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Event Marketing in Bellingham

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Event Marketing in Bellingham

Honors Program Final Project

Lauren Hager

6/3/2012

HONORS THESIS

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Executive Summary

In the summer of 2011, I was an event planning and communications intern at the Port of Bellingham. The Port of Bellingham put on several events throughout the summer and the one that will be the focus for this project is the Bellwether Jazz Festival. I was able to use this work opportunity to design my honors program final project. I helped plan the first annual Bellwether Jazz Festival, and since it was new event, I wanted to find out how the people in attendance heard about the event. The purpose of the survey was to discover what the best and most effective way to promote a new event in Bellingham. The rest of this report will begin with details of my responsibilities as an intern for the Port of Bellingham and then describe in detail how I created, distributed, and analyzed the survey. I will outline my most relevant findings and provide an answer to the project question. Since this was the first time that I created a survey independent of a class, I will also discuss some things that I learned about conducting surveys and how I would have improved the design of this survey.

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Introduction of the Port of Bellingham

The Port of Bellingham's mission is to fulfill the essential transportation and economic development needs of the greater Whatcom County area. It was founded in 1920 and has 90 full-time employees. The Port of Bellingham is in charge of the Bellingham International Airport, the Bellingham Cruise Terminal, and several harbors including Blaine and Squalicum. The Port oversees and maintains several other properties including the Bellwether peninsula and Zuanich Park.

There is also a small department in charge of event planning and community relations which is the department for which I interned. The event planning department is responsible for hosting several community events throughout the year and also booking the Port's venues for private gatherings or functions. Marie Duckworth is in charge of planning the events for the Port. For this summer, the main events were the Haggan Family Fourth of July Celebration, Bellwether Family Fun Night and the inaugural Bellwether Jazz Festival. This department was also in charge of organizing the photography tours on the Georgia-Pacific property.

POSITION: Event Planning and Communications Intern
OFFICE: Port of Bellingham, 1801 Roeder Ave. Bellingham, WA
REPORTS TO: Community Relations and Corporate Events Coordinator
START DATE/LENGTH: June 9 through Sept. 16, 2011

JOB DESCRIPTION:

Assist the Community Relations and Corporate Events Coordinator in event coordination and community outreach. Approx. 15-20 hours/week, can accommodate a flexible weekly student schedule. Some flexibility required for hours during events, one Friday night and one Saturday night, and the 4th of July. Responsibilities include, but are not limited to the following:

- Help develop and execute large, free community events (300-10,000 people)
- Help develop the Bellwether Jazz Festival and Bellwether Family Fun Night
- Maintain and update web pages on the Port of Bellingham website using a content management system
- Participate in meetings with partner organizations, law enforcement, and port departments
- Support and answer questions from vendors and the public
- Assist with communication and outreach efforts, including GP site tours and staffing Port event booths
- Assist with the creation and distribution of printed and online publicity materials
- Complete a timesheet and staff report weekly
- Other media and marketing duties as assigned

PORT EVENT & COMMUNICATIONS INTERNS GAIN:

- Knowledge of event planning
- Basic knowledge of working in the public sector, and for a port authority
- Enhance existing communication, time management and teamwork skills
- Experience creating, planning and executing events
- Media and community contacts
- Enhanced or additional computer skills, including graphic design in Adobe Creative Suite programs
- College credit

REQUIRED QUALIFICATIONS:

- Marketing, journalism or public relations major and/or related studies; junior or senior in good standing
- Experience with Microsoft Office programs, especially Microsoft Outlook, Word and Excel
- Experience with Adobe Creative Suite Programs, especially In-Design, Photoshop and Illustrator
- Efficient, creative and possess high level writing and grammatical skills
- Professional demeanor, self-motivated, a quick learner, and able to work in a fast-paced, team-oriented environment

PREFERRED QUALIFICATIONS:

- Working knowledge and experience with events
- Experience using content management-based website software

Bellwether Jazz Festival

This year was the inaugural Bellwether Jazz Festival that the Port of Bellingham and The Jazz Project hosted. Three bands performed throughout the afternoon. There was a free raffle, food vendors and a beer and wine garden. Boundary Bay hosted the beer garden and The Jazz Project booked the bands and managed the stage. The Port of Bellingham hosted the information booth which was holding a free raffle and was available to answer any questions about the event.

