



2019 Red Poppy Festival Economic Impact Analysis Final Report

Submitted August, 2019



TABLE OF CONTENTS

<i>List of Tables</i>	2
<i>List of Figures</i>	4
<i>Executive Summary.....</i>	5
<i>Results Infographic.....</i>	7
<i>Recommendations.....</i>	8
<i>Conclusions.....</i>	10
<i>Methodology, Data and Assumptions.....</i>	12
<i>Methodology.....</i>	12
<i>Assumptions.....</i>	13
<i>Data.....</i>	14
<i>Economic Impact To Georgetown.....</i>	15
<i>Economic Impact Definitions.....</i>	15
<i>Economic Impact from Non-Local Spending.....</i>	16
<i>Economic Impact from Non-Local Vendor Spending.....</i>	18
<i>Community Capture Impacts of Local Spending.....</i>	20
<i>Non-Financial and Open-ended Responses</i>	22
<i>Attendees.....</i>	22
<i>Vendors.....</i>	93
<i>IMPLAN and Economic Impact Modeling</i>	110
<i>IMPLAN and Retail Impacts.....</i>	111
<i>Downtown Business Survey Responses</i>	112

LIST OF TABLES

<i>Table 1: Summary of Attendee Survey Activity</i>	12
<i>Table 2: Summary of Vendor Survey Activity.....</i>	12
<i>Table 3: Summary of Total Non-Local Impact.....</i>	16
<i>Table 4: Summary of Non-Local Food and Beverage Impact.....</i>	16
<i>Table 5: Summary of Non-Local Lodging Impact.....</i>	16

table of contents

2019 red poppy festival

<i>Table 6: Summary of Non-Local Retail Impact</i>	<i>17</i>
<i>Table 7: Summary of Non-Local Tourist Attraction Impact</i>	<i>17</i>
<i>Table 8: Summary of Total Non-Local Vendor Impact.....</i>	<i>18</i>
<i>Table 9: Summary of Non-Local Vendor Food and Beverage Impact</i>	<i>18</i>
<i>Table 10: Summary of Non-Local Vendor Lodging Impact.....</i>	<i>18</i>
<i>Table 11: Summary of Non-Local Vendor Retail Impact.....</i>	<i>19</i>
<i>Table 12: Summary of Non-Local Vendor Tourist Attraction Impact.....</i>	<i>19</i>
<i>Table 13: Summary of Total Community Capture Impact</i>	<i>20</i>
<i>Table 14: Summary of Community Capture Food & Beverage Impact.....</i>	<i>20</i>
<i>Table 15: Summary of Community Capture Lodging Impact</i>	<i>21</i>
<i>Table 16: Summary of Community Capture Retail Impact</i>	<i>21</i>
<i>Table 17: Summary of Community Capture Tourism Attraction Impact....</i>	<i>21</i>
<i>Table 18: Where Did You Stay? (Attendee).....</i>	<i>24</i>
<i>Table 19: How Did You Hear About The Festival? (Attendee).....</i>	<i>25</i>
<i>Table 20: What Did You Like Best About The Event? (Attendee).....</i>	<i>27</i>
<i>Table 21: What Changes or Additions Would You Like to See? (Attendee)</i>	<i>49</i>
<i>Table 22: Please Share Any Additional Comments or Thoughts (Attendee)</i>	<i>74</i>
<i>Table 23: Where Did You Stay? (Vendor).....</i>	<i>96</i>
<i>Table 24: What Did You Like Best About The Event? (Vendor).....</i>	<i>97</i>
<i>Table 25: What Changes or Additions Would You Like to See? (Vendor)....</i>	<i>101</i>
<i>Table 26: Please Share Any Additional Comments or Thoughts (Vendor)</i>	<i>106</i>
<i>Table 27: What Changes or Additions Would Make the Weekend Stronger</i>	<i>115</i>
<i>Table 28: Other Comments or Thoughts (Downtown)</i>	<i>116</i>

LIST OF FIGURES

<i>Figure 1: 2019 Results.....</i>	<i>5</i>
<i>Figure 2: Rate Your Experience at The Festival (Attendee).....</i>	<i>22</i>
<i>Figure 3: Have You Previously Attended The Festival? (Attendee).....</i>	<i>22</i>
<i>Figure 4: Do You Plan to Visit The Area Again This Year? (Attendee).....</i>	<i>23</i>
<i>Figure 5: Was The Festival The Only Reason You Visited? (Attendee).....</i>	<i>23</i>
<i>Figure 6: Do You Plan To Attend The Festival Next Year? (Attendee).....</i>	<i>26</i>
<i>Figure 7: Rate Your Experience at The Festival (Vendor).....</i>	<i>93</i>
<i>Figure 8: Do You Plan to Apply For The 2020 Festival? (Vendor).....</i>	<i>93</i>
<i>Figure 9: What Type of Vendor Are You? (Vendor).....</i>	<i>94</i>
<i>Figure 10: How Did Your 2019 Sales Compare to 2018? (Vendor)</i>	<i>94</i>
<i>Figure 11: What Were Your Sales? (Vendor).....</i>	<i>95</i>
<i>Figure 12: Rate Your Business's Experience (Downtown).....</i>	<i>112</i>
<i>Figure 13: What Type of Business are You? (Downtown).....</i>	<i>113</i>
<i>Figure 14: Which Days Did You Extend Your Hours? (Downtown).....</i>	<i>113</i>
<i>Figure 15: Were You Open on Sunday? (Downtown).....</i>	<i>114</i>
<i>Figure 16: How Did Your 2019 Weekend Sales Compare to 2018? (D'town)</i>	<i>114</i>

EXECUTIVE SUMMARY

The 20th annual Red Poppy Festival was held in Georgetown, Texas from April 26-28, 2019. In order to understand the current economic impact of the event on the community, the Georgetown Convention and Visitors Bureau (CVB) contracted with Cygnet Strategies, LLC to conduct an economic impact analysis.

With a survey satisfaction ranking of 4.18 by attendees and 4.58 by vendors (on a scale of 1-5) this is clearly a well-regarded, enjoyable event that has become extremely popular. Evidence of its popularity could also be found in the number of chairs camped out on the Courthouse lawn or along Austin Avenue by late Saturday afternoon in anticipation of the evening's headliner, Pat Green. Each day the entire square swarmed with three stages of entertainment, food vendors, arts and crafts vendors, a kid's fun zone, the parade, car show, the cooking competition awards presentation, and the grand opening of Daytripper World Headquarters with a Chet Garner meet-n-greet on Sunday.

"The event far exceeded my expectations with the variety of vendors & the convenience of being next to retailers. This was our first year to attend & we only went Sunday. We have already invited family to come next year."

2019 RESULTS

Total economic impact of the Red Poppy Festival = \$2,559,456
Economic impact to restaurants/drinking places = \$1,412,124
Economic impact to local lodging providers = \$360,062
Economic impact to retail = \$551,721
Economic impact to other attractions = \$235,549
Estimated full time equivalent (FTE) jobs created = 28.0
Estimated attendance = 75,000 (Non-local = 57%; Local = 43%)
Average non-local party size = 4.27 people
Average length of stay in the area = 1.53 days
Average non-local per person per day attendee spending = \$38.34

FIGURE 1: 2019 RESULTS

Cygnnet Strategies evaluated the spending impact of the event's attendees by conducting a survey using 1,462 emails collected throughout the event by a team of seven plus 70 emails from the CVB visitor log. The non-local response rate was sufficient for a 95% confidence level (+/- 5.2%). With the response rate obtained in this analysis, there is a high degree of confidence that the results accurately project the impact of the self-reported spending by attendees and vendors.

"I love the small town atmosphere and the fact that you can bring your own food/drinks. Relaxing and great music (we attended Friday PM). Enjoyed visiting the craft booths and it wasn't too overwhelming. Love to visit Georgetown!"

Attendee origins were also analyzed—the data only represents the attendees who were surveyed and cannot be extrapolated to all attendees.

In addition to attendees from 15 states and Canada, the Texas cities with the highest percentage of attendees surveyed were:

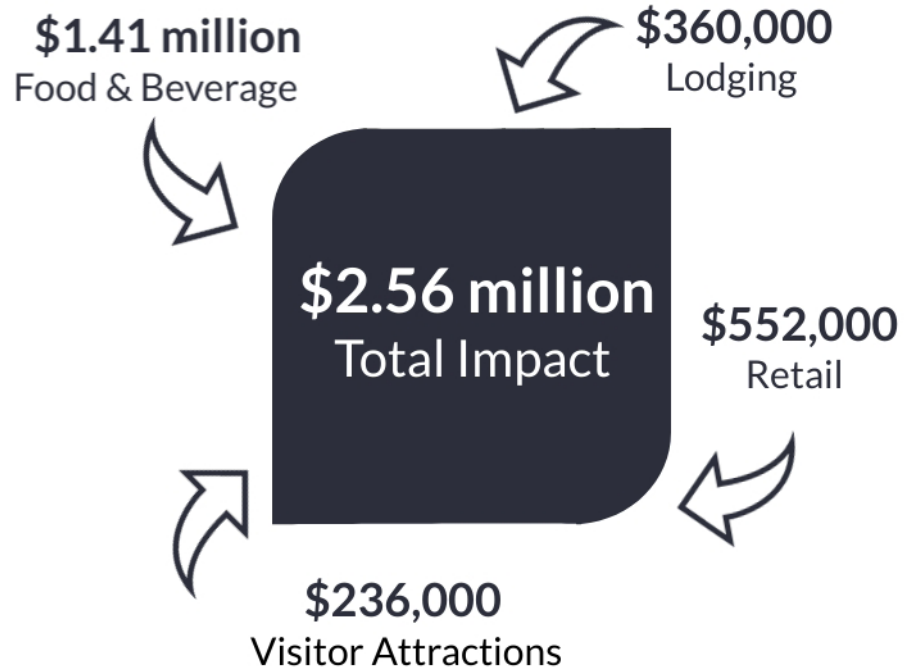
Round Rock	23%
Austin	13%
Leander	9%
Fredericksburg	5%
Cedar Park	4%

All spending data was analyzed using IMPLAN, an econometric model designed by the University of Minnesota to determine the increased spending associated with various events, including local festivals and events. Economic impact is based only on spending by non-local attendees and vendors and can be calculated in a variety of ways. Cygnnet Strategies uses IMPLAN because it produces an economic impact that is a highly accurate, yet very conservative projection of the impact on a community.

"I'm proud of the job the planners do to bring notoriety to our community of Georgetown. It is a fabulous place to live and I'm proud of the many events that we have each year. Thank you to the Poppy Fest Committee...kudos to a job well done!"



2019 Economic Impact Analysis



RECOMMENDATIONS

Red Poppy Festival is an event that has become a tradition for many and attendance continues to grow. While it may seem that high attendance is a good thing, at some point many events max out on their capacity and the large numbers begin to be detrimental to the health and vitality of the event. This is what is happening with Red Poppy Festival. The recommendations outlined below are in no particular order and are intended to do three things: (1) Improve the attendee experience; (2) Improve the vendor experience; and (3) Mitigate the challenges of high attendance numbers without making significant changes to the event.

Logistics

- ❑ **Schedule**—Consider a Saturday headliner with broader appeal for the demographic interested in spending the day shopping for artisan crafts and in Georgetown’s shops and then spending the night.
- ❑ **Inflatables Location**—When setting up the inflatables in 2020, the arrangement should be to have the tallest ones on the west side of Main Street. These units block visibility to the businesses behind them and were a problem in 2019 when they were on the east side of the street because they made access difficult and completely hid the open food and retail businesses from sight. Putting them in front of the service businesses that are not open on the weekends makes more sense.
- ❑ **Stage**—Flip the stage to 7th and Austin and then move vendors to 8th to avoid blocking storefronts.
- ❑ **Food Court**—Moving the primary food court due to the construction of the new parking garage is tricky and also necessitates moving the Mayfair Stage. We offer three ideas:
 - Move the vendors from 7th east of Main to Main north of 7th. Put food trucks on 7th east of Main and tuck the Mayfair stage and tables into the gap where they were in 2019 but opening toward 7th. Move the Celebrate Georgetown stage to 9th and Main at the end of Safe Place Kids.
 - Move the food vendors to Main north of 7th and put the Mayfair stage and tables at the north end. Move the Celebrate Georgetown stage to 9th and Main at the end of Safe Place Kids.
 - Consider spreading the food vendors throughout the Festival.
- ❑ **Shade**—Create more shade with canopies and places to sit. If people have a chance to cool off, they may stay longer and spend more money.

- ❑ Parking—Add signage early on approach routes to minimize confusion and congestion.
- ❑ Information—Add more information towers with one at the entrance to Safe Place Kids and another near the food trucks. Attach baskets to hold the brochures.
- ❑ Restrooms—Cleanliness was an issue, be sure they're serviced frequently.

Family Activity Ideas

Even though the Festival is not a family-focused event, it is intended to be family-friendly. As such there is a need to increase the variety and quantity of activities for kids and families. Some ideas are:

- ❑ Creative Play—Add an area filled with large foam building blocks like those from Imagination Playground. This is an engaging activity for families as well as children working independently or cooperatively. The blocks do take some storage space but can be used for other events.
- ❑ Painted Poppies—One constant question was “Where are the poppies?” Since there are none on the square and, depending upon Mother Nature, there may not even be any blooming elsewhere during the festival, create your own. Have a non-profit set up a station for kids to make their own poppies to add to “fields” set up around downtown. These fields could be on light poles, in planters or window boxes, in shop windows, on the lawn or anywhere. Designate the “fields” and provide non-destructive methods of installation.
- ❑ Face Painting—The line at the face painting is long and this was a frequent complaint throughout the weekend. Try tapping into youth groups or 4H or school groups for staffing options and have them use it as a fundraising opportunity.
- ❑ Drop-in Childcare—Consider using a church or even the library as a temporary childcare option. The data showed a 45% decrease in per person, per day spending at retail shops and vendors. Making it easier for parents to shop could reverse this trend.

Vendors

- ❑ Food Vendors—Try adding some healthier options for more variety.
- ❑ Political Booths—Some volunteers were extremely aggressive and insistent about putting stickers on passers-by and this is inappropriate. Work with the leadership to address this for 2020.
- ❑ Runners—Consider providing a service for vendors with runners for food and relief for restroom breaks.

CONCLUSIONS

Currently, the event is at a crossroads—it is maxed out on capacity and vendor space and the CVB will need to make some tough decisions about the best way to manage the attendance levels moving forward. As decisions are made about the 2020 event, it will be important to focus on crowd management. One way to do this is to fine-tune the schedule and market toward targeted demographics who are interested in purchasing from artisan vendors and spending the weekend.

There are a number of factors that may be impacting the economic impact:

- Hotel occupancy levels of 94% (Friday) and 95% (Saturday) made it difficult for those wanting to stay overnight in Georgetown to do so.
- Across the state, similar types of events are seeing a downward trend in spending. This may be due to younger demographics being less interested in shopping and artisan vendors and more interested in experiences.
- Long lines discourage attendees from buying as much from food vendors. Instead of going to multiple vendors or getting food at a variety of times, people may opt to stand in line once and be finished.
- The Saturday headliner attracted a proportionately younger demographic and segments of this group traditionally come only for the entertainment and bring their own food and drink.
- Heavy crowds and packed walkways made it more difficult for people to shop.

As the CVB begins planning for 2020, issues to discuss include:

- Audience—Clearly defining the target audience will drive decisions about entertainment, types and quantity of vendors, food choices, and adding more types of activities and experiences.
- Layout—Adapting the Festival layout to accommodate the new parking structure and the loss of location for the primary Food Court and the Mayfair stage.
- Lodging—Working with hotels to be aware of conflicting events to allow for a marketing push encouraging people to reserve early.
- Shade—Finding places to add more shade will make it easier for those who want to shop to make a full day of it since they have a comfortable spot to take a break.
- Volunteers—Increasing the volunteer aspect of the event would make it easier to add more children's activities.
- Activities—If the Festival is going to begin shifting to a stronger activity/experience format, what core activities should be started?
- Crowd size—Keeping this manageable will be helped by schedule and programming decisions that will impact attendance and the audience types that will attend.

"The variety of attractions was great. Our first stop was the shotgun house on West Street. Very informative. The variety of vendors and, of course, the eating establishments. Difficult to decide where to eat. The individual in the Civil War uniform was very informative. The variety of crafts and vendors which provided us with an opportunity to shop for some Christmas gifts (it's never too early to shop for Christmas) And of course the music. I could go on, we truly enjoyed ourselves, but then again we always have."

methodology, data, and assumptions

2019 red poppy festival

METHODOLOGY

Throughout the three days of the event, April 26-28, 2019, a survey team of seven collected emails from attendees for a post-event survey. Random attendees were approached, the survey and its purpose were explained, and they were then asked for their email.

A total of 1,462 emails were collected from attendees and 70 emails were collected from the CVB visitor log and an online survey was conducted using SurveyMonkey. Drawings for a \$250 and a \$150 VISA gift card for completed surveys were used as an incentive. The winners were notified via the email address or telephone number they provided.

A separate survey was conducted with the event vendors using an email list provided by the CVB. This survey was sent to 99 emails with a \$150 VISA gift card used as an incentive.

Each survey was sent to the respective group according to the following schedule with the indicated results:

TABLE 1: SUMMARY OF ATTENDEE SURVEY ACTIVITY

Date	Attendee Survey Activity
04/30/19	Survey sent to 1532 emails (1462 collected, 70 from visitor center log) 372 emails were invalid or had opted out = 1160 emails actually sent
05/02/19	Reminder message sent to 735 contacts
05/06/19	Reminder message sent to 670 contacts
05/11/19	Reminder message sent to 572 contacts
05/12/19	Survey closed at midnight with 639 responses. (55% response rate)

TABLE 2: SUMMARY OF VENDOR SURVEY ACTIVITY

Date	Vendor Survey Activity
05/02/19	Survey sent to 99 emails
05/06/19	Reminder message sent to 76 contacts
05/11/19	Reminder message sent to 61 contacts
05/12/19	Survey closed at midnight with 52 responses. (53% response rate)

Survey data was tabulated by Cygnet Strategies, LLC, and analyzed using IMPLAN to calculate the economic impacts. IMPLAN, developed by Minnesota Implan Group (MIG), calculated the economic impact created by expenditures from non-local attendees. The model uses economic theory combined with historical trends to anticipate changes in direct, indirect and induced employment and income generated due to the presence of a new business or industry. In this case, the new industry is an event. The “community capture” impacts, or impacts of local spending, were also analyzed using IMPLAN.

