

MEDIA IMPACTS - IMPRESSIONS - TALLIES

ADVERTISING

Time Warner Cable
 HeadlandsBeachFest.com
 Cleveland Family Fun Directory
 Cleveland Jewish News
 2013 Northern Ohio Arts and Craft Shows
 News Herald
 Great Lakes Publishing publications
 MentorPatch.com
 Community Newsletter; Spring & Summer
 City Produced Videos
 11 X 17 posters
 Rack Cards
 On Site Banner
 Banners and Signs

87,714 impressions over a two week period of time.
 5,350 Pageviews - month of July
 1,500 July Issue - Print. Online Banner add - July.
 3,500 1/6 page July 5 - Fairs and Festivals Section
 1,000 Event Listing
 4,000 May 25 1/2 page ad and Mentor Top 25 Program 1/2 page
 271,000 Total print circulation plus E-newsletter
 5,400 Banner ad online - number of views
 60,000 Articles promoting event / follow-up with detailed schedule of activities
 12,000 Special video features and PSA's aired on The Mentor Channel
 2,000 Distributed at venues throughout Lake County
 3,000 Distributed at venues throughout Lake County
 13,000 At venue entrance, for period of 30 days
 3,000 Displayed throughout day of event

SUBTOTAL 472,464

MEDIA RELATIONS

PUBLICITY GENERATED
 PUBLICITY GENERATED
 PUBLICITY GENERATED
 PUBLICITY GENERATED
 PUBLICITY GENERATED
 PUBLICITY GENERATED
 PUBLICITY GENERATED

7,500 Cleveland.com - John Benson Article
 43,000 News Herald May 22,2013 article - "Plans moving along"
 26,000 Mentor Monitor - June 2013 "New Festival"
 13,000 Lake County Gazette Newspapers 7/12/2013 - "Celebrate beaches"
 7,500 Cleveland.com - John Benson Article 7/15/2013
 13,000 Lake County Gazette Newspapers 7/15/2013 - "Headlands BeachFest"
 130,000 News Herald May 7/22, 7/25, 7/28 articles

SUBTOTAL 240,000

712,464 TOTAL IMPRESSIONS

http://cityofmentor.com - http://cityofmentor.com
cityofmentor.com

Jul 1, 2013 - Jul 31, 2013

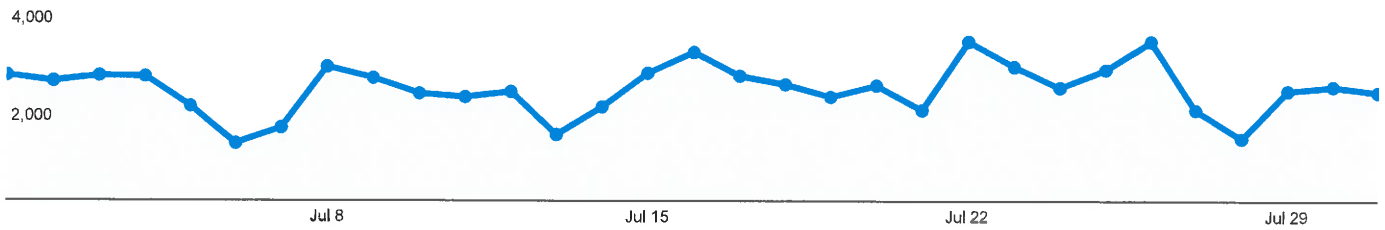
Pages

Pages are grouped by Page



Explorer

● Pageviews



| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|--------------------------------|---|---|--|---|--|--|---|
| | 71,516 % of Total: 100.00% (71,516) | 56,752 % of Total: 100.00% (56,752) | 00:01:16 Site Avg: 00:01:16 (0.00%) | 29,013 % of Total: 100.00% (29,013) | 51.63% Site Avg: 51.63% (0.00%) | 40.57% Site Avg: 40.57% (0.00%) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. / | 10,920 | 8,682 | 00:01:06 | 7,989 | 38.87% | 37.25% | \$0.00 |
| 2. /visit/headlands-beachfest/ | 5,350 | 4,584 | 00:02:58 | 4,094 | 80.85% | 76.02% | \$0.00 |
| 3. /play/ | 2,431 | 1,857 | 00:00:42 | 827 | 24.67% | 20.20% | \$0.00 |
| 4. /work/employment/ | 2,088 | 1,679 | 00:01:34 | 964 | 71.58% | 65.61% | \$0.00 |
| 5. /play/upcomingevents/ | 1,959 | 1,634 | 00:02:10 | 1,267 | 65.27% | 59.62% | \$0.00 |
| 6. /live/police/ | 1,216 | 893 | 00:00:53 | 751 | 43.81% | 40.54% | \$0.00 |
| 7. /play/aquatics/ | 1,109 | 959 | 00:00:38 | 383 | 14.62% | 10.37% | \$0.00 |
| 8. /live/city-departments/ | 1,093 | 780 | 00:01:07 | 445 | 25.84% | 31.11% | \$0.00 |
| 9. /play/aquatics/civiccenter/ | 964 | 739 | 00:00:54 | 261 | 32.18% | 29.25% | \$0.00 |
| 10. /play/cityfest/ | 928 | 784 | 00:01:54 | 468 | 44.87% | 39.12% | \$0.00 |