Pre-Event Tasks:

- Write Press Releases and send them to media contacts (example included)
- Hang posters up throughout downtown Bellingham and Fairhaven
- Create and update the webpage for the event via CivicPlus
- Write the announcements for the master of ceremonies
- Create a schedule for the maintenance crew so they could prepare the grounds
- Setup the event signs around Tom Glenn Common
- Obtain bids for rental company (tables and chairs)
- Attend meetings to coordinate food vendors and create a layout for the event

Event Day Tasks:

- Set up all the tables for the vendors
- Hang up any remaining posters
- Set up the information booth
- Run the information booth
- Distribute raffle tickets and surveys
- Giveaway the prizes for the raffle
- Clean up the event area
- Breakdown all of the tables and stack them in one spot

Marketing Research Survey

Objectives

I wanted to conduct a survey that would be a valuable learning experience and an application of my introduction to marketing research class as well as produce useful information for the Port of Bellingham. Since this was a new event and I was involved in the marketing efforts, I was curious about how people were hearing about the Jazz Festival so I decided that this was going to be the focus of the survey. I hoped to find out which promotional efforts were the most effective for getting the word out about a new event in Bellingham so that the Port could use this information for future event marketing campaigns. With this idea, I approached my supervisor asking for permission to pursue this project and what else the Port might be interested in knowing from the event attendees. In addition to my focus question, she wanted to know if they were planning on spending money at either the food vendors or the beer garden. If the attendees planned to spend money, The Bellwether Jazz Festival could be considered an event that stimulates local economic growth and because of this could potentially get more funding in the future. If event guests spent money, The Port could also recruit more food vendors for next year's event. We also wanted to know how far people were traveling to get to the event so we asked attendees to provide just their hometown and zip code. If there were a significant number of people coming from outside of Bellingham, I wanted to know how they heard about The Bellwether Jazz Festival since most of our efforts were locally focused.

Survey Description

It was my intention to keep the survey short and simple so that people would be more likely to complete it. For reliability in statistics analysis, I wanted a sample size of at least 100. Word choice and phrasing need to be clear so that there is minimal confusion about the intent of the question. The survey was structured as follows:

Question 1: How did you hear about this event?

Question 2: Where are you from?

Question 3: Do you plan on buying any food or beverages today?

Question 1 was left open-ended because of the numerous marketing media we used to promote this event. I also did not want to prompt any response; I wanted them to remember how they heard about it. Question 2 was left open-ended because there was not a high concern for misunderstanding, variation or discrepancy in the responses. I designed Question 3 to be a circle-your-answer question, “Yes” or “No” because I wanted to restrict any random responses.

Sampling Plan

Now that the survey was created, I had to create a distribution plan. Because I knew that I would be running the information booth at the event, I knew I could hand out the surveys there. However, the next problem was getting people to come over to the booth and fill out the survey. Fortunately, The Port was also doing a free raffle at the Bellwether Jazz Festival which would be the attendees’ incentive for coming over to the booth. My solution was to have them fill out the survey while getting them their free raffle tickets. The goal was to have this run as smoothly as possible and I figured that I would be able to help several people at once if the booth was organized.

The Bellwether Jazz Festival was an open, public event at a park with no admissions gate so it was very difficult to keep track of how many people attended the event. Counting the completed surveys was one way that event staff could get an idea about how many people attended the event. While counting the surveys did a sampling of the event guests, children did not fill out the survey and fewer people came by after the raffle drawing was closed which restricted the accuracy of the count. We also used the number of people who went to the beer garden to figure out attendance numbers but that count would exclude children as well.