IMPLAN is an input/output model that is based on economic factors attributed to a specific county or region. For this analysis, a 2017 data model for Williamson County was used. (2017 is the most current model year available)

ASSUMPTIONS

1. Non-local attendees were determined by their zip code. Attendees who do not live in 78626, 78628, or 78633 were considered as non-local and their spending data was used to calculate the economic impacts.
2. Spending by local attendees, those living in zip codes 78626, 78628, or 78633 was used to calculate the community capture impacts. These impacts are not included in the economic impact.
3. The per person per day spending figure for each spending category was entered into an IMPLAN model built to represent the local inputs and outputs of the Georgetown area. Input-output analysis is a means of examining inter-industry relationships within an economy. It captures all monetary market transactions between industries in a given time period to allow for examinations of the effects of a change in one or several economic activities.
4. The IMPLAN model reduces the impact of retail spending because it analyzes impacts on the retail margin rather than the total sale price (see page 111 “IMPLAN and Retail Impacts” for an explanation.)

DATA

1. The City of Georgetown estimated attendance for the weekend to be 75,000.
2. There were 358 surveys completed by non-local attendees for the group they were with. This establishes a statistically valid survey (based on 75,000 attendees) with a 95% confidence level with a +/- 5.2% confidence interval.
3. The number of non-local vs. local attendees was calculated by:
 - Total # of people in 358 non-local groups = 1,530
 - Total # of people in 281 local groups = 1,170
 - Total # of people represented by the survey = 2,700
 - % of non-local attendees = $1,530/2,700 = 57\%$
 - % of local attendees = $1,170/2,700 = 43\%$
 - Total # of non-local attendees = $75,000 \times 0.57 = 42,750$
 - Total # of local attendees = $75,000 \times 0.43 = 32,250$
4. Non-local attendees—Average number of people per group = 4.27
5. Non-local attendees—Average number of days per group = 1.53
6. Non-local attendees—Total number of person days = $42,750 \times 1.53 = 65,407$
7. Local attendees—Average number of people per group = 4.16
8. Local attendees—Average number of days per group = 1.00
9. Local attendees—Total number of person days = $32,250 \times 1.00 = 32,250$
10. Vendors—Total number of people in 48 non-local vendor groups = 97
11. Vendors—Average number of people per non-local vendor group = $97/48 = 2.02$
12. Vendors—Average number of days per non-local vendor group = 2.98
13. Vendors—Total number of non-local vendor person days = $175 \times 2.98 = 521$

ECONOMIC IMPACT DEFINITIONS

In order to fully understand the economic impact and community capture tables in this report, these definitions of key economic impact terms may be helpful.

Direct Economic Impact—The total amount of additional spending which can be directly attributed to this event.

Total Economic Impact—A measure of direct economic impact plus the additional spending in the host economy as a result of increased business from this event. It includes indirect and induced impacts (see below).

Indirect Impacts—The impacts of local industries buying goods and services from other local industries.

Induced Impacts—The impacts a local economy feels as a result of re-spending of income received while being employed during this event.

Output—The value of industry production. Output is essentially sales/spending.

Labor Income—All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.

FTEs—Full-time equivalent employment is the number of full-time equivalent jobs, defined as total hours worked divided by average annual hours worked in full-time jobs.

Employment—The number of FTEs generated by this event.

economic impact to georgetown

2019 red poppy festival

ECONOMIC IMPACT FROM NON-LOCAL SPENDING

TABLE 3: SUMMARY OF TOTAL NON-LOCAL IMPACT

TOTAL ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 1,725,923	\$ 2,524,365
Labor Income	\$ 565,829	\$ 818,110
Employment (FTEs)	21.6	27.6

TABLE 4: SUMMARY OF NON-LOCAL FOOD AND BEVERAGE IMPACT
(includes food vendors, restaurants drinking places, and grocery stores)

FOOD AND BEVERAGE ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 966,133	\$ 1,395,240
Labor Income	\$349,168	\$ 485,048
Employment (FTEs)	14.4	17.5

TABLE 5: SUMMARY OF NON-LOCAL LODGING IMPACT
(includes hotels, motels, campgrounds, and vacation rentals)

LODGING ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 240,548	\$ 346,537
Labor Income	\$ 68,205	\$ 103,551
Employment (FTEs)	2.3	3.1

economic impact to georgetown

2019 red poppy festival

ECONOMIC IMPACT FROM NON-LOCAL SPENDING

TABLE 6: SUMMARY OF NON-LOCAL RETAIL IMPACT
(includes vendors, gasoline, general retail and other retail)

RETAIL/SHOPPING ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 382,136	\$ 547,735
Labor Income	\$ 96,272	\$ 147,960
Employment (FTEs)	2.9	4.3

TABLE 7: SUMMARY OF NON-LOCAL TOURIST ATTRACTION IMPACT
(includes museums, parks, golf courses and other attractions)

TOURIST ATTRACTIONS ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 137,106	\$ 234,853
Labor Income	\$ 52,185	\$ 81,551
Employment	1.9	2.6

NOTE: Indirect and induced impacts, or value-added, are the secondary impacts that result as the initial spending circulates through the local economy. While these impact amounts are not specifically identified in the tables, they are included as part of the total economic impact shown for each item.

economic impact to georgetown

2019 red poppy festival

ECONOMIC IMPACT FROM NON-LOCAL VENDOR SPENDING

TABLE 8: SUMMARY OF TOTAL NON-LOCAL VENDOR IMPACT

ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 24,006	\$ 35,091
Labor Income	\$ 8,349	\$ 11,920
Employment (FTEs)	0.3	0.4

TABLE 9: SUMMARY OF NON-LOCAL VENDOR FOOD AND BEVERAGE IMPACT
(includes food vendors, restaurants, drinking places and grocery stores)

FOOD AND BEVERAGE ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 11,481	\$ 16,884
Labor Income	\$ 4,633	\$ 6,346
Employment (FTEs)	0.2	0.2

TABLE 10: SUMMARY OF NON-LOCAL VENDOR LODGING IMPACT
(includes hotels, motels, campgrounds, and vacation rentals)

LODGING ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 9,388	\$ 13,525
Labor Income	\$ 2,662	\$ 4,041
Employment (FTEs)	0.1	0.1

ECONOMIC IMPACT FROM NON-LOCAL VENDOR SPENDING

TABLE 11: SUMMARY OF NON-LOCAL VENDOR RETAIL IMPACT
(includes vendors, gasoline, general retail and other retail)

RETAIL/SHOPPING ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 2,730	\$ 3,986
Labor Income	\$ 900	\$ 1,292
Employment (FTEs)	0	0

TABLE 12: SUMMARY OF NON-LOCAL VENDOR TOURIST ATTRACTION IMPACT
(includes museums, parks, golf courses and other attractions)

TOURIST ATTRACTIONS ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 406	\$ 696
Labor Income	\$ 155	\$ 242
Employment	0	0

NOTE: Indirect and induced impacts, or value-added, are the secondary impacts that result as the initial spending circulates through the local economy. While these impact amounts are not specifically identified in the tables, they are included as part of the total economic impact shown for each item.

community capture impacts (local spending)

2019 red poppy festival

COMMUNITY CAPTURE IMPACTS OF LOCAL SPENDING

Community capture spending is the impact of local spending related to the event. Even though local spending does not create an economic impact, this spending might not have occurred were it not for the event. Because of the event, locals bought gas, food, and went shopping. Therefore, the event caused locals to spend money in the community—spending that might not have occurred otherwise.

TABLE 13: SUMMARY OF TOTAL COMMUNITY CAPTURE IMPACT

TOTAL COMMUNITY CAPTURE IMPACT		
	2019 Direct Community Capture	2019 Total Community Capture
Output	\$ 573,912	\$ 860,120
Labor Income	\$ 225,082	\$ 315,174
Employment	8.1	10.2

TABLE 14: SUMMARY OF COMMUNITY CAPTURE FOOD & BEVERAGE IMPACT
(includes food vendors, restaurants drinking places, and grocery stores)

COMMUNITY CAPTURE FOOD & BEVERAGE IMPACT		
	2019 Direct Community Capture	2019 Total Community Capture
Output	\$ 323,786	\$ 493,877
Labor Income	\$ 158,991	\$ 213,065
Employment	5.9	7.2

community capture impacts (local spending)

2019 red poppy festival

COMMUNITY CAPTURE IMPACTS OF LOCAL SPENDING

TABLE 15: SUMMARY OF COMMUNITY CAPTURE LODGING IMPACT
(includes hotels, motels, campgrounds, and vacation rentals)

COMMUNITY CAPTURE LODGING ECONOMIC IMPACT		
	2019 Direct Economic Impact	2019 Total Economic Impact
Output	\$ 0	\$ 0
Labor Income	\$ 0	\$ 0
Employment	0	0

TABLE 16: SUMMARY OF COMMUNITY CAPTURE RETAIL IMPACT
(includes vendors, gasoline, general retail and other retail)

COMMUNITY CAPTURE RETAIL/SHOPPING IMPACT		
	2019 Direct Community Capture	2019 Total Community Capture
Output	\$ 223,036	\$ 319,841
Labor Income	\$ 55,780	\$ 85,996
Employment	1.7	2.5

TABLE 17: SUMMARY OF COMMUNITY CAPTURE TOURISM ATTRACTION IMPACT
(includes museums, parks, golf courses and other attractions)

COMMUNITY CAPTURE TOURISM ATTRACTION IMPACT		
	2019 Direct Community Capture	2019 Total Community Capture
Output	\$ 27,090	\$ 46,403
Labor Income	\$ 10,311	\$ 16,113
Employment	0.4	0.5

NON-FINANCIAL RESPONSES

Question 1: Using the scale below, please rate your experience at the Red Poppy Festival.



FIGURE 2: RATE YOUR EXPERIENCE AT THE FESTIVAL

Question 2: Have you previously attended the Red Poppy Festival?

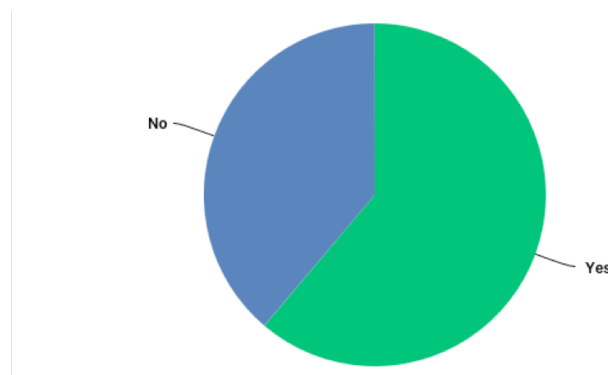


FIGURE 3: HAVE YOU PREVIOUSLY ATTENDED THE FESTIVAL?

Question 6: Do you plan to visit the Georgetown area again this year? (If you live in Georgetown, please answer No)

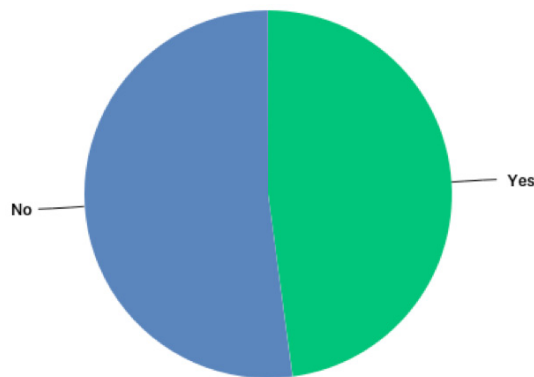


FIGURE 4: DO YOU PLAN TO VISIT THE AREA AGAIN THIS YEAR?

Question 7: Was the Red Poppy Festival the only reason you visited the area? (If you live in Georgetown, please answer No)

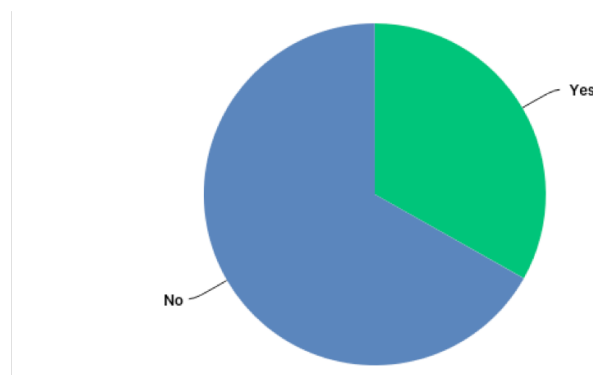


FIGURE 5: WAS THE FESTIVAL THE ONLY REASON YOU VISITED THE AREA?

attendee additional responses

2019 red poppy festival

Question 15: If your group spent the night in Georgetown, where did you stay?

TABLE 18 : WHERE DID YOU STAY?

ANSWER CHOICES	RESPONSES	
We live in Georgetown	47.42%	303
We did not spend the night	36.15%	231
Stayed with friends/family	9.08%	58
Vacation rental (AirBnB, VRBO, etc.)	0.16%	1
Campground/RV Park	0.47%	3
Bed & Breakfast	0.00%	0
Best Western Plus	0.47%	3
Budget Inn	0.00%	0
Candlewood Suites	0.00%	0
Comfort Suites	0.31%	2
Days Inn	0.16%	1
Georgetown Inn	0.16%	1
Hampton Inn	0.47%	3
Holiday Inn Express	0.31%	2
Motel 6	0.00%	0
Sheraton	1.10%	7
Other (please specify)	3.76%	24
TOTAL		639

attendee additional responses

2019 red poppy festival

Question 17: How did you hear about the Red Poppy Festival? (select all that apply)

TABLE 19: HOW DID YOU HEAR ABOUT THE FESTIVAL?

ANSWER CHOICES	RESPONSES	
Attended previously	56.49%	361
Word-of-mouth	30.52%	195
Facebook event	19.41%	124
Facebook post	10.02%	64
Radio	1.41%	9
Event website or other website	10.95%	70
Texas Monthly	2.82%	18
Tourism publications	2.35%	15
Poster	4.69%	30
Brochure	2.35%	15
Other (please specify)	13.30%	85
Total Respondents: 639		

attendee additional responses

2019 red poppy festival

Question 18: Do you plan to attend the Red Poppy Festival next year?

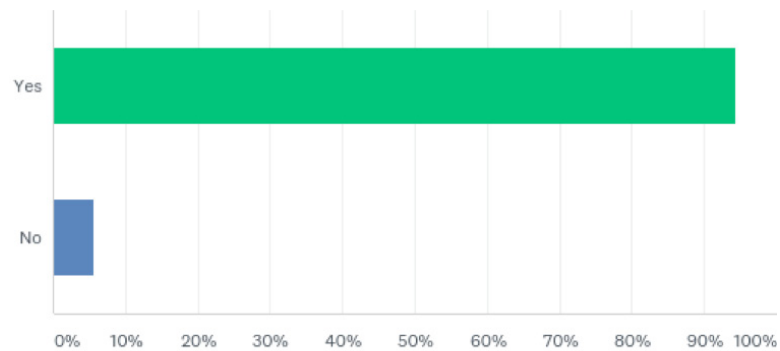


FIGURE 6: DO YOU PLAN TO ATTEND THE FESTIVAL NEXT YEAR?

attendee additional responses

2019 red poppy festival

OPEN-ENDED RESPONSES

Question 19. What did you like best about the event?

TABLE 20: WHAT DID YOU LIKE BEST ABOUT THE EVENT?

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Music and crafts, clean fun, beautiful environment.	Various vendors
Craftsmen unique designs of their Products. Beautiful!	Everything
Variety of vendors with awesome art and jewelry	The community getting together
Entertainment	The concerts weren't packed like the year before.
Assisted a vendor and sales were good.	music, old car exhibit, food
Layout was superb and vendors were very good	The atmosphere was great, and the live music made it even better
Lots to see	Everything
Good music	Good food, good shopping, good music, great community!
Fun festive atmosphere.	Stage dancing. Children's inflatables. Parade.
The concerts were awesome, the food was good	The music, energy, and food, not to mention the car show, are the major draws for me.
Music	Live within walking distance and is close to my husband's birthday.
Friendly atmosphere, Vendors, shops and music	We enjoyed the vendors and food.
Fun for grandkids. Parade floats beautiful day to walk around and explore Georgetown as a whole. Loved the square and liked the crowds and music	music
Cleanest festival and felt safe with all of the barricades	concerts
It's nice to see everyone out!	Lots of fun, vendors were awesome
Unique vendors. Enjoyed Downton square	Great music on Friday. Good food.

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Festival atmosphere, Spring weather, friendly small town spirit	Easy access, friendly atmosphere. Good mix of vendors and music was great!
Loved the music and cars	Community vibe.
Arts, crafts, music, parade	Atmosphere
I just love festivals in general. Being out on a beautiful day looking at the booths and shops. You seem to find unique things in the booths. Love the shops. I want to come back and see the shops on another day when it is now so crowded. I regret I couldn't make it to the Friday night concert. Maybe next year.	Love getting out in the community, seeing friends and family, and experiencing the best that Georgetown has to offer. I LOVE getting to do things with my kids that I did growing up in Georgetown.
	I love the variety and all the cool things to see
Wholesome friendly entertaining	Enjoy everything just moved here.
Music and being with family and friends	My child that is 3 LOVES the bounce houses! My 2 older kids had a GREAT time at the Saturday night concert. We also REALLY enjoyed the parade this year. We did not do the parade last year. We will be doing the parade next year!
Music and vendors	I like all the different vendors. You can get a little of everything thing that you want or need.
Friendly vendors, workers. Restaurants with booths outside....wish had more Keto friendly food choices. Also liked that there were not vendors trying to sell services and doing hard sell.	The live entertainment
The music and entertainment and food!!!!	Good music; fun to walk around and look at the vendors
the music	Irish Dancing
Live entertainment, different food vendors and kids area.	The vendors and the music.
The parade and friendly people	All the kid activities
The Parade, each group did such a good job and it was engaging from the beginning to the end!	Seeing Chet Garner from The Daytripper.