Rows 1 - 10 of 1973

Survey Question #

QUESTIONS

ANSWERS

| | | |
|---|---|--|
| 1 | <p>What is your Home City and Zip Code</p> | <p>Conneaut 44030, Windsor 44099, Orwell 44076, Beachwood 33122, Cleveland 44109, Cuyahoga Falls 44223, S. Euclid 44121, Euclid 44132, Brecksville 44141, Columbiana 44431, Chardon 44024, Lucas 43609, Canton 44707, Akron 44306, Hinckley 44233, Twinsburg 44087, Doylestown 44203, Painesville Township 44077, Willoughby Hills 44094, Willoughby 44094, Willoughwick 44095, Mentor on the Lake 44060, Painesville 44077, Perry 44081, Concord 44077, Timberlake 44095, Madison 44057, Eastlake 44095, Kirtland 44094. RESPONDENTS FROM OTHER STATES - Snohomish, WA (98026). Columbus, GA (31820). Ann Arbor, MI (48168).</p> |
| | <p># of Zip Codes 25</p> | |

| | | |
|--|--|------|
| | <p>LAKE COUNTY - 59 (Mentor - 28 / Other Lake County - 31)</p> | 72 % |
| | <p>OUTSIDE OF LAKE COUNTY - 23 (Includes out-of-State, International)</p> | 28 % |

| | |
|--|---|
| <p>Visitors from nine (9) other Ohio Counties through Individual Surveys.</p> | <p>OTHER OHIO COUNTIES: Ashtabula - 3, Cuyahoga - 12, Summit - 4 Geauga - 1 Medina - 1 Columbiana - 1 Lucas - 1 Stark - 1 Wayne - 1</p> |
| <p>Nine (9) Additional Counties Possibly Picked up through Parking Lot Surveys.</p> | <p>OTHER OHIO COUNTIES using PARKING LOT SURVEYS: Ashtabula - 4, Cuyahoga - 33, Summit - 13 Geauga - 9 Carroll - 1, Clinton - 2, Columbiana - 1, Fairfield - 3, Franklin - 3, Portage - 5, Green - 1, Hancock - 1, Trumbull - 2, Wayne - 1, Ashland 1.</p> |

| | | |
|---|--|-----|
| 2 | <p>Subtotal - # of parties for Survey responses</p> | 255 |
| | <p>Average number within party</p> | 3 |

| | | |
|---|--|--|
| 3 | <p>Bring people from other OHIO counties? Twelve (12) counties in all. One (1) additional County picked up as guest to survey respondent.</p> | <p>OTHER COUNTIES: Guernsey - 1, Summit - 1, Franklin - 1, Ashtabula - 4, Cuyahoga - 12, Summit - 4, Geauga - 1 Medina - 1, Columbiana - 1, Lucas - 1, Stark - 1, Wayne - 1</p> |
|---|--|--|

| | | |
|---|--|--|
| 4 | <p>ANY GUESTS FROM OUTSIDE OHIO? Four (4)</p> | <p>Wisconsin, Dare, NC. Ellwood City, PA. England.</p> |
|---|--|--|

| | | |
|---|--|------------|
| 5 | <p>HOW DID YOU LEARN ABOUT THIS EVENT?</p> | |
| | Through a Friend | 12 |
| | CITY: Website, Facebook, Mentor Channel, Mentor Magazine, Posted flier at other City facility, etc. | 20 |
| | Website - Cool Cleveland | 12 |
| | News Herald | 29 |
| | Radio | 3 |
| | Other Websites / Example - OSEK - 3 | 6 |
| | PRINT AD - OTHER RELATED: Posted sign at entry to Park - 6 Scene magazine - 7 Cleveland Plain Dealer - 10 Posted flier doctor's office - 1 Lake Erie Living - 1 | 25 |
| | SUB-TOTAL | 107 |

| | | |
|---|---|--------------------------|
| 6 | <p>DID THE BEACHFEST BRING YOU TO LAKE COUNTY? YES - 26 NO - 28 NA / NO REPLY - 28</p> | <p>Total - 82</p> |
|---|---|--------------------------|

| | | |
|---|---|----|
| 7 | <p>THE MAIN REASON YOU CAME TO THIS EVENT</p> | |
| | Heard about BeachFest - It sounded like fun! | 68 |
| | Something specific about BeachFest | 5 |
| | Vacation / Visiting Family or Friends / Conference or business trip | 1 |
| | Planned on visiting Beach anyway | 11 |

| | |
|--|------------------|
| <p>Other Reason - as explained (13)</p> | <p>13</p> |
| <p>Kite workshop / activities - (2). Ohio Society for Elevation of Kites - (1). "Give support to the Beach." "To see the sand sculpture artist." "See a specific band." "To fly and see kites." "Free stuff for kids." "Face Painting." "My day off - trying to find different things to do." "Something to enjoy with Grandchild." "Love the lighthouse and beach."</p> | |
| <p><small>NOTE Some respondents supplied more than one answer</small></p> | |