After all of these considerations were factored into the survey design, I was ready to distribute the survey. Being a short survey does not exempt it from being ineffective and in fact makes it more critical to design it with the focus question in mind. There were still many pitfalls I wanted to avoid with survey design and I did my best to foresee where there might be problems using my classroom survey experience.

Survey Results

Statistical Analysis Software

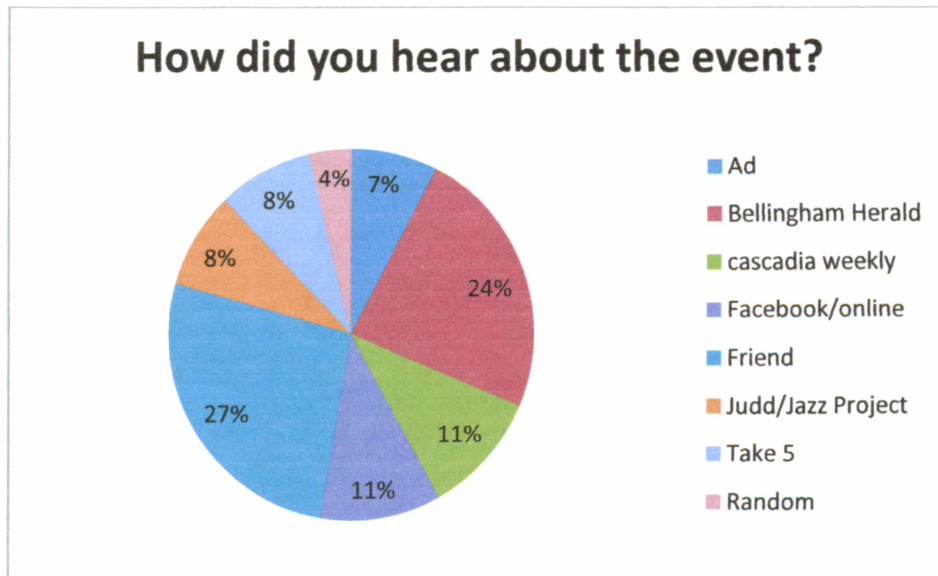
I decided to use two different software programs, Microsoft Excel and Statistics Package for the Social Sciences (SPSS). Excel is much easier to use for inputting raw data and formatting frequency pie graphs. SPSS also is capable of running frequency data as well as advanced statistical analyses. It is designed to find correlations, relationships, and validity of survey data, and therefore large data sets are easier to manipulate and recode in SPSS. SPSS is one of the primary software programs that is used in professional marketing research, and using it for this survey would be a good review of my marketing research class. Since the questions only provided nominal data, I was restricted to running frequency and crosstab analysis on this data set.

Survey Analysis

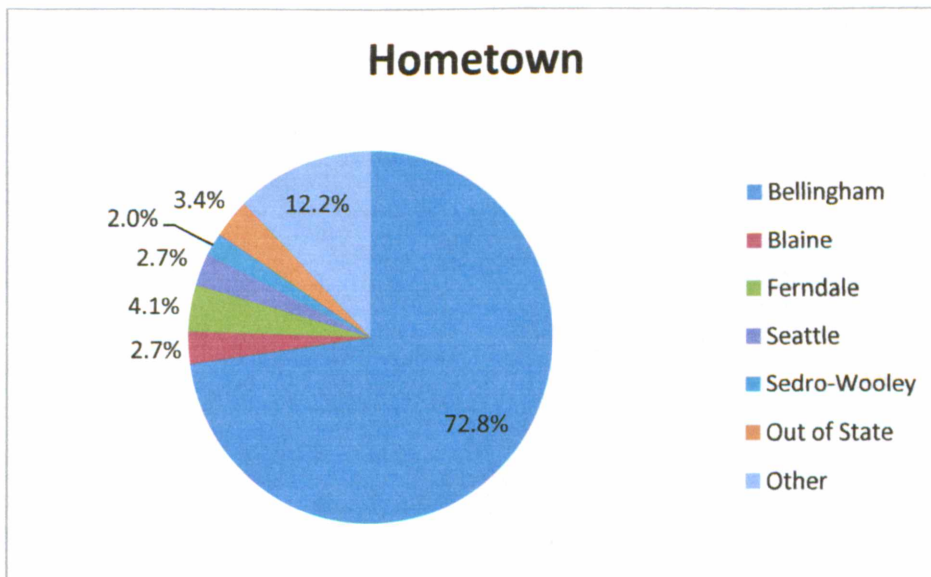
At the end of the Bellwether Jazz Festival, 147 people had completed my survey which exceeded my goal for minimum sample size. After inputting the raw data into Excel and importing it into SPSS and spending some time recoding the variables, I ran the frequency data in both Microsoft Excel and SPSS but then ran crosstabs only in SPSS. The Excel frequencies are included below and the SPSS output can be found in Appendix C.