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
	The atmosphere. The music on main stage was really good throughout Saturday
	all of the different vendors, music, and attractions
Variety of vendors	
	The music was upped a notch. Vendors were better. Loved the kids inflatables
Ability to bring food and drinks and sit in an open area.	Very family oriented
The parade and number (and variety) of vendors.	The layout is very easy to get around. Vendor booths and food are not mixed. It's nice to find what we are looking for.
Huge selection of vendors Huge selection of food vendors which I only discovered the second day because there was too much to do! The crowds everyone smiling and happy!	
Variety and quality of craft vendors. Availability of beer purchases on the square. I included that in my food vendor above but I guess they were all restaurants.	concert choices
Great vendors and good music fun day!!!!	The Antique Cars
We very much enjoyed the car show.	I love the music, school performances and the vendors
Craft vendors Cars	I love the vendors, the people and the camaraderie. The music is fun and it's just an enjoyable experience.
Variety of events and vendors	the night concert
The beautiful flowers blooming, the live music, great food, and having activities for the kids.	Pat Green concert and bar hopping
The music	I always enjoy the parade and old cars.
Lots of vendors, food was great.	Music
Concert	Car show

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Food, entertainment, vibe	The kiddie area was great this year. The staff mentioned that they extended the hours Saturday. It was still very busy (lots of waiting) Saturday, but Sunday was great. The lines were shorter.
Live music and frozen margaritas.	the weather
Parade, Cars & Music	
Parade and music	music, bands
music. car show	It was organized and not too crowded when we attended on Friday evening.
Car show	Music and good food!
The brochures telling us where the flowers were	The parade because my brother was in it. The concert music. And THE KETTLE CORN! <3 kettle corn is my favorite.
Music and the time of year	I typically attend Red Poppy Fest all day on Saturdays, but I attended all three days this time. I love the small-town, family atmosphere of the festival. The weather was perfect, and I loved the food and craft vendors. I brought friends who have lived in Round Rock for decades but had never attended before. Everyone had fun.
	The parade, concerts and craft vendors
Pat green!	Memphis Kee
Shopping	Parade..stages..vendors
The crafts! I wasn't prepared with cash this time, but next time I'll be ready	
Vendors	The craft vendors and music
Pat Green, variety of vendors	Live music and family friendly environment
We came on A Sunday in 2018 and 2019. A nice family fun event for people of all ages	
Free parking and free concerts.	It's well organized
Shopping and wineries.	Vendors

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Music Fun street for kids Weather	
Looking at all the booths, and all the hard work that the vendors have done.	Something to do!
The ambiance	There are so many things to do!
There were a lot of people there but it was not as crowded as it could have been. I feel like there is plenty of room. I LOVE the shuttle from the church, the variety of vendors and the way the main stage is set up.	We just moved here and heard about the festival so we just went for the afternoon to check it out. Enjoyed it and look forward to spending more time there next year.
Being on the Georgetown square. It is such a neat town.	Marching in the parade.
	Music and the overall environment.
	the music! hands down the best entertainment and it goes on ALL day!
Everything	Being able to bring a cooler to evening events
Vendors and live music	
The music and booths	Vendors booth
The parade, the music and the variety of vendors.	Love having another shuttle service available on a different side of town- which happens to be closer to where I live
Good family event with something for everyone. Always love Friday with Dysfunction Junction	It was not too crowded to move about easily or to preclude chatting with craft vendors. We went on Sunday hoping that would be the case.
Variety and uniqueness of the craft vendors.	Live music
The variety of vendors, the beauty of Georgetown	A lot of new vendors , and music
Loved the fire trucks, police and tractors for the kids to enjoy! My 3 year old was ecstatic!!	Live plants for sale, nice jewelry and stone booths, Performances by local dance studios and schools. Many opportunities to recycle trash.
I liked just how the whole community came together along with other communities outside of Georgetown.	Pat green concert

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
All the activities and layout of vendors and stage highlighting downtown	I appreciated the fact that they numbered all of the stalls and gave us maps. I did not buy anything but that makes it so much easier to find the businesses that I was interested in as I can make note of them.
The live music	variety of things to do
Pat Green	Concerts
	We love living in Georgetown. We walked to the festival from home. Our 6 year old enjoy sand art and face painting. Live music is OUTSTANDING and a main attraction. Really enjoying seeing so many vendors invest. YUMMY FOOD and safe environment.
Everything	Saturday concert
location and vendors	Music
Shopping	I like that it is dog friendly. I like the live music component & that it allows seating. I like that strollers/wagons are permitted.
The visitor center	Food
Music and parade	parade, music, stage shows
Very friendly people and capable security.	There were vendors i haven't seen which was nice. Also, love Dysfunction Junction. Didn't attend the Pat Green concert. Not as familiar with his music and didn't want to fight the crowds
The parade	Many vendors, people are having a good time, everyone is very friendly and helpful. We have been coming for several years, and plan to attend again next year. We love the music and the car show is awesome, It is getting bigger every year.
Variety	The possibly hundreds of lawn chairs parked and empty around the Courthouse lawn so that people could stake out their spots for the Pat Green concert.
Great variety and number of vendors	

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
	It's always a good event, but I particularly enjoy the car show.
The atmosphere around the square, it is beautiful!	Free Kids Zone and window shopping at all of the vendors
Cleanliness of the area.	Atmosphere and different events
Seeing all the great crafts.	
I Loved all the shops, the music and the hospitality. Everyone is so nice. And plenty of Free Parking.	Well organized. Great vendors and food. Even with large crowds it was still fun
Entertainment and vendors	Music!!
	music
All the vendors were very friendly. Enjoyed the variety of food available and not just the typical festival food.	Pat green
Family friendly atmosphere and of course Saturday night concert	Food trucks
Being outdoors on a beautiful sunday afternoon and hanging with friends.	
Booths and music	Variety of music
The vendors are always amazing. The creativity and unique crafts are always fun to see.	I like seeing the local artisan crafts
Nice day cute town and vendors were friendly.	the vendors
It's a yearly tradition for us, family-friendly easy going environment. Always great vendors and friendly locals/volunteers.	Open to bring in lawn chairs and coolers for the concert was great. Car show is always a bonus and love the music. Hard to pick one thing. Best family event ever!
It's a very well run event. Good booths, good food, and good music. I love that we can bring our chairs.	Pat Green
I love the atmosphere. Great for all ages and lots of fun activities. I enjoy trying the different beer and wine and also the food trucks. The craft booths offered a lot of different shopping options. We will definitely be back next year for our 4th Poppy Festival!	Craft vendors

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
	Family friendly- so much effort went into planning, and it's apparent! We love the parade, and also glad for the 2nd food court!
Food, drink and live music	
Music Food Art	The music
The shuttle service was top notch and made attending so easy!	The music The people
The parade	We loved the variety of vendors, especially the Seasonal Selections booth as we come mainly to buy more dips.
More beer vendors	Music
The square area is a great place to visit. Feels like you've actually gone away but you're so close to home.	
Well organized and layout. Classic cars and a long list of artisans	All the live music, and having local kids perform on the stages.
Seeing friends. The first Baptist shuttle was awesome	I love how alive the square is.
Music Vendors Shuttle buses	Music, crafts, food, beer
I love the small town atmosphere and the fact that you can bring your own food/drinks. Relaxing and great music (we attended Friday PM). Enjoyed visiting the craft booths and it wasn't too overwhelming. Love to visit Georgetown!	
Free parking (we don't mind walking for that), stuff for kids to do, excuse to visit the city.	Music
The music	The scale. It was fairly large for a town festival.
	Loved the band on Friday night. Loved all the vendors and the big trucks on Sunday.
	Music, diversity of products sold and food
	The vendors

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Dysfunction Junction	The shops and vendors were prepared and organized. Parking was really easy. It didn't feel overcrowded and the atmosphere was really relaxing.
Large amount of booths. Nice downtown. Live music.	Chet Garner!!!
Food vendors	Concert
Big free affair	The live music, being outdoors and the parade.
	The vendors and the entertainment.
Music	Very well organized and event layout worked well, website and paper guides helpful and easy to use, shuttle from church very nice, much appreciation to church and shuttle drivers, appreciate that its free and variety of choices that cost money -not everything was super expensive
N.A.	
Car show	The parade and the free kids zone.
Enjoyment of being outside checking all the vendors out	All ages in attendance
The hospitality of everyone.	music, food
Pat green and walking around to see all the vendors	the music
	Free entertainment. The entertainment options. Many things to do and look at. Spread out but walkable. Also the fact that there is free parking and it is spread out over 3 days.
The Entertainment & friendly craft vendors	Different vendors
Live Music and Art	Vendors and music
Vendors, food, Drink, music	Loved the musicians this year. We saw girl band on the main stage, Mason Lively was amazing, and stayed to watch Pat Green..always a great show!
The live music and company	Live music and local performances
Music	The vendors and shopping in town and dining in town

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Missed the car show will see that next year	Food Trucks and kids area
The atmosphere live music...car show	Great music, free fun for kids. Walking the square, some great booths. Shuttle transportation is amazing and convenient!!!! Fantastic in recycling and trash cans convenient everywhere, no need to litter!
	Seeing my Granddaughter dance, taking pictures with friends and enjoying shopping at my favorite local stores with grandkids and friends! And of course the live music!
Hanging out with friends	Music
My mom wanted to meet Chet/DayTripper. And we did ;). The ladies on the Visitirs center were very upbeat and nice. Mom is 81-so it was nice to have a place with air conditioning, a chair and clean restr8. ;) We enjoy the variety of vendors , different music stages and food venders.	Everything
additional Picnic tables for eating	Seeing all the different vendors and finding unique gifts.
	Pat green
Lovely weather & people ... listening to music & visiting!!	Music & Cold Beer
Liked everything. Looked at everything.	
The spirit of the event. Vendors were very nice and there was a variety.	The variety of vendors
The energy!!! Seeing the community sitting on the lawn with friends laughing and having fun waiting for the entertainment to get started!	We enjoyed Pat Green
I liked the variety of vendors both food and artisan. I also enjoyed the music both played and live. It was a great day and if I wasn't moving I would plan to attend next year!	The bands

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Definitely the different vendors!	Parade
The kids bouncy houses were free of charge.	Everything except parking .
I like the amount of vendors to choose from.	Music
food, vendors, atmosphere,	The sense of community - the fun atmosphere
Pat Green!!!	The various attractions and activities. Plus it is organized well.
Parade, ease of finding a spot, atmosphere and music!	
Entertainment	Popcorn
Loved that there was something for everyone in our group, all ages!	Music; people watching;
Just visiting the town square.	I'm very proud of our town and the Poppy Festival. I thought organizers did a very good job of increasing the safety of visitors by including "city trucks" as part of the street barricades at strategic points. I thought there was an uptick in attendance and thought our police presence met the needs. I spied town workers emptying trash cans trying to keep things tidy as the day progressed.
The Vendors, The Over All Hometown Feel, The Uniqueness.	Parade
Variety of Vendors, food trucks.	The local vendors had excellent and unique products. The timing of the event is excellent because it's not unbearably hot yet.
Assortment of vendors	How the community worked together
Music	Variety of vendors, good music.
People, vendors, weather, antic cars show.	Love the fun environment and the concerts on Saturday night!

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Shuttle service was very convenient, very well organized. Restroom facilities were good.	We just moved to Georgetown 1 1/2 weeks from NC at the time we attended the festival. We were pleasantly surprised that the food from the vendors were quite tasty - basically delicious. We have 3 children so we also enjoyed the Kid Zone area - it kept them preoccupied the whole time.
Music	Well organized and fun for all ages.
Vendors, music and food!	
The variety of vendors.	We love going for the vendors and just wish they had more of a variety of items
Music and food	Live music, interesting vendors
The music, the vendors and the atmosphere.	The parade in the morning. Variety of vendors. The town spirit.
Live music and vendors	Free shuttle was convenient and easy to use.
Music	Fun Atmosphere
Just having something to do	
Nice selection of booths. Perfect location. Super nice employees of the festival. Very helpful. Parking was easy as well.	People watching
The different performances! I love the crafts but money was short this year. So unfortunately I just did a quick browse.	The atmosphere and music in several locations
Music and the vendors. Sip and stroll.	Car show, parade, vendors
	Friday night concert. Less crowded
	All of the vendors. The variety of items and food choices as well. We also loved the kid focused activities like the train ride.
The craft beer and live music.	Music
	Food and adult beverage selections. The vendors were good this year too. More quality product and not cheap looking over made products. Good selection

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
	Dysfunction Junction
Free, easy access	I really loved that the event was free. It made it easy to come and go and really allow the whole community to come together. I was so impressed with the amount of vendors and the quality of the event.
Entertainment, crowd always congenial	
The combination of having a GREAT band attracts many participants and creates a very festive environment. The food trucks.	Poppies and vendors Car show
Live music. Events for kids and being able to bring our cooler.	Community performances
So much to see and do every year! The best part are the concerts!	The music and it wasn't overwhelming crowded.
The music was good and there were lots of craft stalls in various places instead of squished together in one spot.	The music
Seeing what stuff they had	Concerts
Shaded areas, music, kid dancers, and food	Kid Zone
Variety of things to see and do	Nothing specific. I wish there were more high end vendors. There is too much junk. I didn't buy one thing.
Easy access via shuttle	The vendors and the music acts.
Good vendors	Always fun to get out and see the town full of people and activities.
Vendors!	The Music especially on the main stage
The friendliness of everyone. So enjoyed Friday's nights concert. Need more dancing though . All the vendors were great. Good variety. And love you can walk around with a drink . Relaxing	The music

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
The opportunity to be outside in the beautiful weather in beautiful Georgetown with our granddaughter. It was a lovely day!	Music
Seeing everyone in the town come to celebrate and seeing the different vendors set up.	Music and all the vendors
	Music and all the impressive improvements made such as roads closed off, bathrooms, trashcans.
The food and music	very well organized.... enjoyed the music stages, food vendors were great, and the craft booths were enjoyed. I always find Christmas gifts!
The food! And vendors were amazing! So was the music.	Music
Art Vendors	I like that it is on the Square and is free.
Love the downtown area, so many different vendors, love shops downtown.	Pat Green
	The weather
The band, the crowd, the vendors, everything!	Food, fun, good music
I think the variety of vendors was nice. Unfortunately we couldn't stay for the concert	Music Dysfunktion Junktion band
All the booths and car show	The Parade.
Variety of vendors. Love to see and buy hand crafted items. We also love the food.	
Food! Booths, the weather wasn't too bad,	Not much, main attraction played too long it was so crowded and hot we didn't stay.
The vendors were very unique. Lots of seating--was great	good use of space easy to get around
The vendors and music. The atmosphere was perfect and family friendly!	music, weather(!), local hometown flavor & highlighted organizations, beer & wine, setting.
Music	Music and Vendors
It's not super crowded, nice variety of vendors, family friendly	The music

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Music	music, set-up, vendors, sense of community
craft booths	Music
Music	Music Food Trucks
The variety of attraction, our first stop was the shotgun house on West st. Very informative. The variety of vendors and of course the eating establishment . Difficult to decide where to eat. The individual in the Civil War uniform was very informative. The variety of crafts and vendors which provided us with an opportunity to shop for some Christmas gifts (it's never too early to shop for Christmas) And of course the music. I could go on, we truly enjoyed ourselves, but then again we always have.	Vendors Food Music Bus to event
The music and the booths	Entertainment and visiting retail around the square and restaurants. Sound systems were very good, especially for Saturday night's concert.
	Vendors music
walking around outside in beautiful weather	Music
Food	warm & friendly atmosphere...varied activities
Music especially Dysfunkshon Junkshon	The weather
	Clean E xonerated was friendly Great entertainment Great assortment of food vendors Pretty much everything
It's a fun event for the whole family.	Community feel
Lots of vendors.	Parade, vendors
Atmosphere and so many different things to do	Artisans
The Central Texas small town appeal where it was all relaxed and not pompous to honor WWI veterans.	The variety of things to do, look at, and purchase.
Food, live music, vendors	The music
	The parade and live events

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
	The vendors
The food, the vendors, the music	Crafts and music
Live music and local performances	Clean. Friendly. Interesting. Good weather. People-watching. Nice shopping. Great food.
Vendors	Connecting with friends and neighbors who live in the community of Georgetown is my favorite part. I also love strolling around and checking out all the vendors, then eating my favorite junk food!
It is close to our house. We feel a part of the community and often see people we know. It is a good way to spend time as a family.	Close to home. Very much small town atmosphere. Friendly people.
The festival was very entertaining and had alot of great vendors. It was very kid and disable friendly which made our experience at our first Red Poppy festival fun!	Dysfunction Junction band
The selection of vendors is always good, and to have the live music is wonderful.	The concerts
Vendors	
Music and Adult Beverages and Craft Vendors	Community atmosphere
I loved the streets were shut down and we were able to walk around the square and just wander.	Vendors, food, music
The music was good. I like strolling through the crafts area. The outdoor bathrroms that were "upgraded" on wheels.	The flowers, vendors, atmosphere, seeing the town square. Weather is usually very nice. I like to visit the shops at the same time as seeing the artist's wares. Also, Chet, the Day Tripper is usually present, I still want to see him and get his autograph! I like the dancing and music booths as well. We saw the cloggers last year, energetic and fun! Parking is free.
All vehicles, live music, shops, etc. Great atmosphere.	Flowers in front of some homes
Live music	
It was a beautiful day, in a beautiful city, with lots to see and hear!	The music and the dance recitals were great.

