



Ashland Gallery Association
City of Ashland Grant Report
July 1, 2017- June 30, 2018

1. Financial summary of the utilization of grant funds towards the objectives set forth in the grant award application:

In 2017, the AGA requested \$30,000 in city grant funds. With our actual allocation of \$13,833, the funds were utilized in the following categories set forth in the grant request:

- **First Friday Art Walk:** promotion, map design, and printing
- **Ashland Gallery Guide Publication:** design development, and distribution
- **AGA Marketing Program Coordinator**
- ***A Taste of Ashland Art, Wine & Food Festival*** – Event Coordinator, supplies and promotional costs
- ***Ashland Open Studio Tour:*** Event Coordinator, map publication and promotional costs
- **AGA Website maintenance & enhancement**

See attached Financial Statement

2. Statistical summary of the positive economic, cultural or sustainability impacts associated with the utilization of grant funds based on the scoring categories used to make the grant award. Applicants should provide actual data on one or more of the following outcomes:

Number of actual jobs created as a direct result of the City grant:

Unable to determine

Number of new business licenses issued as a direct result of the City grant:

Unable to determine

Median wage of actual jobs created as a direct result of the City grant:

Unable to determine

Number of people who traveled to Ashland from over 50 miles away as a direct

result of activities funded by the City's grant:

Estimated 175 people visit from 50 miles away to attend the Annual 2-day *A Taste of Ashland* weekend event each April. This data came from PayPal ticket sales address information.

2018 A Taste of Ashland Statistical Information (ticket sales & informal survey)

752 people attended the event over the weekend

40% of attendees were from more than an hours drive away from Ashland (PayPal ticket sales information)

In a survey of a portion of A Taste of Ashland attendees:

78% shopped in local shops/galleries

75% dined at Ashland restaurants

13% saw plays during their visit

35% stayed in local lodging

* these numbers all increased over previous years.

Number of additional overnight stays in Ashland transient lodging businesses as a direct result of the City's grant:

Estimated: 200

A Taste of Ashland weekend event out of town visitors

Ashland Open Studio Tour weekend event out of town visitors

Number of additional events offered in Ashland as a direct result of the City's grant:

Estimated 50 additional events planned during First Friday Art Walk throughout the year

Number of additional people who attended a cultural event in Ashland as a direct result of the City's grant:

Estimated Annually:

A Taste of Ashland (Annually) - 752

AGA First Friday Art Walk (year-round) – Average attendance over 300 per month

Ashland Open Studio Tour (Annually) – 250

Number of additional children, seniors, or low- income residents who attended a cultural event in Ashland as a direct result of the City's grant:

Estimated 500

Gallery Tours

Annual March Student Show

AGA First Friday Art Walk is a free, year-round family friendly event for people of all ages and socio-economic levels.

Ashland Open Studio Tour is a free annual event for people of all ages and socio-economic level.

Amount of conservation or reduction in use of a critical natural resource by Ashland residents, businesses or visitors that is directly attributable to the grant. Document the resource and the evidence that the grant activity resulted in its conservation:

Unable to determine

3. Any other program or activity specific data associated with the grant award.

See attached 2018 Event Infographics



Ashland Open Studio Tour



65% returning visitors
25% of visitors from over 50 miles away
Attendance increasing 10-20% annually
Free to the public

So nice of these artists to open their studios and offer their wealth of knowledge to the public. I came to admire, and walked away inspired! - Catherine Masterson

The tour benefits my career by being part of a community of artists, I love that! - Margie Mee, artist

A Taste of Ashland



What they tell us:

—I've been many times. Nice to be back!
—This gets me to see the galleries in town. —I liked the food everywhere and having it integrated with the community. —I liked the showcasing of the wines and the restaurants.
—I'll definitely return!
—I see things on Saturday and go back to buy on Sunday.
—As owners of a vacation rental, we get folks to come because of "Taste"!
—We brought our friends from Boston here.
—I'm from Medford; it's wonderful! I'll be back!
—The people are wonderful!
—It's nice to try things a little out of the norm. —I occasionally find a new wine here —It was a birthday gift. What a wonderful way to spend the day! —As an

artist it's a great way to see so many things at the galleries. —I've been buying art for a friend today! —Loved it at the Schneider, especially with the shuttle!

—According to 2018 survey:

- 75% stayed to dine.
- 78% stayed to shop.
- 13% stayed for the theater.
- 35% stayed with friends or in travelers accommodations



Ashland First Friday Art Walk



-Averages 250-350 attendants per event at galleries alone
-Boosts patron traffic throughout downtown
-Free, all ages, monthly event

—We coordinated our grand opening and anniversary with the First Friday Art Walk and are often open until 10 pm during the event because of added traffic -Nicki of *Bestow & Bloom* (non-AGA business)
—Our sales for first Friday are generally 10-20% higher than our other Fridays average. We often schedule extra staff to accommodate the increase in business. In the off season especially, First Friday is one of the busiest nights of the month.” - Neil Clooney, *Smithfields*