Excel Frequencies

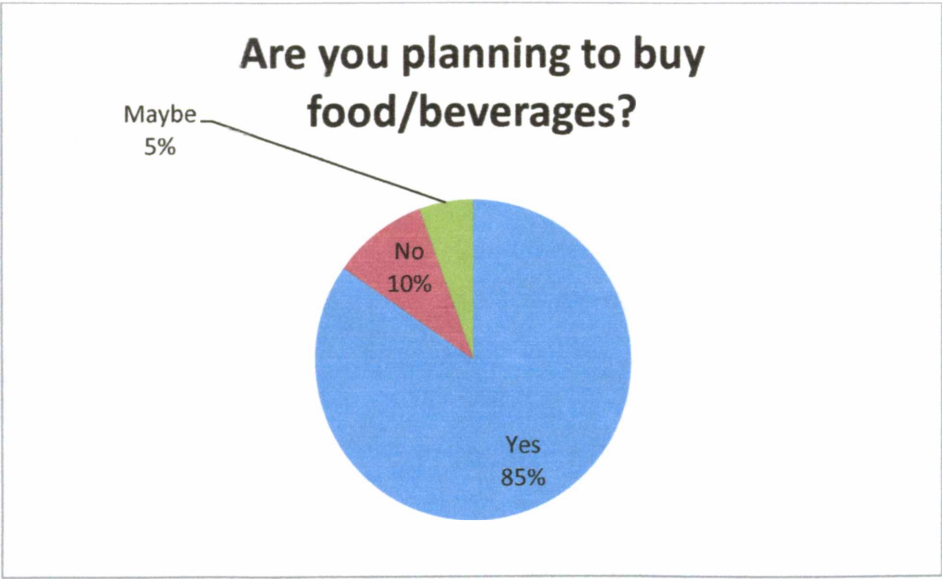
Question 1:



Question 2:



Question 3:



Data Output Interpretation and Analysis

Instead of listing the hundreds of relationships or patterns provided by this data, I am going to discuss only a few of the most relevant or interesting findings that are revealed in the outputs. To begin with, the goal for completing 100 surveys was exceeded with the total reaching 147 respondents. As researchers, we would always like to see more surveys filled out, but this number would be sufficient to make interpretations about the statistical analysis.

The frequencies are easy to interpret and I will outline the significant values here. Hearing about the event from a friend or the Bellingham Herald were the most common with 27% and 24% respectively. An online source and the Cascadia Weekly were the second most common responses with 11% each. Most people (85%) were planning on purchasing food at the Bellwether Jazz Festival. Bellingham locals comprised 72.8% of the attendees. Most of the rest of the attendees were from other Whatcom County cities with a few being from out-of-state.

Since there were people who attended the Bellwether Jazz Festival but do not live in Bellingham, I wanted to find out how they heard about it. Of the people who attended the event and do not live in Bellingham, 30% of them heard about it from a friend. The next two most frequent answers were the Bellingham Herald and an online source which were 17.5% and 12.5% respectively. The Herald reaches not only Bellingham locals but also Lynden and Ferndale residents. This access to other cities in Whatcom County is another reason why advertising in the Herald is effective.