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Parade	Music
Variety of activities and safety	music and vendors
Music and arts crafts. I didn't what the festival was about so didn't bring money to buy any art	The different options and the family friend activities.
Entertainment	ease of getting to the event. took the shuttle, very efficient. Music was very good
Music. I was not able to stay for night concert but enjoyed the small stage bands very much. Loved having room to dance.	Food trucks, cars and jewelry vendors
	Entertainment, Vendors
Everything	Bands
Food	
	All the festivities and vendors.
My children loved interacting with the large trucks on Sunday, like the garbage truck, firetruck, etc.. I enjoyed the vendors although we didnt purchase much. We also liked the live music!	The music
The amount of booths , food selections , friendly people and historical buildings and displays .	Live music
The Music, food trucks, nice people, cute town, the things to do for kids	Music concerts
music	Great venue and vendors
Kid friendly	It had good music for Saturday night and organized the parade better.
The atmosphere and vendors	Music
Everything! We never miss it!	Shopping
They did a great job logistically in where booths/ stages were located.	People watching! The parade, the old cars, browsing the vendors
The music and the vendors	Vendors
The music line up and all the creative craft vendors	music

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
I liked that I could bring my dog.	Entertainment
	Parade
Picture spots	Parade
Music and free	Vendors/Companies
The vendors	
It was a beautiful day outside to stroll, look at the vendor booths and enjoy live music.	The parade and live bands. GHS marching band and jazz band!!
Live music, craft vendors, local and craft beer	Variety of street vendors, general atmosphere of fun and cordiality
All was fun	
General small town parade and environment	Arts & Crafts
Variety of vendors, entertainment	Concert
Music	Well done A great mix
Dunno	The artist with the giant poppies & the couple who make the street signs.
People watching, family friendly environment, vendors.	There was enough space to walk around, it was a fairly neat patrolled area.
Handicapped parking on the parade route. Made it accessible to set up chairs to view parade and then be able to leave in vehicle to go to the festival. It is well organized.	
Relaxed, casual atmosphere	
Just people watching	
music	
The cars.	
Music	
Concert	
Great for families. Lovely setting. Parking available. Easy to walk around. Live music and crafts.	
Music, car show and vendors.	

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Car show	
Balls dropping and live music	
The parade.	
The festival was spread out.	
Free live music	
Music was great! Good selection of vendors.	
Live music	
Very family friendly. Great concert.	
The music	
The range of vendors	
The music-- attended a party in the balcony of the courthouse	
We liked looking at the vendors' displays of goods and enjoyed the wine places in the stores on the square. We especially enjoyed the wine selections at that corner wine shop - I think it was called Grape Creek winery. They have a lovely area for their club members along with very good wine. We also enjoyed the great food at Gumbos.	
The concerts	
Great event with lots of vendors - loved that there were a lot of local craftspeople. Also loved that local stores had tables with food/drink available without having to go inside and get a table. The restroom set-up was AMAZING - the best restroom experience I've ever had at a public event, which honestly made the rest of the festival much more enjoyable (no anxiety about having to use portapotties).	
All the live music & vendors.	
The live music played through out the event	
Irish dance center performance	

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
so well organized. The volunteers or workers were helpful bc we didn't know where the celebrate stage was - the map was a little confusing offhand. We loved the ballet and irish dance performances and you having the chairs set up.	
Everything	
The jump house for toddlers	
There was quite a variety of vendors from the area that had soaps, foods, and crafts. I like supporting local artists when I go to a festival like this.	
The parade and food	
The music and food	
Parade and kid area	
vendors	
lots of vendors, close to house in Austin	
The wide variety of the craft booths and the friendliness of the booth operators.	
The variety of activities, food, and vendors.	
Music	
Town square	
So many great vendors with a wide variety of wares.	
The walking map to view poppies	
I liked the way it was arranged around the town square. The live music was great. I do wish the dancers on the celebrate stage were closer in to the festival. I don't think unless you were a parent watching, people would go check it out. Otherwise all was great.	
The music was great and my group loved hanging out under the trees on the courthouse lawn. The vendors were neat too.	

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Family friendly with minimal crowds	
A lot of options, concerts, vendors, stores open, restaurants	
Low stress event, easy to get to, easy to park, not crowded.	
Everything, so nice to mingle with fellow citizens completely enjoying the eventNO POLITICS ...although I was put off by a democratic booth...that was looking pretty desperate.	
Music	
Vendors and Entertainment	
Music	
Music	
Awesome vendors!!!	
It was something different. Event space was clean and everyone was very friendly.	
Really good live music and plenty of places to sit and relax with food and drink. Liked that nothing was too crowded!	
Fun things to do, friendly people, casual atmosphere, old buildings and history	
My kiddo being able to check out all the big trucks.	
I really enjoy the freedom to walk around at your own pace with a drink and relax.	
Organization, availability of food and drinks, live music	
It wasn't too hard to get parking, set up was good and it was larger than expected.	
The concert and booths!	
The cars were very cool	
Friendly survey team members!	

attendee additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Great free entertainment & attractions, perfect weather.	
Ability to walk around and there was always things to do	
The variety of vendors, the awesome food.	
Lots to do. Not focused on just one thing.	
The entire atmosphere is friendly and the Georgetown Square is lovely.	
People friendly, the restrooms	
Being able to enjoy awesome music while visiting with family and friends. The weather was awesome this year, so that was a plus.	
All around good time with lots of activities	
The layout worked well. Loved the cars.	
Vendors, music, space to spread out and enjoy the evening	
it was really fun to see downtown Georgetown, and to see all of the local texas craft vendors. i also really liked the music--the musicians were very talented and the sound wasn't too loud or overpowering.	
Everything felt very local. It was very nice and the people were amazing. Very homely	
Vendors and tank/fire truck	
Liked the craft vendors	

attendee additional responses

2019 red poppy festival

Question 20. What changes or additions would you like to see next year?

TABLE 21: WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	No changes
All was perfect and will be back k in Texas next year for your event.	All perfect
More of a variety of music	With the not the get to see all the car so You need to figure out something for that
None	Frozen sangria somewhere again
Drinking water access for vendors...perhaps a golf cart to sell a \$1.00/bottle since it was difficult to leave vendor space.	
More merchants open.	Maybe more trendy food options and less of the fair food type vendors
Seating	
More vendors	
Higher end art vendors. Much craft, little art.	More children's stuff. Possibly put children's stuff in the shade.
Water stations during the day would be a nice addition	Parking in the downtown and surrounding areas is horrendous! Promote the benefits of using remote parking sites and shuttles to downtown events. Perhaps a drawing for a substantial prize or two for shuttle riders would help.
More food	A beer garden or area where adults could play lawn games like bag toss, horse shoes, bocce ball, etc.
It was perfect	N/A
Longer parade more floats, more games in tents for kids	more music
More than one lady face painting. Her line took sooooo long	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
Maybe a little more space to sit and eat Also signs directing people to public restrooms.	More vendors
	Vendors were not as good this year. I preferred the variety last year. Did not buy anything this year.
Can't think of any	
Event should be open all day Friday	Bring in a churro vendor!
More vendors	
Not enough bathroom stalls. We wasted lots of time just standing in line for the bathroom.	Better/more parking!
	More food trucks!
None I can think of	More food trucks
	can't think of any.
Water bottle fill up stations throughout. Chairs set up in stage areas for those of us traveling and not having chairs.	NA
More variety of food and events	It was pretty congested this year. Maybe expanding the festival boundaries by a block to spread it out a little more. Also, it would be nice if there were more shaded areas to sit near the main stage. We have two young children and didn't make it in time to get a spot under the trees by the courthouse. I would be great if the street were at least partially covered to provide additional shaded seating area.
more areas to sit during the live show	Better information as to where each event is being held. The irish dancing was listed as being on the stage, although this was correct it did not specify which stage so we missed the beginning as we were at the main stage. The disabled parking was a shambles, when we arrived there were no places as 90% of the vehicles were parked without Disability Permits. My disabled father had to walk over 1/2 a mile to attend.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More seating areas	I don't really see a need for changes. I think this is a fabulous event.
More activity between parade/car show processions at booths. Potentially live contests/festivities that involve the crowd.	I would like to see the kid bounce houses, train, etc.. be open longer than 7p.m. They also need more bathroom facilities, or outhouses for people to use the restroom at.
More vendors, it seemed sparse in comparison to previous years. Additionally, there did not seem to be much variety among the booths, the items sold were very repetitive.	Better traffic control on HWY 29.
	I can't think of anything I'd like to see changed
Coffee/more beverage options. I was surprised there wasn't a shop or iced coffee vendor	
	It was great
Food trucks closer or food trucks in a few areas.	Nothing
More food truck options.	I would like to see a large tent instead of the umbrellas at the food court area. Our old church used to have one set up in their parking lot with only the top portion of the tent used. The sides were all removed.
This was our first time at Poppy Fest. We were blown away so don't know what could be done better.	
Free water stations to fill my bottle/cup! If I've already paid for a drink, I shouldn't have to pay \$2 for water. Food vendors interspersed in the square rather than the food court. I would've bought more food if it was convenient.	better parking, more space between rows of vendors
A little more organization and control over the kids play area. There was no direction or control over the kids and lines.	More vendors. There seemed to be less this year.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	It would be great if you could add more benches in different areas because it was very difficult for older people to find seating.
Maybe shuttle rides from large parking areas to the festival due to lack of parking availability.	Loved everything
Not sure it was nicely set up!!	A wider variety of vendors other than soap and jewelry
	More shade;))
More kids attractions. Bounce house and face painting lines were very long this year.	Parking for Veterans
More clothing vendors	Keep the extended hours for the kiddie area. Add more vendor booths. Sun safety - sell sun hats, battery powered handheld fans (with mister would be ideal), small packets of sunblock - if you did not bring your own to the festival it was not easy to find these things on the square.
There should be the opportunity to purchase a reasonably priced reserved table for seating.	water misting stations
	More breweries
Nothing	
need more parking options. more porta-pottys	NA
None.	More Poppy items and artwork.
The bro hires should have been more accessible. We just happened upon the store that had them. We went to the festival intentionally looking for poppies so it would have been nice to have seen some actually on the square - not just in peoples yards off the square.	For the large concert, seating made for it. And an actual dance floor. More security and more action taken when and we're possible to keep the flow acceptable and moving. If something were to have happened, it would have been a madhouse. People would have been trampled. From children to elderly. It needs to be controlled better. Also, booths maybe spread out a little more. There are so many people now that Georgetown is so big that it's hard to look when people are so close to open stores and booths.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
Like to see food and drink vendors centrally located	My experience was overwhelmingly positive, but there were a few areas for improvement. - The trash cans were overflowing everywhere on Saturday. It would be nice if they were emptied on a more regular basis. - The security officers that were helping with foot traffic control at the concert could have used a bit more training. There was an incident after the concert near the library, and it escalated before they called in GPD officers. My friends and I were waiting for our Uber ride and ended up in the middle of the chaos. It was scary for a few minutes before security got control of the situation. - The restroom trailers were a great addition! - Loved the additional seating in the food truck area!
	More craft vendors
More restroom areas.	More stages of music
More variety of food parking	Need an ice cream stand
I liked it	
	More seating near food and throughout area to rest. More restroom options.
More Seating, perhaps some shade.	It was just SO crowded, but I don't know how you could change that.
So far we have enjoyed it both years.	
More than just one big name concert. More space for vendors seemed crowded. The area for the concert stage didnt seem very functional for seating and viewing.	Have the sound on the main stage pointing in all directions
Do not allow dogs! We saw one very close dog fight between 2 huge dogs. It was hit and many dogs were obviously stressed with the hot asphalt burning their feet and very crowded areas. Additionally, it makes it hard to shop the small vendor booths and I skipped several booths.	Nothing. It keeps getting better every year.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More garbage cans More places to sit	
	More ice cream vendors.
Keep it as is	Fun stuff for adults who don't really drink!
Maybe a few more food vendors.	I'd like to see food scattered a little more throughout instead of just confined areas. I might spend more on food as I walk around as opposed to going out of my way to get it. Also, I'd like to see refillable water stations throughout. It was very hot and having accessible water would be great. Also had to go out of our way to get water when we ran out. So if you do sell it, sell it on every corner. But refillable water stations on every corner would be great!
More vendors.	N/A
Food prices decrease	
	bring the car show back at the square
More craft booths	
More seating	
More craft booths	
Lighter color TShirts Black in Texas hot to wear in months going forward. Maybe light grey and even some whites for summer	Add the hours of the festival to the map. Only scheduled events had times noted.
Shaded areas	More shaded areas - I have children and it was tough to find a spot to lounge on our blanket and listen to the great music. I think it is a SHAME that people are allowed to bring their chairs and leave them for long periods of time in the shaded areas, all just to get a good seat for the concert that evening. For a first timer to this festival, I've never seen anything like it before. I'm not sure how you can combat this but I was just a bit turned off by this.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
I didn't many of the actual red poppy flower at the square. Our group happened upon a garden in a local park which had them in abundance.	More current musician for Saturday night headliner !
More iced tea vendors!! Alabama Sweet Tea possibly????!!	Eliminate political booths and booths for things like gutters and solar.
Next year I would like to see the parade since I missed it this year.	More activities to do for adults and kids would be great. Something other than shopping or watching someone on stage.
Add valet or VIP parking (extra cost) Additional benches/seating under trees	More vegetarian and/or vegan friendly food options. I love funnel cake and ice cream and lemonade but I would like some foods that can be meals of their own (Arlo's has some great vegan burgers, frito pie, mac and cheese, etc.)
More vendors	n/a
	We live on W 10th. Usually one side of the road has signs put up to prevent people from parking on both sides of our road. The signs were not put up for Red Poppy this year. If there was an emergency in our street there would have been no way a fire truck could get to our house because there were cars parked on both sides of the street which left just a very narrow lane.
More light by the port a potties	This years set up was phenomenal. Pat Green! Great food and great prices with vendors. Liked the flow of food area, stages and kids corner. Great great great.
	Concert to start earlier
	Shuttles on Sunday
	Greater variety of music
None to think of.	more unique booths and food trucks

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More flower pots in the square.	I'd really like to see someone different for the big Saturday night concert. There's generally the same genre of artist each year, which could be because it's easier too dance to. Really enjoyed the Bellamy Brothers when they were here. Someone who has enough popular songs to sing along with would be great
N/a	I can't think of any.
Food court in center of event	I've been attending this event for 20-ish years. It seems that at this point it's a bit stale. There seems to be a lot of unused or underutilized space.
	A picture opportunity with a Red Poppy Festival large banner or poster (besides the main stage)
	More cars.
Several years ago someone made clay poppies that were sold to fund an organization I can't remember now. I bought 3 in memory of the veterans in my family. The next year I bought 3 more that were left over from previous year. Thinking this was a tradition I am disappointed to learn that they are not available any more. I have them in my garden and would love to add new ones each year to my garden. To me it's a perfect souvenir of a wonderful festival that I look at every day. Tee shirts are great but a flower in the garden is better!!!!!!	We could not find any of the usual ice cream vendors. So more dessert vendors!
No suggestions	
Loved all of it.	
Nothing, I enjoyed EVERYTHING.	Shade over the kids area. Maybe even a fast pass idea for the kids area like at bass pro shop to see Santa. Lines are always so long...
More parking for handicapped vehicles	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	remove vip tables that takes up so much space and hardly used
roped off areas for food vendor lines More signage We were never able to locate the festival foldout map/schedule More "poppy" decor/history/merch Was not aware that it was byob or that we could have brought coolers	We loved it. Maybe more facilities support (trash pickup, service for the restroom trailers) Maybe more organized space for lines (especially at the jumpy houses)
More signs showing where to park for out of town Ers	New food trucks.
Fairer prices on food and drink vendors	
nothing	
	More live music
too Many vendors selling like good	
	More shuttles would be nice.
The Port-a-potties were extremely gross, out of paper, etc. Would be nice if there was something that could be done to help with this.	
Maybe more Seating areas to take a break and enjoy our beverages	More craft vendors
Free parking	More LOCAL food trucks, alcohol vendors, less scentsy and other "easy to find" items at vendor tents. It's nice to find unique, home made items when you visit a small town event like poppy fest.
More shade	Nothing comes to mind.
More vendors/ less art	Thing for little kids if it is hot may a large tent.
More kids things to do. Only a few options, so the lines were quite long.	Maybe some healthier options from food vendors.
none	No
Maybe some more red poppy items. Maybe change it up a little bit it's very close to what the stroll is in December. I wish there was more handmade items. Great place to get Mother's Day gifts and Father's Day.	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
It's seems to be the same thing year after year	
	More food and drink
Where we were sitting there were a ton of kids climbing all over the railings of a ramp and climbing on garbage cans to stand in the window sills of this building. It was not safe and a bit distracting. We sat in the same spot last year and remember there being a police officer that stood there at the entrance and told kids to not play on the ramp/railings. This year, no one was there. Other than that, I can't think of anything. We had a great time.	
Seemed great as it was. Maybe another event will help decide.	
	Sunday seems to fizzle out. Most of the big attractions were gone by then.
	Water activities for kids
Needs new vendors and booths- it's the same vendors every year. Needs more variety.	Make it a little less crowded. More places to sit and eat.
All was great as is.	More food trucks with healthier options and offer vegetarian or vegan food.
None.	Nothing
Food not all in back corner	More vendors
	More Souvenir T-Shirts. Shirts were sold out by Saturday and we attended Sunday and were not able to buy any. More sitting in the food court area. There was no place to seat and eat.
Better vendors. Every year it seems to be the same thing over and over. Maybe more vendors also.	Sat night concert, if big hit name a better flow of pedestrian walkways between seating areas, super crowded this year and no flow to move around/ leave
N.A.	
Portable cooling area's	More/different activities for kids. Longer parade.
The restaurants not having a limited menus	More handicap accessibility

