**2016 Alamance Studio Tour Wrap Up Survey**

Here is some of what we learned from the Studio Tour Wrap-Up Survey.

Only 17% of participants felt like the Preview Exhibit added to their Tour experience. Some of that was due to the location of this year’s exhibit at The Co-OPERAtive; which is out of the way & not known for artistic displays. Though, it was not available this year, due to the Chihuly Exhibit, artists still feel that the Captain White House is the best venue. Some artists feel that we don’t need the Preview Exhibit at all.

The brochure got rave reviews this year. Thank you Juanita Wrenn for putting it together, and thanks to your proofreaders, Jean Kaplan, Pat Scheible, and Debbie Martz.

The website also got thumbs up. Thank you Steven Durland. Facebook didn’t score as well. Comments were that some artists and sponsors were duplicated, some artists didn’t make it onto the sight, and a lot of us just don’t know how to use Facebook!

The signs were rated high, as either great, or good. With just 6% deeming a need for improvement. It was suggested that host participants coordinate with one another regarding the placement of arrows to avoid confusing our patrons.

Hurricane Matthew didn’t do us any favors. Attendance was down for just about every venue resulting in fewer sales. However, some reported they had higher sales on Saturday, despite the unrelenting rain. Roughly, the Gross sales, including orders, and commissions were as follows:

$0. - $200. / 4 people

$201. - $500. / 5 people

$501. - $1000. / 7 people

$1001 - $1,500. / 5 people

Above $1,500. / 2 people

The Host Participants reported the average attendance as follows:

Saturday / 14 Average / 108 Total

Sunday / 24 Average / 195 Total

Enthusiasm for bringing art to the attention of Alamance County was not dampened with 73% saying they would do the Tour again. We did get requests to consider doing a 2 weekend Tour or having a rain date scheduled.

Responses to the final question did not get us a full 2017 Steering Committee so if you can, please consider filling one of these positions so that we can get to work asap on a successful Eighth Annual Studio Tour. Thank you to those who volunteered for the Events, & Application/Survey positions.

Chairperson

Publicity Chair

Sponsors/Supporters Chair

Signage Chair

Finance & Records

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