While looking through the responses, I noticed that there were five people who just happened to be passing by, saw that there was music being performed on the waterfront and joined the event. It turns out that only one of these five were from Bellingham which made me wonder what brought the rest to Bellingham but of course that detail was not requested in the survey.

All of the people who heard about the Jazz Festival in the Cascadia Weekly or heard it from Jud or the Jazz Project planned on purchasing food or beverages at the event. This tells me that people who were looking at the ad in the Cascadia Weekly were paying closer attention to the fact that there would be food available at the event. Jud and the Jazz Project must have been consistent in informing people that there would be food vendors. Of the people who said that they were not planning on purchasing food, 35.7% found out about the event in the newspaper. This makes me wonder what was different about the ads in the Herald and Cascadia Weekly. Possibilities could be size of the ad, color vs. black and white print, or placement. If there was not a difference in the ads, then it may be a coincidence.

I included the Chi-Square test on the crosstabs outputs which is the statistical analysis that tests significance between two variables. If the significance value is less than .05 then the two variables are related. One factor to keep in mind for the analysis of this Chi-Square value is the unequal cell sizes. A majority of people were from Bellingham and an overwhelming number of respondents were planning on buying food or beverages. This means that the data for the people who do not live in Bellingham and those who do not plan on buying food will be a little sporadic and hard to determine if there is a relationship between two variables because there were so few of them sampled. The only Chi-Square test that showed that the two variables might be related were the food beverage and living in Bellingham questions. However, since those are the two variables we have to be wary of, the Chi-Square test is not extremely reliable for an analysis of this data set.

There were many interesting relationships found in the data, and I have provided some of the most relevant in this section. It is also important for a researcher to be aware of the validity of their data and implications of the quantity of surveys completed.

Marketing Implications:

What is the Best Way to Promote a New Event in Bellingham?

Word of mouth

From the survey results, it is clear that word-of-mouth advertising is the most effective. This is consistent with what the marketing program teaches students as well so this was not a surprise. Events are social gatherings and generally people want to attend with other people. Between people who directly heard it from a friend or heard about it from Jud at the Jazz Project, this accounted for almost a third of the attendants. Anytime you can make direct contact with potential guests or invite them personally, they are more likely to attend the event. Word-of-mouth advertising is always the best and most effective option for marketing whether it is a new event or a new product.

Regular Bellingham Publications

The second most effective way of promoting a new event was regular, local publications such as the Bellingham Herald, Cascadia Weekly or Take 5. Bellingham locals must use these as a reliable source for summer event listings. This was unexpected for me because I assumed that people would skim the advertisements while reading the newspaper or skip them altogether. It is interesting that this was such an effective method also because the trend in newspaper readership nationwide has decreased over the past several years due to the increase use of online news sources. The fact that more than a third of the Bellwether Jazz Festival attendants heard about it from a regular publication has many implications for Bellingham readership but cannot be discussed in depth for this project. All the findings from this survey indicate that, for Bellingham locals, the regularly published Bellingham Herald and Cascadia Weekly are effective tools for promoting a new event.

Partners

The third and final insight I have on this question is that when marketing an event, use your partners to help you promote. The Port of Bellingham worked with the Bellwether businesses, The Jazz Project, and Boundary Bay to put on the Bellwether Jazz Festival. Since word-of-mouth is so effective, getting your partners to also spread the word only adds to the number of people talking about the event. Several survey respondents remembered seeing posters for the Jazz Festival at Boundary Bay and a restaurant on the Bellwether peninsula and about eight percent of respondents heard it from The Jazz Project.

Suggestions for Survey Design and Improvement

There were several things that I learned throughout the entire design, distribution, and analysis of this survey related to the sampling and design of the survey. The main three lessons I will take away from this experience are people's willingness to take surveys, I would have added more questions to the survey, and try to avoid open-ended questions as much as possible.