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
I'm not sure	just keep on doing, i like the variety of music, food
Maybe make the space in between vendors bigger	
	Move the main stage for the big concerts away from the corner by the Palace Theatre. The sound can be heard in the theatre. The businesses by the square where the festival has vendors should try to be open on Sunday even though they are not normally open on Sunday. Can't help but think the festival is a windfall for them. One example of this is The Galaxy Bakery. Also put on a map where the actual Red Poppies can be seen. People have commented to us that they saw no Red Poppies. Don't run out to t-shirts. Could have sold many more this past year.
more healthy food options	Cheaper food
Vegan food options	More vendors
Better bathroom/trash maintenance,	A couple of big screens so that more people can see the stage, no matter where they are sitting. I noticed people sitting on the opposite side of the square and I felt sad for them. Plus, we sat behind the blocked off area with the white picket fence and one group stood the whole time during Pat Green. Disappointing but we stood up frequently to see the show.
	Walker Hayes
More avail parking	Can't think of any
Keep up the good work !	I heard there were additional events on Friday and Sunday. I would like to attend the other two days to be able to enjoy.
Different vendors more clothing & jewelry	I always hate that the kids section is on a street with practically no shade. Kids get frustrated, cranky, and tired, causing us to leave earlier than anticipated and leaving little time to see majority of the booths to shop. I noticed a number of pets, it would be fun to do a pet contest.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	More room to dance or just a dance floor not people just standing next to the stage.
Can't think of any changes	Need poppies growing around the square
Maybe some covered places to sit at some of the food vendors-- that are away from the main area.	
More vendors Kids section stay open until the end of each day...do not close early	More food and drink vendors along with local arts and crafts
A way to have a vendor that does drop ion child care for ages 3-10ish. An hour or so of kid free shopping would be great. A paid service not given to people for free like the kid bouncy area. maybe a cooling off spot that is like a patio area with misters.	More activities for teenagers. We brought our teenager and she wanted to leave after an hour of being there.
	More shade in the kid area. Free water stations
	More Soap Vendor And Olive Oil Vendor. They typically come every year
Wine vendors would be nice for tasting wine.	
	Better parking and local representation by area artists
	More handicap parking
I honestly don't have much to add...maybe a map (not sure you had one?) or signs with all the vendors and restrooms locations? That was the only thing I could think of as I couldn't find the public bathroom and we found ourselves going down the same vendors side once or twice.	
None, liked it a lot!	More seating areas...some additional new food vendors
Everything great	Specific places to stand for free concerts and specific places to sit for free concerts! Saw and heard several arguments over this situation.
A few healthier food options to choose from.	Better variety of vendors
I see nothing.	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More vendors with more varied products.	N/A
The band tough on fridays was disappointing. They were pretty negative and insulting to the people of Georgetown calling them a bunch of country bumpkins saying they graduated from Georgetown and it wasn't great. That's the only negative thing from our experience!	
None at this time.	Better handicap access
Better vendors! Same vendors that are at market days. Only bought from one booth.	Having recently attended SXSW South by Southwest, the heavily attended conference and music venue in Austin—I was a little taken a back by all the alcohol sales on the sidewalks. Austin has a purchase and consume alcohol on premises policy, reducing trash on the street and potentially reducing unwanted behavior. As our festival grows and we move further and further away from the “memberships” required to buy wine with dinner and as we become more accommodating to a crowd who sits under the stars to enjoy good music—I expect georgetown to keep up with safety demands.
Carnival Rides	More parking for elderly
Love the festival no recommended changes	The lines for the kids area was very long and not really worth waiting for.
To not allow dogs inside the vendor tents. It takes up too much room while shopping and would avoid dog fights.	Nothing
Police presence	
Comedians on stage.	More drink stands
Don't know.	
None	More food options would be nice and maybe a little more variety for the kids (game booths, etc.).
	additional shade/seating area

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
None that I can think of at the moment.	Variety of music on the stage instead of country.
More seating spread throughout	Shuttle rides every day of the festival.
Greater selection of food trucks. Parking can be improved. One idea is to ask some of the local businesses or use city lots for more paid parking. Parking should be clearly marked and directed. There were people parking on all the side streets, which can be narrow and hard to navigate.	More fun family activities such as on-site crafts for the kiddos. Maybe more children-focused attractions / entertainment. More variety in food vendors including healthier options.
Please the dogs at home. Saw a dog fight and toward the end of the days poor dogs feet were burning. I just believe it's know place for dogs!	More restroom accommodations.
Thought it was lovely this year!	No opinion
	Better top billed entertainment. Pat Green was... Okay.
Not sure	The parade had 2 democratic party groups, which was a mood killer for a lot of people. Could hear some boos in the crowd. People go to see the kids/schools/ local businesses/first responders/etc in these things... don't need the political non-sense. Also the parade ended with some classic cars but people started crossing the street and seemed liked the parade was cut short. Only saw 1 officer out there and there was nothing he could do.
Not enough restrooms. We liked the change from the port o potty but the trailer was not attended to on a regular basis. Dirty and out of paper towels.	Different kinds of music. The main act is always country/folksy. Would like to see maybe rock or r&b, something different.
New vendors	Earlier start for headliner on Saturday night
	More kid things to do. Mobile petting zoo? Art center for kids to create a craft? More Kiddie rides like the train ride.
N/A	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	Saturday entertainment something other than country every year. More local businesses that are closed to allow parking.
	I think parking availability is an unavoidable issue but that was our biggest problem.
NA	more food trucks and places to sit and eat
The addition of a few more food trucks for variety.	
Better parking	Free water stations and more shade options
More variety of food	My kids love face painting and it was way to expensive. Some of the vendors way over charged. It was ridiculous
Driving up I wasn't sure where to park it would be nice to have some signs kind of indicating the best place to park.	Better booths with a bigger variety, more food trucks.
Have different booths there every year and not the same ones it gets old	Na
	A little easier to find the food vendor trucks
Misters	Better vendors. See above.
More booths	Nothing.
None it is a good event	More diversity in people and food trucks. Felt mostly like crap food at the food trucks instead of actual food.
More variety on food vendors. I love The Mighty Cone food truck from Austin.	More music
Maybe a better variety of food vendors and places to sit. For those that can't walk around all day, getting off their feet is a necessity.	I would like to see more craft vendors and fewer companies pushing their products.
	More shaded seating around food truck area. Tents with tables. Had to sit on grass. More seating around music areas.
	more seating

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	Parking was an issue
more seated covered areas	Please have the man from Oklahoma back!! He makes stone coasters. I think his business name is soakingstonecoasters (or something like that). Great product!!
I didn't see outside bathroom facilities, so possibly adding those & hand sanitizing stations. Also cool mist fans possibly? Like at theme parks.	
	We were able to find parking, but I know this has been an issue for some.
More street food vendor options. Wish more shops were open on Sunday that weekend.	
Having never been before I do not feel qualified to answer.	Nothing! All good!
Maybe more hand crafted vendors	No changes to recommend
Roads not blocked off for handicap parking. Had to ask officer where the handicap parking was.	More place to sit and eat for vender sites.
Would like to have a crab roll food vendor. Also attract more vendors and provide a map of where bathrooms, stages and food is located. It would also help to have parking options on the map.	Fenced in grass/shade area for little ones to run around. It can be hard for them having to hold hands or ride in a stroller all day - this was a suggestion by my daughter with a toddler.
	Better food trucks, like ones in austin!
better signage for parking	more gluten free food options
Wouldn't change a thing!	1. The kid area (bounce house, etc) was way too small, long lines, and very little shade (for those who need it most). 2. The port-a-john hand-wash stations ran out of water pretty early on Saturday - it can't be too tough to refill them. 3. Allow Rentsch a license for their (empty) booth across from Gumbo's - needed more beer outlets.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
	Order more festival t-shirts next year. The good ones were sold out by early Sunday.
The racist confederate soldier was extremely disturbing and we almost left because of him. Disappointing and uncomfortable. We realize there is a confederate monument that needs to come down but there's no reason to have some guy in a racist costume standing in front of it the whole day.	
A better system for the kids area, so the lines aren't so long. We have a toddler who wanted to play in the bouncy toddler area, but the line was very long and directly in the sun. So maybe a shaded play area for toddlers.	thought it was done very well; nicely organized
more vendors	More local floats, less out of town ones.
Shade by main stage	More seating in various areas
I don't know what changes I would like. One year we purchase a beautiful picture that displayed the Six Flags over Texas, with 8 Battle Flags, The Texas Navy Flag and of course the First Republic of Texas Flag. The Craft vendors bring an array of items that I think almost anyone in attendance would purchase. I can't help but believe that this event will probably become larger in the near future.	More vendors
More shade areas	More vendors, especially artisans. Consider opening places for shoppers to check purchases so they don't need to be carried around. Suggestion would be to use retail/service locations that are not open during the festival. Consider offering service hours to students for helping festival goers and shoppers get purchases to their cars. I didn't make purchases because I didn't want to carry items around, and car was parked too far to walk back and forth. Add video screens for concerts.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
less crowd, shorter lines	Better food trucks. there was one last year that served a sausage and pepper hoagie that I really liked
	none
More restuarant food choices	The parking is terrible. There no enough room for the concert, we ended up leaving because of lack of seating areas. There was even a place to put a chair two before the concert.
	Big and many signs to the restrooms
Keep doing a great job.	More diverse vendors
More red poppies	Increase ada accommodations for those with disabilities. Move the big screen at the back of the stage to another area or have 2 big screens. Have closed captions on live video streaming. Ask parade marchers to leave space between them and other marchers in front of them. It was difficult to see their banners when they were so close to the other marchers. Need more kids activities. Can the poppy festival be similar to the Christmas Stroll? People bring their dogs, might want to have water station for the dogs. Also recommend communicating to everyone that the asphalt is really hot and can burn dogs paws. I saw a few dancing around. We stopped several people to let them know the the asphalt is really hot for dogs paws. I didn't see a paramedic station. Was there one? How come EV band did not march?
Na	
	More food vendors for specialty items such as jams, bbq sauces, cheeses (which may be difficult in the heat) but to incorporate a farmers type market would be nice.
Very hot. More shade.	
	Everything was great, I can't think of any changes.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
Nothing really	
I would love to see more local performers on the main stage	Areas for people to sit and rest in the shade.
More organized parking..signs that tell u where to park	Better variety of vendors and not so many clothing, jewelry and soap booths. I would love to see more unique vendors like the one selling the clocks made from vinyl records. The jewelry booth that stamps personalized jewelry is neat too. I would love to see a better selection. How can I bring some unique vendors to the attention of the GT Poppy planning committee?
More area to sit and chat/eat. We had to sit on the curb behind the vendors.	
I would like to see more live music. When we were there - it wasn't live. I also would like to see more vendors incorporating Red Poppies since it's the Red Poppy festival. The craft vendors did a great job but maybe some food vendors can incorporate poppy related items to boost the experience.	
More seating and tables would be good in the food court, not for people to get a table and camp there, but just a place to sit for 15-20 mins so everyone in the group could eat.	Better food prep and storage. I got food poisoning
More areas to sit in the shade	
Nothing I can think of.	
Car show on Sunday. More shaded seating areas. Free drinking water stations.	Free parking is great but it would be nice to have signs showing where parking is allowed at certain free lots. I looked online prior and website was informative. I would allow for growth if I were to plan the festival for the future. It seems to have grown over the years, which is good for Georgetown. Keep security as a priority. Officers were visible at the event and streets were closed, which is a plus.

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
Maybe more tables and chairs outside?	Add more food vendors with less cost.
More parking and food trucks and maybe add. Petting zoo or addtl activity for toddlers that are too young to go in the bounce houses.	more activities, not just shopping.
The security people need to be on the same page. It is irritating to have one tell you one thing and another just the opposite. The food vendors need to be better prepared, they ran out of food.	more garbage cans or empty more frequently
Is it possible to have free music on the large stage or more smaller stages for music during the day? I would love that!	More vendors and less businesses
More finger food	More variety food booths and more help with the crepe lines
More men related vendors	
	none
With young kids, we went right at 10 to enjoy a couple of hours before needed naps. Many food vendors and other activities were not up and running yet although the event advertised open at 10. We understand play area wasnt open until 11, just more surprised at food and other activities. Overall great experience!	More food vendors
Surprise me , it was great !	More parking, maybe shuttle buses from nearby parking lots.
none	The free shuttles should have run later after the Saturday night concert.
keep it simple	
Since it was my first year, I am not sure what else to add to this. It was a great experience.	I would like to see some different food vendors, some less expensive booths to shop at, and more activities for people to be involved in.
	0

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More bathrooms	Better park and ride. Going to the event was great but leaving was very slow. Add misters to cool. Need more seating and tables near food areas and in general for males and kids who get tired.
Lower priced food. Food was super expensive!	Perhaps some more benches placed around other than the permanent ones already there. My sister who is 72 wanted to come but she needs to sit periodically and was afraid she would get too tired. With that in mind perhaps a rental station for light weight wheel chairs, or walkers with fold down seats! Georgetown does have a very large population of older folks
Would like to see actual poppies in the square area. Maybe just a potted garden box area and give educational information of how they grow and what environment they like to live in, etc	ball drop was way too drawn out...did not happen at 2; more like 2:30. announcer was unintelligible
Nothing really, it a nice little festival.	Better entertainment
A patch of live poppies	Nothing really I think it was great
	Can't think of anything
More vendors I, eastview high school band in the parade	
More live music throughout the different areas	More seating
More shade around the stage. More public bathrooms More vendors. More kids stuff.	more convenient parking?
	More parking
	none
Be able to download a map, so it is easier to find the different stages, restrooms, play area, etc	More variety of food and more advertising of the Poppy Festival. We did not know it was happening.
	Hard to fix, but more parking
Please keep the booths open later one day. We work retail and it was hard to get there before 3 or 4.	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
The lines at the kids bounce house area were really long and slow. Maybe something else for kids to do that doesn't require a half hour wait for a 30 second bounce/climb. The air conditioned restrooms were really nice, but maybe add another set somewhere else. I only found the one at the north end of the square.	Better ease of finding parking
More restrooms	
MAPS, MAPS, MAPS of activities and facilities	
More eating seating.	
Move the car show to another street	
Better vendors.	
Better signage for alcohol purchases	
More free parking.	
None at this time.	
More vendors	
Help with finding parking	
More music. Additional areas to get out of the sun.	
Not sure since it was the first time there. Thought it was amazing how many people were in attendance everyday. Less smoking of cigs, e-cigs, etc. or atleast have designated areas.	
The kids area was pretty crowded with long lines - possibly add more kids activities	
bigger/better/different band maybe something alternative americana	
Everything was wonderful and we especially liked the benches where we could sit and take a break from walking and "people watch" for a bit of time.	
I did not see any natural red poppies.	
Even more vendors!	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More dessert food trucks!	
Please bring more art vendors and less retail/food/political pushers.	
More and cheaper face painters	
Just keep all of the events the same.	
It is enough	
A map of the festival available at the festival	
In addition to music, I think it would be kind of interesting to have a comedian come out and do a set. Also, it would be cool to see a BBQ competition, or some kind of cooking competition mixed in.	
smaller lines, more organized pathways (barricades) like they do downtown Austin for large events.	
Different vendors. Appears to have the same vendor every year	
More shaded areas	
not sure	
one way walking directions. Way too crowded this year and people not moving out of the way for anyone. Traffic getting out of Georgetown near festival was awful. We go early so hoping it is not too crowded but it really was this year.	
Even more booths, if possible! More food options, interspersed throughout the area, not just bunched together in one specific area -- we almost missed the food truck area.	
I bring my own re-usable water bottle everywhere. I'd like to see a "hydration station" at next year's Poppy Festival instead of having to buy water bottles and adding more plastic to our landfills and the environment.	
Real Poppies	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
More bathrooms, the portable air conditioned ones.	
Mentioned above	
More water vendors or refill stations for reusable water bottles. It was hot and I got pretty dehydrated.	
A few more items for kids.	
Diversity in vendors, The speakers were really loud in the eating area, multiple locations for food/snack vendors, places to refill water bottles instead of creating more waste with plastic ones	
Make alcohol sales available in booths ...	
Nothing. It was awesome.	
More seating if possible	
More vendors with a variety and higher quality items and prices more reasonable. We visit Georgetown square and some places almost doubled their prices.	
Loved it!!	
More Designated shaded areas or seating. Actually flower displays? Didn't see any real red poppy's.	
Better signage around the square for things like bathrooms. Maps were helpful but not a lot of directional signs.	
Can't think of anything	
No complaints.	
Less services in vendors and more varied vendors.	
More activities! :)	
Parking was a big problem. There were a lot of parking spaces that were marked no parking and one was parked in them.	

attendee additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE NEXT YEAR?	
Non-local responses	Local responses
PLEASE do not close off 2nd street from Austin going East! This created a major traffic jam and 2nd wasn't that close to all the activities. We had to go west and thru very narrow, residential streets to make our way to University, east to Southwestern University where we parked. It didn't seem to make sense as to why 2nd was barricaded?	
Make it more dog-friendly	
Better instructions and information on what is going on and where to park etc.	
Bette risgnage and wayfinding. When we showed up we it tooK us a while to figure out what was happening	
Easier parking for the elderly (this did not effect us but I noticed many struggling to walk the distances). More seating available for short term rest while attending.	
Nothing really	
I think the signs that were hanging over the screen on the stage should be removed. It was a bit difficult to see Pat Green.	
Parade seating area for handicapped	
Cant think of a thing. Maybe, have inexpensive poppies to hand out as a party favor.	
some of the shops that i wanted to visit were closed, so it would be nice to see those open next time. perhaps offer sunscreen for sale! :)	
N/A	
More flowers	
Open earlier on Friday	

attendee additional responses

2019 red poppy festival

Question 21. Please share any other comments or thoughts you have about the event.