8

HOW MUCH MONEY DO YOU THINK YOU SPENT?

| | | |
|---|------------|--------------------|
| TOTAL ALL OTHER LAKE COUNTY RESPONDENTS | \$1,850.00 | |
| AVERAGE AMOUNT SPENT BY SURVEY RESPONDENT OR GROUP | \$22.56 | Average per person |
| AMOUNT SPENT FOR ARTISAN GOODS | \$412.00 | Average per person |
| AMOUNT SPENT FOR OTHER EXPENSES (FOOD, TRANSPORTATION, UNSPECIFIED ITEMS) | \$1,393.00 | Average per person |
| By Category - Meals / Food | \$716.00 | |
| By Category - Transportation | \$222.00 | |

9

WOULD YOU STAY OVERNIGHT FOR A TWO-DAY BEACHFEST?

| | |
|-----------|----|
| YES | 20 |
| NO | 29 |
| NO ANSWER | 33 |

10

WHAT WAS THE MOST FUN ABOUT THIS EVENT?

TALLIES: Music - 21 (Steel drum band - 1).
Kites - 14. Vendors - 7. Sand Castle building - 7.
Paddleboards / Kayaking / Water Safety Fun - 6.
Sand Sculpture - 5. Crafting Activities - 3.
Parade the Circle Dancers - 2.

SPECIFIC COMMENTS

The Beach itself, the event location - (2). "Everything". "Being on the beach."
"Beach" "Outside event on the beach" "Everything". "It is local & fun!" It's Fun!"
"Beach" "All of it!" "Playing in the sand" "Live, local..." "GREAT FAMILY EVENT - LOVE IT!!"
"Great event to celebrate Lake Erie." "I asked for the day off from work so I could be here."
"Great" "The energy in the air." "EVERYONE VERY FRIENDLY! EXCELLENT JOB."
" Kids had fun at all the tables." "Watching our kid go fly a kite."

11

WHAT WOULD YOU ADD OR CHANGE? COMMENTS

"Nothing" - (5). "Add a one-mile run or such event". "Never been to Headlands B4"
"Larger event - Bigger tent(s)" "Make it (the event) longer." "Have a covered eating areas"
"Tents to let people eat out of the rain and sun." "Bigger / more tables." "Need telephone # to check for daily updates.."
"Spread out the fun along the beach. Need more signage to explain how to join events such as kayaking lesson or sand castle building."
"Make the event more compact physically." "Have a tent or umbrellas by the food vendors so that adults can sit - perhaps have their own games or activities as well."
"More food varieties." "The beach is just a great place to celebrate!"

12

IF YOU LIVE OUTSIDE OF LAKE COUNTY, HAVE YOU HEARD OF ANY OF THESE TOTAL NUMBER OF OUT OF LAKE COUNTY RESPONDENTS - 23

| | |
|--|----|
| NO INFORMATION SUPPLIED | 7 |
| Mentor Marsh Nature Preserve | 10 |
| Mentor Marsh Nature Center | 7 |
| Hiking Trails nearby | 7 |
| Birdwatching sites nearby | 4 |
| Marinas and boating in the area | 4 |
| Museums nearby | 8 |
| Restaurants nearby | 5 |
| Bicycle Trails - Bike Routes | 9 |
| Wineries and Wine Events | 3 |
| Shopping Opportunities | 12 |
| Other parks and scenic areas in Lake County | 6 |
| The home of U.S. President James A. Garfield | 8 |
| | 10 |

13

WHILE IN LAKE COUNTY HAVE YOU DONE, OR PLAN TO DO, ANY OF THE FOLLOWING? TOTAL NUMBER OF OUT-OF-LAKE COUNTY RESPONDENTS - 23

| | |
|---|---|
| No information provided | 9 |
| Visited other Arts & Culture or other Lake County attractions | 4 |
| Attended a professional performance | 3 |
| Conducted business | 3 |
| Attended a convention or business seminar here in Lake County | 1 |
| Attended a Lake Captains baseball game, or another amateur sporting event | 7 |
| Visited friends or relatives | 5 |
| Other - Not Specified - 2 Kirtland Temple - 1 | 3 |
| None of the above | 1 |