Sampling Considerations

I was pleasantly surprised by people's willingness to fill out the survey. Since they were already at the information booth for the raffle tickets, it was not a problem for most of them to fill out a survey and not an inconvenience like I had feared it would be. The fact that none of the questions were personal or invasive in any way likely contributed to the willingness of people to complete it. In marketing research classes, we are always warned about making surveys too personal because people are averse to sharing that information. The event took place on a beautiful Saturday afternoon in the summer which may have affected people's moods. I would

be curious to find out if people in other cities are as willing as Bellingham locals to complete a short survey. For the Port of Bellingham, I would recommend that they keep people's willingness in mind for future surveys and not to hesitate doing a survey at other events.

Survey Design

Now that I know that people are ok with filling out a brief survey, I would have added several more questions to the survey. While the questions that I asked provided me with enough data to do some analysis on the people that attended the event and also allowed me to answer the focus question of my project, we could have asked more questions. I would have like to split the final question into two questions: Are you planning eating at the food vendors? Are you planning on drinking in the beer garden? This would have told us which option was a bigger attraction. For example, if the beer garden was the biggest attraction, The Port should make sure that is there again next year. In addition to the question about their hometown, I would have added a demographic question about age to find out what the range and median age of people that were attending the event. It also would have been interesting to analyze whether there was a correlation between age and how they found out about the event. Other potential questions would have been to ask if they attend other Port-sponsored events and how many people came with them to the Bellwether Jazz Festival. These are all questions that would have been able to provide the Port with a more complete idea of who is attending their events.

Another lesson that they teach in marketing research classes is to avoid open-ended questions and I should have heeded this warning. Leaving the first question about marketing media open-ended made it difficult to interpret and recode these responses. There were so many different media we used to promote this event that there was a wide range of survey responses. For example, some respondents wrote "newspaper" while other wrote "Bellingham Herald." Some

responses were some version of the actual title of a publication in which we put an advertisement so I had to infer what they meant. Others wrote two different marketing mediums that they saw or heard about the event which also made it difficult to interpret and recode the data. For the first question, I should have listed all of the media and publications that we used to promote the event and had them circle which applied to them. The only caveat to this method is that you are prompting the 'correct' responses instead of letting them think about it. The second question did not provide as many problems with interpreting the responses, but the responses were still lacking in uniformity. Reading the handwriting of the respondents was also tricky at times. All of these factors contributed to the difficult and time-consuming nature of recoding. Fortunately, this survey only received 147 responses but keeping the nature of recoding in mind will be beneficial when working with surveys with thousands of respondents so you design a survey that will limit these difficulties.

While I did learn some specific lessons about conducting surveys, it was the overall experience of designing a survey that was the most valuable. I also appreciate how hard it is to recode variables in any program. I did have some marketing research experience from class but sometimes the best way to learn is by doing. As I move forward into a career in marketing, I will be able to say that I have minor experience in the field of marketing research and with this experience be able to design better surveys and be aware of common pitfalls in survey design.