TABLE 22: PLEASE SHARE ANY ADDITIONAL COMMENTS OR THOUGHTS

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	Good fun experience
Fabulous event!	
	Thank you for hosting. Tons of fun. Loved seeing the cars in the parade.
	vendors food prices were a little pricey
We really enjoyed the event and talking with the friendly people. Great variety of vendors.	Loved it! I love this city!
Cute town - wish we would have had more time to explore it	
	I continue to be impressed by the planning and execution of this ever-popular event. Kudos to all involved for yet another successful festival.
	Another great year!
Great event, maybe a few more bathroom locations.	N/A
Loved it loved my first visit to Georgetown. Made me want to live in texas	Parking is a real issue
	Very much enjoyed it. Moved to Georgetown last year
Be sure to let DFW area people know about the event - it makes for a nice little road trip	Thank you for making the changes to the parking. We live in the downtown area and greatly appreciate these changes!
Nice job with bathroom facilities Sufficient number, clean	

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
It's called the Red Poppy festival. Maybe have someone with land plant red poppies to go look at. I know some homes have them, but it would be nice to go look at a big field of them. My mom is on a walker and it would have been nice to park in the handicap parking even though we didn't have a sticker, but clearly had someone with us that was handicapped. Really enjoyed the festival, and will be back! Would have bought a lot more, but we are waiting to move to a new place. Hopefully next year we will be ready to buy more.	I LOVE Red Poppy! I'd love to work with the Visitor's Bureau in the future!
	I LOVE that the bounce houses are free! Thank you for that!
	Have been going for 13 years and have enjoyed every year. Will be back next year
Concern - there were a LOT of dogs who didn't seem to handle crowds or other dogs around very well. Didn't see any issues happen but lots of barking and lunging towards people and other animals. Beauty courtsquare!! We had a blast in town!!!	The parade was fantastic
It's was great!!!! I loved the country music, wish people were dancing	
very pleasant atmosphere	The even as a whole was well organized, I have 40 years experience in event planning and I was overall impressed. the police were especially doing a great job public relations they are a credit to our wonderful city.
Overall positive experience	
Really beautifully done!	The parking needs to be better. I am hoping a parking garage is built by next year.

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
We are at the Sweet Lemon Kitchen! It was so delicious, it would be great if there was an app or website that recommended good places to eat along the square, other events /attractions in Georgetown, etc.	
	I really was pleasantly surprised by the new style of port o potties. The ones that had a/c
	This was a great event and we love coming to it every year. Keep it up!
Wonderful event! My daughters and I have attended since we moved here (military retired)	
	Great stuff
	It was great
	The concerts are great!
I ran into other people in the area where I live and they agreed on how stupendous it was. We met peopel from Austin and small communities from all over Central Texas.	
More entertainment between the big names. Fun stuff like the guys in their kilts w/ poppy beards but doing something, like renaissance festival.	needs more/better parking
	N/A
We had a very enjoyable time!	It seems like every year mire people visit the red poppy festival!
My kids had a awesome in the kids.	Loved all the bathrooms
NA	I wish people would NOT bring their dogs to the event. Too many people and the dogs get stepped on and hurt.

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
I was a little disappointed in the vendor selection.	We noticed that 1 restaurant (Roots Bistro) and one food truck (Nosh Box I think it was called) had gluten free items on their menus, but were not actually selling gluten free when we tried to order. They both said they had to prep their food items for the festival in advance so they could not make something gluten free. It seems like they could have prepped some gluten free items just as they did for the regular items. This is not a big deal to most people, but when you have celiac disease (as one in our party does), it's a big disappointment not to be able to get good food - especially when it's on the menu!
Parking was horrible	Should have breweries be able to set up sales tents
It seems the attendance is growing each year, maybe partly because of the population growth. This presents its own set of problems since the town square is not getting any larger.	
Was fun to see all the well behaved dogs!	
Not allowing people to setup their chair unattended all day. It sucked trying to find a seat for the concert when everyone's chairs were holding spots and no one was actually in the seat.	Stop advertising. It advertised itself. There are wayyyyyy to many people during the poppy fest. Which is awesome. But no one likes to be a sardine because things are set up weird. Or people are being shoved because there is not enough room. Drop vendor fees a little so more people will choose poppy fest over other festivals. We tried to find children's toys for sale, like normal, and there were no booths that had any toys. Disappointed in how this year turned out.
	Congratulations and thank you to everyone who worked so hard on this great event!
	It was such a joyous event, and I appreciated how dog friendly it was.
Very crowded in some areas	Too many people

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
Parking Need golf carts to take folks to event	Consession should be more cost efficient. I spent \$5 on one little hot dog for my daughter who was needing obe at the time
Turn the splash pad on, it was hot outside	
Great event. Well planned and very clean	More varieties with food vendors and snack items. I know it's pretty expensive to get in as a food vendor and then just help you make money but more variety would be great.
	We had a great time!
Someone tell Grapevine winery that \$14 is way too high for a glass of wine to go. Absolutely ridiculous.	
Didn't see the car show this year that we enjoyed last year. Great times at Poppy Fest.	
I like the stage show.	
	I always have a really great time with my boyfriend. He's going to Korea next month with the army and it was a nice festival right for us both.
	very enjoyable! wouldn't miss it
Noticed multiple time the recycling bins overflowing. Overall experience was great fun. Perfect weather a plus!	It was fun! We plan to attend future festivals now.
	The music was great! I love how there are more than 1 stage so if you are at different corners of the festival you can still hear some music. I would also have drink vendors closer to the actual square. Having to go to the outskirts just to get a drink when its hot out was rough.
I appreciated the clean portable restrooms!	
I will definitely be coming back next year!	We always have a wonderful time
Well organized and many activities for all ages	

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	n/a
	Please allow other vendors with clothing and home decor at the booths.
We hadn't attended in 10 years so we were not aware we needed chairs Saturday night. The schedule only had bring your chairs on Friday.	All event staff were great. Liked seeing first responders in the area just in case. Great festival.
We really enjoyed it. Loved the historical buildings coupled with a street festival.	
	I love it.
We enjoyed our time at the festival.	It is getting to be where the red poppy festival is predictable to the point where you do not care to go because you know what to expect.
Very enjoyable.	More parking or additional shuttles
N/a	I believe its gets better every year. Keep up the good work.
Better parking	
We love this event, the music, car show, the atmosphere, etc. We have friends who live in Georgetown and will be back each year!	This is our third year in a row of attending the Red Poppy Festival. It's a great time of a year and we look forward to it!
We enjoy this event very much. The vendor selection the area in which it was held the cleanliness and the safety we're all spot on. The people in Georgetown were amazingly friendly.	
Everything was great. I will Definitely go back.	
	there is not enough space for chairs before car show is moved
I feel like more advertisement can be done. Perhaps we didn't look in the proper social media sites.	We loved Poppy Fest great event!
My family and I look forward to it every year. There should be kiosks at the main entrances with event schedule/flyers. It was hard to option a site map.	

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	Gets better each year
Kids playing around the square we're a little wild. Saw someone get hit with a ball they were throwing around. Seems like there could be better accommodations for where kids can play.	The family and I had great fun visiting stalls and the food from the food trucks.
A great time as always, keep up the great work!	I think you are doing a great job. I moved her 4 years ago and attend the event and others on the square. More diverse vendors would be nice, like a photo booth, with all the music how about a make your own record, interactive activities would be awesome for different age groups. Love the event!
Red Poppy Festival is one of our favorite things to do. We go every year.	
Food, drinks and restrooms on a map would be pretty handy — maybe there was one and I just missed that	Great event & great time of the year
	See above
More hand washing stations	
Location of main stage needs to be more open	Remove the parking bumps on the street I was watch the music and saw several people trip over them.
	Great event! Great music! Great vendors!
	Fantastic
It's nice to visit Georgetown. Lots of history and a pretty area	
	Great job as always. :)
It's weird that this survey is mostly about how much money I spent in GEORGETOWN, kinda tacky. Kinda had the opposite effect.	
	It's so good and now popular that it has become crowded. Can it expand out some?

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	Nice job putting this together. One of my favorite events in the area.
Would have loved to have seen Pat Green but knew it would be SO crowded. So, we o my went Friday night and during the day.	
Good festival.	
Hand rinsing stations would be nice Signs pointing to restrooms	
All the music is great! I think you all have that part down perfect.	Thank you for your planning efforts, the community appreciates it!
N.A.	
It was a great event	
I love this it was so fun. And the concert was amazing	
	This is a crown jewel for the City of Georgetown. Please keep trying to tweak it every year to make it even better. The new Red Poppy 20th commemorative sculpture is beautiful and in a good location. Last weekend of April is a good date for this.
Thought it was a Great Family Event	Food to costly. \$15 Dollars for just a french fry and a hotdog and I can soda is way too expensive
	Love the festival! I go every year and bring my out of town friends! They love it and it's free!
It's fun for all these. Great music, car show, vendor selection. Limited food vendors other than having to dine inside. Festival are all about the outdoors. Restaurants around the square should take their service outside Not enough workers/volunteers.	Car show was really good this year and I loved the location they were at...by the stage.
Good event	
	Enjoyed ourselves very much.

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	I wish the Saturday night show was earlier than 930. Spend less on maps and more on an app.
	The staff that works so hard, the city workers who work tirelessly, the community that comes out and supports our local downtown is amazing! I so hope that all of our stores, restaurants and local business leaders really benefit from this event. This is what makes Georgetown great!!
It is always a great event and you can never count on the weather to cooperate. Thanks for all the work you do.	The festival is a great way to bring the community together and tourists to visit.
	I really enjoyed the lamppost coffee
Nothing additional.	
	Always a good time.
None at this time. Thanks for the great event! Again, we all enjoyed ourselves.	
	We loved it
We had a great time.	
The event far exceeded my expectations with the variety of vendors and The convenience of being next to retailers. This was our first year to attend and we only went Sunday. We have already invited family to attend next year and spend more time there.	
	Saturday night is so crowded - seems like a different group of people than who are usually here - did not "feel" like Georgetown
	The Festival has been great each year.
Great Family Friendly outing	

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
We attend other annual Georgetown festivals, but this was our first run at Red Poppy and we loved it. The parade was the perfect length for my little ones and so sweet and personal to Georgetown! Loved the live music and everything.	as usual - parking
	I liked the new craft vendors that this venue attracted. The new arrangement of the upgraded restrooms and the new location for food vendors on 7th Street was terrific.
	Food is priced to high, its crazy
	I love it !
It was nice.	
The event is very well organized. Thanking First Baptist Church for the shuttle service Thanks to the committee that works to put this event together. Love the beautiful Georgetown square.	It's so nice to come to a festival that is family friendly and always so clean and organized.
	Just a nice pleasant time for us and a great welcome to Georgetown!
None	Thank you for organizing this event. It was well done and fun to attend.
	The parking and shuttles were great! We didn't have to wait long to get back to our car! I lived that. I would have loved to seen more of a variety of vendors instead the same ones I see at the Christmas stroll.
Enjoyed the music. Shuttle service from First Baptist church was outstanding. Loved wandering in shops.	I thought that there was a good amount of visible law enforcement. Which makes a person feel safe.
	Not sure on limitations re: the event but spreading out a bit more might ease the foot traffic and allow people more space to walk around comfortably.
	Great event. Very glad beer and wine sales went to local businesses.

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	A little too crowded
I'd recommend that it would be more dog friendly	
	Always fun
N/A	Other than mentioned above...great event!
Seek out more verity of vendors would be helpful as well. We love attending each year. So much fun.	
	More PediCabs would be nice, as the parking situation gets pushed further away from the square every year. We took a Pedicab back to our car and it was great!
	We truly enjoyed it and planned our attendance for months.
Great experience, definitely coming back next year!	
I live in Pflugerville and go every year, we enjoy it, I go with 2 friends and we have a good time and feel safe	
The band needs stay a free concert.	We don't come back for concert because of parking and getting chairs/coolers to town. We take shuttle to festival...can't get chairs/coolers on shuttle. Could there be a drop off then go park? Don't know solution just know in 4 years of attending we have not gone to evening events due to parking.
	Would be nice if the Mainstage wasn't so close to the Palace Theatre. Can hear the Mainstage sound during performances inside the Palace.
I paid \$10 for the Kawana's club ball drop but I really didn't understand what was happening. That was confusing.	Every year gets more crowded & seems like less to do.
Needs more shade and better parking	
	Nothing else.
	Love Poppy Fest

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
I have only lived in Georgetown for 6 months and I really like it. Events like this make it more enjoyable and getting friends to come visit or join me is great!	Na
Everyone, attendants and staff, were so kind and nice. It made for an even better day.	
	It was extremely crowded. I think it was the most I have seen in all the previous years I have been going. Good job!
	Would like to see the shuttle service on Sunday too! (even if it's for a cost) Maybe even have shuttle service extended to Sun City for the seniors.
	This is a great event. I appreciate that it provides great music and entertainment at no cost making it affordable to families.
More clear signage for the different areas, i.e.- kids fun zone, food trucks, music...	
It was great	
More seating for when you sit down to eat.	Like to see more arts & crafts sites.
I never saw the even information booth. Would like to have that booth centrally located. Also a stroller rental and a package storage area.	Grandson loved the little train ride!
	Great job on the event overall - a good time. We moved to G'Town about 16 months ago and frequent the square and events. Dysfunction Junction was fantastic, and Mason Lively was incredible. Pat Green, not so much... need a stronger headliner. Thanks!
	So many roads were closed on Saturday morning that I could not get out to get to my destination. People who were directing traffic were very nice but misinformed about what roads were open and closed and provide incorrect information to me more than once.

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	Was wonderful this year especially the music
	thanks for organizing the survey; always a tough job :)
It is a tradition that my family and I have attended the Red Poppy Festival for the last 8 years. Always enjoyed it!!	
In number 20 above I pretty well express the way my wife and I felt. I do believe that hosting the event in downtown George Town is a perfect location. It provides an opportunity for the local shops an excellent opportunity to show the unique items available to accommodate any occasion. " Heck if you can't find it here , you probably are not going to find that "special" something for that "special person or persons.	Loved it
Love the event and enjoyed the music and shopping	Love Georgetown and the festival!
	Need more busses
	opportunity to learn ...to see people you hadn't seen since last year. enjoyed the parade and music and the great weather you ordered. Thank you so much for all your hard word and planning Enjoy the summer.
We have been going the last 4 years and always enjoy the music and the food.	Move it back to the park.
More varieties of food	Can smoking or vaping be banned or limited to certain areas? See other comments above.
Na	
	We had a great time. The only thing that is keeping me from saying it was amazing is the fact it was so crowded (which is a great thing for y'all haha).

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
Thank You, we really enjoyed the Red Poppy Festival. We will definitely be back next year. Also appreciate the sanitizing wipes at the eating table.	
	The vendors and the food court were.. great.
Great time	
Great job, thank you!	Y'all are doing a great job!
	I am proud of the job the planners do to bring notoriety to our community of Georgetown. It is a fabulous place to live and I'm proud of the many events that we have each year. Thank you to the Poppy Fest Committee...kudos to a job well done!
It was a great event overall!	I think the event is a great outing for everyone. Keep it up.
We think that the event is well put together and enjoy the entertainment each year. The vendors are set up very neatly and it is always a pleasure to see the different items and products each year.	
N/A	Enjoyed it.
I like the friendliness of the workers helping out at the festival.	The visitor center was friendly, convenient and not expensive.

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
It was a great surprise. We will go back next year.	I am proud to live in G. Town. I think our downtown and the square is very pretty. My wife used to talk about residing in Georgetown even when we used to live in Ohio. She just loved Georgetown! We have visited Texas since 2005 and she always made a point to come to Georgetown at least once during our trip. She liked the square, the parks and the wild flowers in the spring. She eventually ended up buying a house here but 8 months following that she passed away. What a tragedy that is! While she was still alive, she tried to go to downtown as often as she could. I am here to carry her torch and keep my love for Georgetown going. I love it here and the people are very kind and loving here. That is the most important part of this town. I'm grateful for their many kindnesses and friendship! Georgetown is beautiful!
Not Event Related; these survey questions were confusing, as they did not specify a timeframe. I have spent many day, and lots of money, in Georgetown, but was not certain that is what the questions were asking. Please be more clear in the future, to insure your data is useful.	More public bathroom/porto-potties
It was fun.	
Cant wait till next year!	I was nice to walk around but once you did that, there wasn't a lot to do. I heard the food vendors were way to high.
Everything else was good.	excellent event, great weather, good time

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
Next time year I hope to spend more time at the poppy festival and take advantage of all ythe venders, food trucks, etc.	Police and security were great. Thank you for the nicer outdoor bathroom facilities. Store owners were patient and very friendly with the crowds in their stores. Would like to see a metal sculpture vendor other than spinners and birdhouses. Particularly our crowd was looking for metal poppy flowers. Had a great time.
Had a wonderful day and we had perfect weather!	
The staff were very friendly. Everyone we spoke with wearing a red poppy shirt was super polite!	
Wish I hadn't missed the car show .	Only reason we didn't eat in the restaurant instead of the food trucks was the long lines just to get in.
This was our first year didn't know what to expect, would like to come back next year to see the car show and hear more music.	I liked the free shuttles this year. My group was concerned about the availability of shuttles after the Pat Green concert so we left before it was over. If the shuttles had run later it would have been better.
none	
	It is not what it used to be, it used to be more fun filled in the past.
Keep up the great work!	
	I'm in my 60s, a friend in her 50s and her 21y/o came early, we left after we ate lunch and the 21 y/o came back with friends in the evening to enjoy the music and night life. It's fantastic that there is something for everyone. Old and young alike! Good Job!!!
I really enjoyed the festival. I didnt spend too much money there because I was alone with my dog. Next year I'll go with some friends and/or family and will be better able to answer the survey questions.	Always enjoy it. Great outing for people of all ages.
	We really enjoyed it.
I like it overall. I cant wait for next year	
	Generally a very good time

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
	well done, clean and safe
Great job! Lots of fun.	Need more food vendors
	Well done
Dunno	
We had a good time as usual.	It was fun to see Georgetown's famous festival finally. There were some pretty cool vendors to look at.
KEEP IT UP	
Would like to see more info about why we have the celebration.	
Perfect size for an enjoyable afternoon without the hassle of an event in Austin! Had everything you could want in an outdoor festival.	
Love how everything is centered around the square. Very convenient to walk.	
This is the worst year by far. Over priced vendors selling junk.	
None, it's a fun event!	
Had a great time and wish I would have known about this festival years ago.	
Was impressed with how much law enforcement there was and how quickly they responded Friday night.	
It was a wonderful event and we felt very safe in Georgetown because there were plenty of law enforcement officers there and that was great and appreciated.	
Awesome event!	
Felt safe and secure. Thank you city of Georgetown	
Appreciate that Georgetown is open container - people respect that and have fun while being responsible - pls keep that.	

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
I really like it	
The lines for food and jump houses was very long. Possibly more vendors so lines could be shorter.	
I thought it was a pleasant event, with lots of great crafts and vendors, good music, and seemed to be pretty well organized.	
not walking friendly people can be rude in passing when the crowd is bunched	
We have been going for a few years and am always surprised by how many people attended.	
Try to change the venue up abit	
Wound Loose and some of the other live music on the Mayfair stage on Sunday were so loud, aggressive, and angry sounding. I was surprised and dismayed, as this is a family event. It really reduced my enjoyment of the Red Poppy Festival, and I just wanted to get away from the music as quickly as possible.	
We loved the live music. It was perfect for a family. We all had something to see and do.	
Fun event, wish there were more live/planted poppies but realize that is out of the festival's hands.	
It was so crowded but I know that's the point...which is good for the festival.	
Thank you for making it such a fun and family friendly event.	
It's been a tradition for years for us but the parking was a nightmare this time.	
There was one band that played angry metal music that felt incongruent with the event.	
It was a great time! Consider marketing more in Austin, I think people would make the trip!	

attendee additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
I wish we'd had more time to take it all in!	
None.	
It was great! As usual :)	
Need more food vendors they lines were to long and could use more tables with umbrellas	
It was very crowded which was a little frustrating at times trying to get through crowds of strollers and pets. Not that I am bother by either, but, it was just a really congested area in the square.	
I would love to have a group of locals who either presented a play or dramatic reading about the history of G'town. The various ethnic groups doing dances, a display of the influences these people groups have contributed in making G'town what it is; such as specialty food tasting...More poppies!	
i had a blast, thanks so much!	
N/A	

NON-FINANCIAL RESPONSES

Question 1: Using the scale below, please rate your experience at the Red Poppy Festival.



FIGURE 7: RATE YOUR EXPERIENCE AT THE FESTIVAL

Question 5: Do you plan to apply for the 2020 Red Poppy Festival?

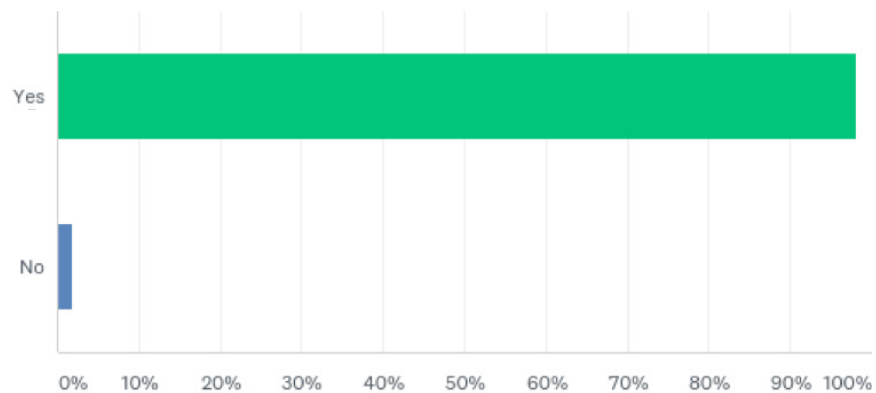


FIGURE 8: DO YOU PLAN TO APPLY FOR THE 2020 FESTIVAL?

Question 6: What type of vendor are you?

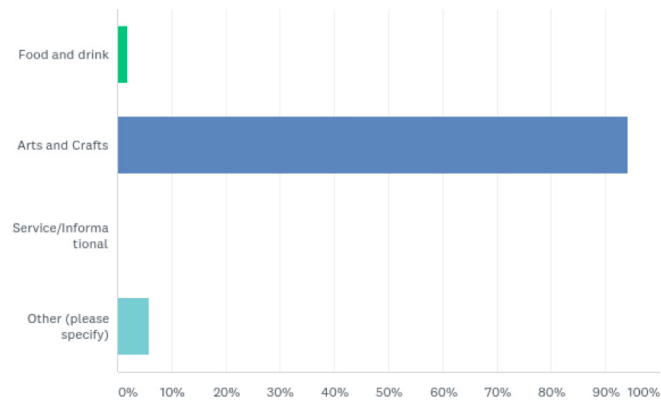


FIGURE 9: WHAT TYPE OF VENDOR ARE YOU?

Question 7: How did your 2019 sales compare to 2018?

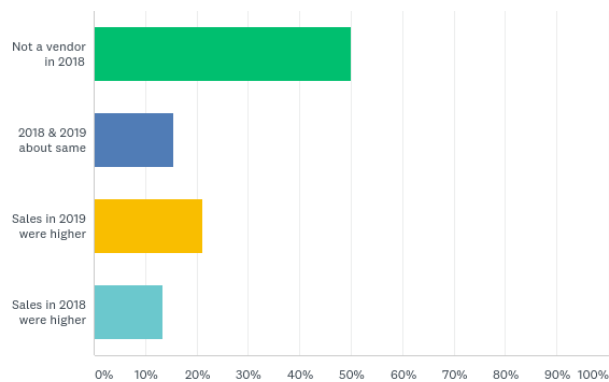


FIGURE 10: HOW DID YOUR 2019 SALES E TO 2018?

Question 8: What were your sales at the 2019 Red Poppy Festival?

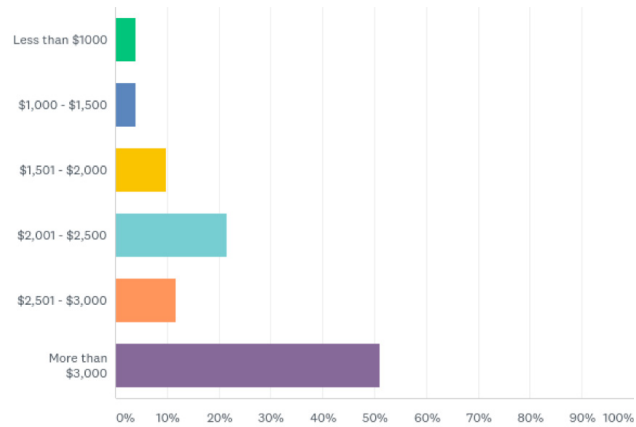


FIGURE 11: WHAT WERE YOUR SALES?

vendor additional responses

2019 red poppy festival

Question 16: If your group spent the night in Georgetown, where did you stay?

TABLE 23: WHERE DID YOU STAY?

ANSWER CHOICES	RESPONSES	
We live in Georgetown	9.62%	5
We did not spend the night	30.77%	16
Stayed with friends/family	9.62%	5
Vacation rental (AirBnB, VRBO, etc.)	9.62%	5
Campground/RV Park	7.69%	4
Bed & Breakfast	0.00%	0
Best Western Plus	3.85%	2
Budget Inn	0.00%	0
Candlewood Suites	1.92%	1
Comfort Suites	1.92%	1
Days Inn	3.85%	2
Georgetown Inn	1.92%	1
Hampton Inn	1.92%	1
Holiday Inn Express	1.92%	1
Motel 6	0.00%	0
Sheraton	0.00%	0
Other (please specify)	15.38%	8
TOTAL		52

vendor additional responses

2019 red poppy festival

OPEN-ENDED RESPONSES

Question 18. What did you like best about the event?

TABLE 24: WHAT DID YOU LIKE BEST ABOUT THE EVENT?

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Music	This event is very organized. It is a huge event with thousands of attendees, and the City team does an amazing job at pulling this off. I was very happy to see the extra police support on Saturday night. I was extremely grateful for the specific booth space the City team placed me in this year - it was very easy for customers to find me. We were busy the entire festival. Everyone I interacted with was having fun this year. Great job Georgetown!
Music people sales	Some of the new vendors, was nice to see a bit more variety. I liked the hand made items vendors.
Lay out of the Artists	The clientele, the vendors, the weather!
Music	Number of potential customers, good weather, ease of setup, location of booth
The people	
Very well run, lovely town and friendly people	
I wasn't in the show last year, but my sales were almost double what they had been in previous years! It was my first time to be on Main Street!	
The people and the live music.	
Red poppy committee was great. The move out was the best. Easy move in also.	
I liked it all	
Traffic was very good this year	
Good crowd of people	

vendor additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
The number of people. We were not in this event last year, but in years past, I thought the crowds were much larger this year. We thought it was a well run event, security visible, getting setup and out was good. Electricity went out in other tents, but someone was there shortly to fix it. So was a good event.	
Very orderly set-up and take down, many volunteers to direct vendor traffic	
We always enjoy working PoppyFest especially when the weather is as beautiful as it was this year. Setup was exceptionally easy this year.	
Family fun, music Free bounce for the kids Friendly people	
Location. Crowds. Weather. Ease of set up and take down.	
The event was fun and I enjoyed meeting people	
Always enjoy the crowds, entertainment and the other vendors.	
Community gets out together, great music, awesome variety of art vendors. Clean, safe, fun.	
the people and the location	
Load in and load out was great	
Very organized	
The people who were working there and the Georgetown first responders, the festival staff.	
The crowds were amazing. The entertainment was so much fun. The event was very well organized. The volunteers were very helpful. I appreciated and thanked the security for their job and keeping us and our products safe. The vendors were also very nice and had beautiful products.	

vendor additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Organized well, entertainment, traffic, clientele	
I like how very well it was organized, how smoothly it ran and the large crowd and I want to be in the Christmas stroll.	
Proximity to where I live	
The music!	
Large happy crowd and Pat Green	
It's very well organized. Volunteers are informed and able to answer questions. Info packets are sent out enough time in advance so the vendors can be prepared and knowledgeable.	
I like that all the vendors have handmade crafts and products. It attracts a better crowd. It was also a very good variety of vendors.	
Very well organized, tons of shoppers, excellent music	
It was well attended, well organized, the weather was great and folks were very welcoming as this was my first event in the area since moving.	
Friendly event staff, well organized, well advertised and attended.	
The bands were great, it was well organized except that some booths lost electricity twice. Since it hot, that was rather difficult while the electricity was out.	
the music	
Really happy about how many people were in attendance. Friday seemed to be a bit of a bust in sales, but happy to have Friday to set up. Well organized! I was happy and it was worthwhile. Very happy it didn't rain....LOL. Sales were good!	
Very well-organized load-in/load-out. As good as it can be for an outdoor event.	

vendor additional responses

2019 red poppy festival

WHAT DID YOU LIKE BEST ABOUT THE EVENT?	
Non-local responses	Local responses
Very well run. Great community. Great customers. Booths set to give each vendor a corner.	
That All Vendors has a Corner. We were not packed in like sardines, having that "Hallway" between our neighbors was nice.	
Very well organized. Easy load out load in. Staff readily available for answering questions. Large crowds/well attended. Appreciated the electricity availability.	
The people and music	
Very well organized even getting a big trailer through the streets	
There were a lot of shoppers, the hours of the festival, good weather and access to food/drinks.	
1.) Entertainment and Art 2.) Food 3.) the load in/load out process was well organized. I do a lot of festivals and I was in and out in half the time it normally takes.	
Was really well coordinated. Great small town, friendly vibe. And enough traffic and sales to make it worth our time.	

vendor additional responses

2019 red poppy festival

Question 19. What changes or additions would you like to see next year?

TABLE 25: WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?	
Non-local responses	Local responses
Na	The only thing I happened to notice is that we weren't able to start setting up until 10:30am on Friday. In past years we were able to start earlier. It happens to take my team hours to set up our booth, so this year we were not able to take a break before we had to turn around and be open for business. So a little more time would be helpful. I do understand the various other factors that go into this though.
More artist no sand art or carnival like booths more shuttle buses	More handmade craft folks with skills that are hard to find...maybe a hand-blown glass earring and jewelry artisan (they have done it before but weren't here and I loved their stuff last time).
Portapotties that are closer	
A list of booths and artists. There was an artist I didn't see, was hoping he was there and missed his booth.	
More bathrooms in different locations. A bit of a distance from our booth.	
Better load in for the Main Street vendors that face the court house. There is no space to unload your vehicle with the vendors that back to the court house unloading at the same time. Maybe staggered load in times.	
Vendor bathroom. Lines were very long.	
Nothing you all do a great job	
I would love to have some booth sitting, to give us a opportunity to go use the restroom	
Everything ran smoothly for me	

vendor additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?	
Non-local responses	Local responses
The only change that would benefit me is: If we are in the same location next year I would like to have the music turned DOWN. I went home Sat. and Sun with a sore throat from having the yell over the music. The band has a captive audience right in front of them, but I could hear them clearly 1 block away inside a building inside the restroom with the doors closed. The music is great, but we lost customers because we could not hear them and they could not hear us, so they just walked away. I saw people in the crowd with hands on their ears. That showed that the music was too loud.	
I attended in 2027 and that year there was a small vehicle making the rounds selling cold water in bottles for \$1.00. That would be nice to have for the vendors.	
Please allow vendors to pop their tents up when unloading (only e-z up type). Then all the product can be placed under it and out of the way. Most vendors can pop one up and have weights on it in less than 5 minutes.	
Everything seemed fine to me.	
Vendors should have reserved parking close to their booth. We shouldn't have to compete with the general public for parking space. Those attending are already used to the idea of walking big distance to get to the event..	
Can't think of anything to change.	
Loved everything!	

vendor additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?	
Non-local responses	Local responses
More PortaPotties specifically on the SouthEast side of the Festival. It was extremely difficult for many of us vendors who did not have any help. There were no close restrooms and the restroom available always had long lines.	
None	
I would like to be on Main st or 7th st around the courthouse	
No changes.	
WiFi provided	
Better vendor parking, closer.	
Booth sitters, hospitality tent	
It was perfect for us!	
Better/closer vendor parking.	
Increase locations of the port a potties.	
None that I can think of.	
I thought this was great!	
I would've liked to see a volunteer or two walking around during the event that could answer questions or spell the vendors so that we could use the restroom. I would like to see a poster or event picture that could easily be share on social media that shows at least dates and location.	
Get the same bands. We wish that vendors who sold similar products are not placed so close to one another because it isn't fair to the vendors.	
food delivery from a restaurant around the sqaure	

vendor additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?	
Non-local responses	Local responses
The artist booths space was too small. There was little to no room for helpers. We were in the sun so badly that helpers could hardly stand outside the booth. Besides, standing in the front of the booth would keep customers from coming in to shop. If we had been in one of the booths along the courthouse, we would have the back side to get out of the way. Standing for almost 3 days is impossible. We need some space around the tent to sit. We didn't feel we could sit in the pass through areas. Sitting in our tent takes away display space. Maybe you could have spread us out a little more. The booth on the end could have moved down to give more space. WE WERE VERY HAPPY WITH THE LOCATION OTHERWISE. Also, the closing was a little confusing. Brochures said we were not to close until 5:30 and a fireman came around telling us we had to close at 4:45, 15 minutes before the listed closing time on our badges and online.	
Keep doing what you're doing.	
None!	
Not sure how this could be done, but close in Vendor parking would be nice. And this might be on a booth by booth case. Or maybe offer, for an additional charge, limited close in vendor parking...or one spot per vendor in certain areas, or something. On Saturday, I had to park about 10 blocks away. But totally understand this would be a big challenge.	
Restrooms placed in 2 locations - we had a l-o-n-g walk from our booth.	

vendor additional responses

2019 red poppy festival

WHAT CHANGES OR ADDITIONS WOULD YOU LIKE TO SEE?	
Non-local responses	Local responses
The load in procedures were not clear and the person giving directions on our street made us keep moving our equipment, vehicle and product multiple times while attempting to set up significantly delaying our process. Parking for artists/vendors was very frustrating, especially on Saturday morning with the parade and other events. It would be very thoughtful to have a designated parking lot for artists/vendors with golf carts to get us to our booths in a timely manner. Having to carry product, equipment or other personal items from blocks away was slow and cumbersome. A hospitality booth would also be nice with water bottles and snacks.	
Can't think of any changes!	

vendor additional responses

2019 red poppy festival

Question 20. Please share any other comments or thoughts you have about the event.

TABLE 26: PLEASE SHARE ANY ADDITIONAL COMMENTS OR THOUGHTS

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
Na	Make sure 4th street is open (5th street is closed) for the residents who live in the town homes on Main St. between 4th and 5th. This is an incredible event that people come to from all over. I have returning customers annually from Dallas, Ft. Worth, Corpus, Houston, Belton, San Antonio, and Austin. I had several from out of state: Colorado, Massachusetts, Georgia, Florida, and Tennessee. Thank you! I love being a part of this festival!
Need volunteers from boy scouts more directors of load out some people do not follow rules when others do	I do like that less retailers are at this event so it doesn't compete with the stores on square. Also, not many tent retailers make their items/clothes that they sell, so it keeps Red Poppy more artisan oriented for us who do make our product.
Good organization	I always enjoy having a booth at Red Poppy Festival and greatly appreciate all the hard work the volunteers do to make the festival enjoyable for vendors and customers alike.
Great event. Enjoyed seeing all of the effort put into running a smooth show!	
All of my shows have been wonderful in Georgetown, this one was exceptional! Thank you! -House of Kerri Kerri Lavery Sterin	
It was great!	
We love coming t the event	
The event workers were very helpful and keep everything moving smoothly. This year move in and out went great	

vendor additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
It might help to have the portable restrooms a little closer. I have COPD and can't walk 3+ blocks, so have to depend buildings being open. We really missed the baker not being open on Sunday. I am surprised that his front door is still working because many people tried to get in, knocked on door and looked in the windows, then stood there with hands on hips - we all wanted some of their great baked goods.	
Love this event! Really nice people and well organized. Hope to be accepted next year! Thank you for a wonderful time.	
Please separate like vendors. There was another vendor selling the same product two booths away from us. Also, vendors sampling food products need to be checked to make sure they have their TFP. Some vendors were sampling without having theirs posted. Williamson County checks early and if you aren't sampling when the inspector walks by and haven't applied, they don't know you need one. Basically more checks and balances. Some of us follow the rules and do what is asked. Others ignore them. Also, except for separating vendors selling like products or requesting to be moved, leave vendors in the same location. Your storefronts don't move and people like knowing where to find their vendor. We post our location on FB but not everyone has social media.	
N/A	
One of our favorite events of the year.	
not enough restroom facilities	
Great festival!!!! Will apply next year- already applied for the Christmas Stroll.	
Best fest we have ever attended!!!	

vendor additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
My only thought is "I hope I get selected to be a vendor next year". Thank you.	
I was unable to access the internet during the show for the most part. I did have many customers pay cash, go to the atm, or trusted me to take their card information after releasing my merchandise. Unfortunately I didn't record the expiration date on one of the cards on a \$121 sale, so ill probably have to eat that one...	
The friendly atmosphere was awesome- I like the location and layout.	
I love the Georgetown festivals. They are by far my favorite to vend at for the reasons stated above.	
I thought it was well organized.	
It was a great weekend because the weather cooperated, the music was good and the overall atmosphere was great. Food vendor choices were good.	
See 19. Thank you for putting on this event. And allowing me to participate.	
This is my favorite event of the year. Everyone is in a good mood. If possible, a password-protected vendor wi-fi would be amazing. Square stopped working several times due to overloaded cell towers. I was still able to process transactions manually, but it was very slow, and customers were sometimes impatient. I'm willing to pay a small fee for access to vendor wi-fi.	
Enjoyed eating at local restaurants.	
More of those nice, AC, enclosed bathrooms, closer to or on the Square, would really be nice.	

vendor additional responses

2019 red poppy festival

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS	
Non-local responses	Local responses
The event was well advertised and we appreciate the location of our booth. Overall, it was our favorite event in Texas!	
I thought the show was very well organized. It was awesome to see Kendahl stop by the vendors booths and ask how everything was going and if we needed anything. I had a great time and would love to participate in next years frstival.	
Appreciate you welcoming us from out of state!	

IMPLAN AND ECONOMIC IMPACT MODELING

This analysis was conducted using the IMPLAN model developed by Minnesota Implan Group (MIG). The model uses economic theory combined with historical trends to anticipate changes in direct, indirect and induced employment and income generated due to the presence of a new business, industry, or event. The results of this analysis are intended for the use by its recipients. Publishing for general viewing is at their discretion.

IMPLAN is an input/output model that is based on economic factors attributed to a specific county or region.

This analysis reflects the anticipated county impacts. The output and analysis from IMPLAN simulations are theoretical in nature and are contingent on the quality and quantity of data provided as input.

IMPLAN AND RETAIL IMPACTS

The IMPLAN software model was updated in 2011, and the data sets (inputs and outputs) were most recently updated for 2017. These revisions included many changes, but one is particularly relevant to economic impact analyses on festivals and events that include retail spending. Very few of the goods purchased by visitors to the area are actually produced there. For most sales, only the retail margin (the difference between final sale price and the wholesale cost of the item) is retained in the city or county. Retail margins can be as low as 20-30 percent of the total sales price for purchases made at general merchandise stores.

Previous IMPLAN versions allowed total retail sales to be used when calculating economic impact. This resulted in an over-reporting of the total economic impact. The impact on local retail outlets was inflated as well. The updated version of IMPLAN uses only the retail margin in conducting an economic impact analysis. The results are a more accurate picture of the actual economic impact on the community.

Thus, it is important to recognize the difference between total retail sales and the impact of that sale on the community. The economic impact is measured on the basis of the retail margin and not the total retail sale. Retail sales and retail impacts are two very different measurements and are not equivalent. Because IMPLAN measures the impacts of retail margins, the resulting retail impacts can seem low.

DOWNTOWN BUSINESS SURVEY

An additional survey was conducted of 80 downtown businesses to better understand the impact of Red Poppy Festival on their businesses. In order to provide full anonymity, an email was sent out with a link to the survey that was not tied to their email. Each business received the same link and no identifying information was requested beyond the type of business. Of the 80 businesses contacted, 36 completed the survey.

Downtown businesses rated their Red Poppy weekend as a 3.69 (on a scale of 1-5). While this is significantly lower than the ratings by attendees (4.18) or vendors (4.58), the businesses based their ranking on quantifiable data while attendees and vendors balanced quantitative information with their qualitative experience.

Question 1: Please rate your business's experience during Red Poppy weekend.

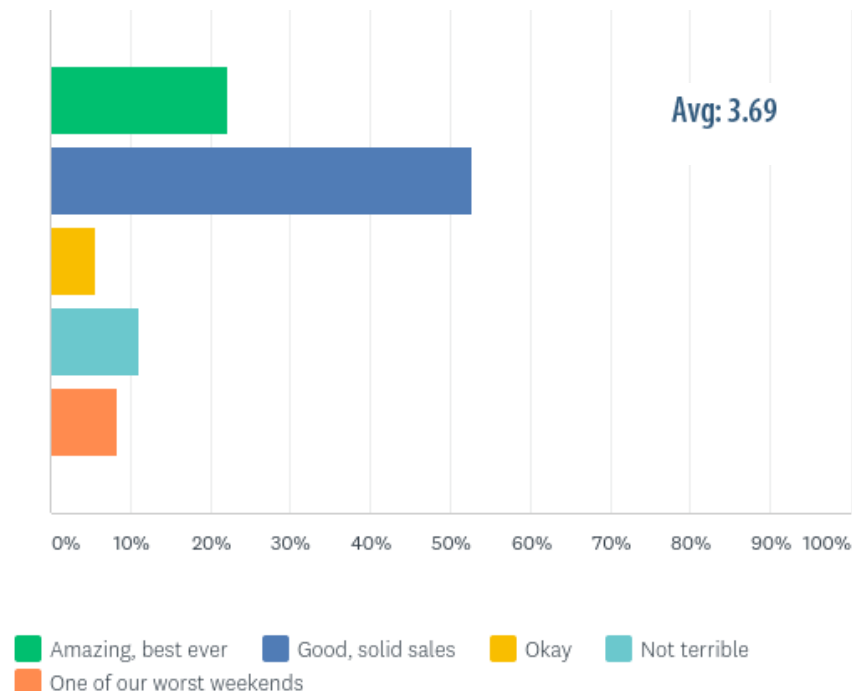


FIGURE 12: RATE YOUR BUSINESS'S EXPERIENCE

Question 2: What type of business are you?

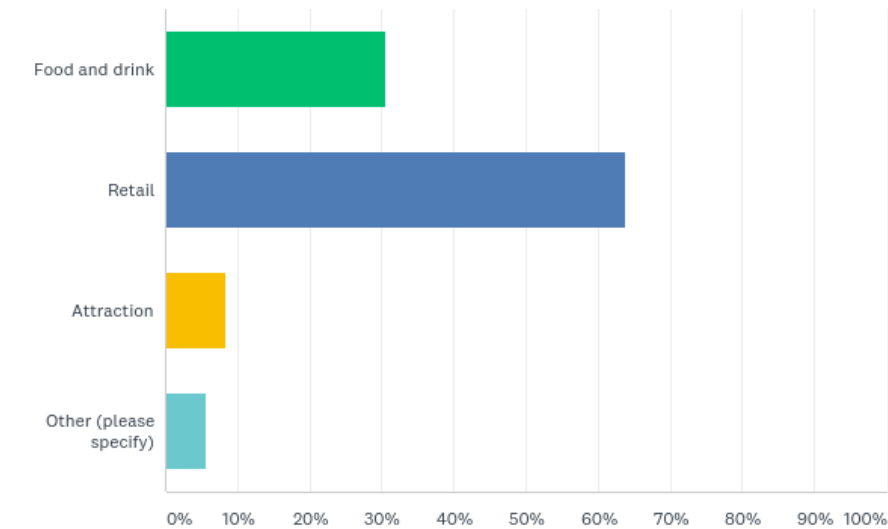


FIGURE 13: WHAT TYPE OF BUSINESS ARE YOU?

Question 3: Which days did you extend your hours? (choose all that apply)

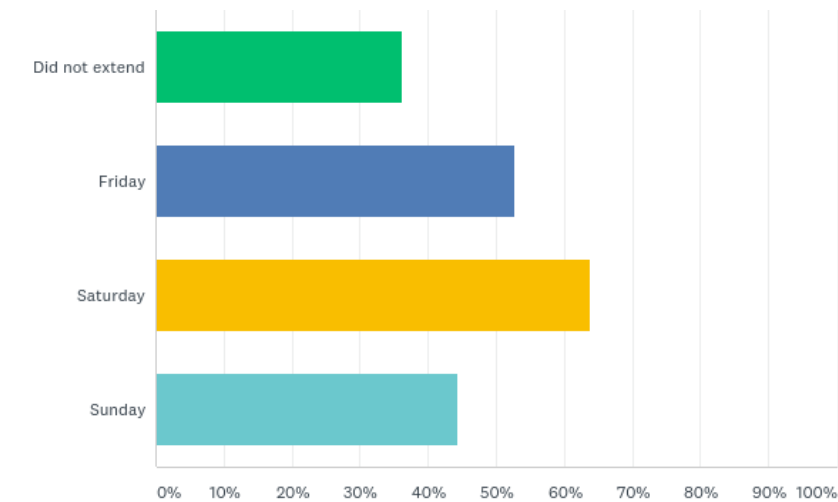


FIGURE 14: WHICH DAYS DID YOU EXTEND YOUR HOURS?

Question 4: Were you open on Sunday?

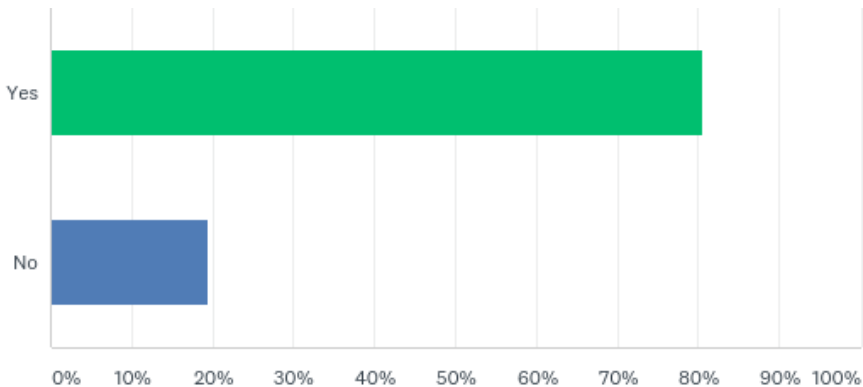


FIGURE 15: WERE YOU OPEN ON SUNDAY?

Question 5: How did your 2019 Red Poppy weekend sales compare to 2018?

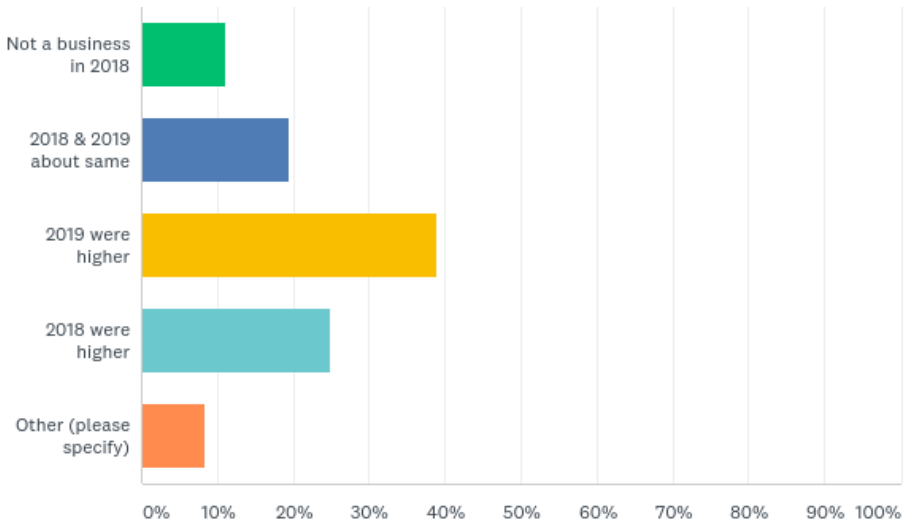


FIGURE 16: HOW DID YOUR 2019 RED POPPY WEEKEND SALES COMPARE TO 2018?

Question 7. What changes or additions would make Red Poppy weekend a stronger one for your business?

TABLE 27: CHANGES OR ADDITIONS

WHAT CHANGES OR ADDITIONS WOULD MAKE THE WEEKEND A STRONGER ONE FOR YOUR BUSINESS?
More activity further west of Austin Ave.
We think it is a great attraction just as it is
Move kids section onto another street. People who shop our Businesses dont normally have small children. It would serve our entire side(8th st) where the stage is set, if it included Booths and Vendors that shoppers would walk to see. People just dont shop the side of the street as they would because it looks like it's just a Kid Section no booths. this is the Biggest opportunity for change and growth in sales for all of us on 8th st
Moving the large bounce houses. It blocked our visibility
The stage on Austin and 8th blocks us from getting any business
More activity on the 800 block of Austin. In the initial years of the RP Fest the classic cars, Fire Dept. or Police Dept. vehicles were on display on the section of the street. In recent years this block has become a vast wasteland playing host only to the PortaPotties. We are big fans of the Festival and always have been. Though some years sales are down, we know that it is still long-term great advertising. Poppy guests might not have chance to visit us this year, but maybe next time they are in GT they will recall us.
Relocating the Main Stage in order not to block storefront.
From our perspective attendance seemed significantly lower than before during the day. Several people commented afterwards that they are not coming to Red Poppy anymore because there is nothing new for them - largely the same exhibitors every year and the same things to do - needs renewal.
Nothing, it's perfect!
Red Poppy Festival is always well organized and is good for our business. I think more clear directions to the public restrooms/port a potties would be nice.
Make to go orders more easily accessible
Have longer hours for Red Poppy Festival on Fridays
The crowds keep my customers away. No way to get to my shop easily and little parking
Have a known band play during the day on Saturday. You have the big flux of people come in for the last band and after the scatter and go home. If a well known band could play like at 4pm and another at 8pm
Closing the streets 2days before has a huge impact on our business.
Need to rev up Saturday day and Sunday crowd. Ideas.... - Have a breakfast (pancakes/eating contest) sitting family style, -brunch and run fundraiser -dancing contest

WHAT CHANGES OR ADDITIONS WOULD MAKE THE WEEKEND A STRONGER ONE FOR YOUR BUSINESS?

The children's play area on South main extremely impacts our storefronts sales (in a negative way). Jump houses block our signage and people aren't looking to shop when they are chasing their children having fun. This is different compared to having vendor booths where people are in a shopping mindset in front of your business. The play area is great for attendees, we see them enjoying it every year and poppy fest as a whole is wonderful. But after 3 years we can honestly say we don't look forward to Poppy Festival in terms of our business because of the kids zone. So our change would be to relocate the kids zone and allow more vendors to be on South Main with booths.

Keep children's area open longer on Main Street

Well executed, advertised, built, weather was great - nothing could have been better :-)

Move the car show off the west side of the Austin Avenue street. Out them on the courthouse side and maybe in the middle of the street instead of putting them up against the curb on the west side.

Question 8. Please share any other comments or thoughts you have about the weekend.

TABLE 28: OTHER COMMENTS AND THOUGHTS

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS YOU HAVE ABOUT THE WEEKEND

Foot traffic is largely weather-dependent -- really hot / cold and / or rain people will go inside shops more. The nicer it is, the more attendees will stay outside. So for merchants, it's kind of luck of the draw.

Loved the weekend, just not the placement of the huge bounce house.

We continue to be strong advocates of cooler and clearer weather. Keep up the great work. Thank you!

I really wish you would mention to Gumbos that they do not own the alley during Poppy Fest. They were very rude and almost caused a fight with other merchants. We all should have access to our back doors during these events and giving them special favors is ridiculous.

Very impressive organization and management of this event, ran very smoothly

It's a tiring, but fun and very successful weekend every year!

I loved the security law enforcement did a wonderful job

Advertising for businesses on the square not just vendors or music!

Offer more shuttles where people can park at offsite parking and ride shuttle to Festival every 15-20 minutes

PLEASE SHARE ANY OTHER COMMENTS OR THOUGHTS YOU HAVE ABOUT THE WEEKEND
It's one weekend out of the year. I play along. It's all good.
This entire alley drama with Gumbos is ridiculous as they own the alley behind them. Why do they get special favors to part a refrigerated trailer in the ally while the rest of us have to haul our items in from the parking lots for overstock on these days. If they don't have the room to stock there restaurant for events then they need to move to a bigger building. The owners are rude and discourteous and the way the handle things is going to cause issues.
The event is good for the entire city food vendors have the most impact on their business. Our sales are down we cant deliver or receive any product on Thursday or Friday. We have to staff more people to keep shop lifting at a minimum, the damages are higher that weekend for the amount of people in the store. We have thought seriously about closing down that weekend, however we are worried about the perception on our business. Red wine has been spilled on inventory that we could not sell afterwards. We dread that weekend, and our store is only closed 7 days out of the year.
The Red Poppy Festival is a fun, exciting weekend with many returning customers and friends as well as meeting so many more people. It is also an essential part of our business for the spring. We hope that the city will continue to host the festival in the Square as it is a huge attraction for visitors and irreplaceable for the retailers.
All that these vendors do is remove cash from our local economy and clog up the streets with artsy garbage.
I also think we need to keep the stage where it is and not move it, would love to discuss our reasoning!
The impact for us is the road closures and lack of parking for our patrons. I don't think there is much we can do to remedy this situation.
Wonderful event for our downtown - thanks for all you do to make it a success!
Very impressive weekend with high visibility of city staff.