Appendix A: Sample Survey

1) How did you hear about this event? (i.e. ad, radio, friends) _____

2) Hometown city and zipcode _____

3) Are you planning on buying any food or beverage at today's event? Yes No

Appendix B: Raw Data

<u>Respondant</u>	<u>How did you about the event?</u>	<u>Hometown</u>	<u>Zipcode</u>	<u>Food/Beverage?</u>
1	cascadia weekly	Bellingham	98227	Yes
2	Entertainment NW	Bellingham	98229	Yes
3	Facebook	Bellingham	98229	No
4	Jazz Project concert: Art of Jazz	Bellingham	98225	Yes
5	Friend	Bellingham	98225	Yes
6	Newspaper	Bellingham	98229	Yes
7	NW Events	Bellingham	98226	Yes
8	Friend	Ferndale	98248	No
9	Ad at Haggen	Bellingham	98226	Yes
10	Friend	Spokane	99203	Yes
11	Take 5	Bellingham	98226	Yes
12	Bellingham Herald	Bellingham	98225	Yes
13	Facebook	Ferndale		No
14	Online	Vancouver		Yes
15	Newspaper	Bellingham	98225	Yes
16	Facebook	Bellingham	98225	Yes
17	Friend	Bellingham	98225	Maybe
18	cascadia weekly	Bellingham	98225	Yes
19	cascadia weekly	Bellingham	98225	Yes
20	Facebook	Bellingham	98226	Yes
21	Entertainment NW		98248	Yes
22	Ad	Bellingham		Yes
23	Ad	Bellingham	98227	Yes
24	Random- just happened to be at Bel	Woodinville	98072	Maybe
25	Judd's friend, Jazz Project Member,	Blaine	98230	Yes
26	Friend	Coquitlam, BC	V3K5V2	Yes
27	Friend	Blaine	98230	Yes
28	Judd		98225	Yes
29	Judd		98225	Yes
30	Bellingham Weekly, Enterntainment	Bellingham	98226	Yes
31	Judd	Bellingham	98226	Yes
32	Friend	Bellingham		Yes
33	The Band, facebook	Mount Vernor	98274	Yes
34	Events mag	Bellingham	98225	Yes
35	Take 5	Bellingham		Yes
36	Facebook	Bellingham	98226	Yes
37	Friend	Bellingham	98226	Yes
38	Friend	Bellingham	98229	Yes
39	Newspaper	Bellingham	98225	No
40	cascadia weekly	Bellingham	98226	Yes
41	Bellingham Herald	Bellingham	98226	Yes
42	Online	Bellingham	98226	yes
43	Bellingham Herald	Lynden	98264	Maybe
44	Port of Bellingham	Bellingham	98228	Yes
45	Ad- Restaurant	Bellingham	98225	No
46	Bellingham Herald	Bellingham	98225	Yes

Appendix B: Raw Data

47	Newspaper	Bellingham	98225	Yes
48	Take 5	Bellingham	98229	Maybe
49	Newspaper	Bellingham	98225	
50	Friend, Weekly	Bellingham	98229	Yes
51	Bellingham Herald	Bellingham		
52	Bellingham Herald	Seattle	98111	Maybe
53	Bellingham Herald	Ferndale	98248	Yes
54	cascadia weekly	Bellingham	98229	Yes
55	Work		98226	Yes
56	Bellingham Weekly	Sedro-Wooley	98284	Yes
57	Online- Port website	Bellingham	98225	No
58	Judd	Ferndale	98248	Yes
59	Bellingham Times	Bellingham		Yes
60	Friend	Totino, BC		Maybe
61	cascadia weekly	Bellingham	998226	Yes
62	Friends, Internet	Ferndale	98248	Yes
63	Friend	Bellingham	98229	No
64	NW Events		98226	Yes
65	Facebook		98226	Yes
66	Facebook	Bellingham	98225	Yes
67	Friend	Bellingham	98225	Yes
68	Newspaper, Take 5		98225	Yes
69	Ad	Fresno	93706	Yes
70	Bellingham Herald	Bellingham	98228	Yes
71	Sponsor	Bellingham	98226	Yes
72	Judd	Bellingham	98226	Yes
73	Friend- POB	Bellingham	98225	Yes
74	Ad- Harbor	Bellingham	98226	Yes
75	Friend	Bellingham	98225	Yes
76	Take 5, Port News	Bellingham	98226	Maybe
77	Newspaper	Lynden	98264	Yes
78	Bellingham Herald	Bellingham	98225	Yes
79	Ad at Marina	Bellingham	98227	Yes
80	Friend	Benton City		Yes
81	Jazz Project concert: Art of Jazz	Bellingham	98225	Yes
82	Jazz Project Member	Blaine	98230	Yes
83	Friend	Bellingham	98225	Yes
84	cascadia weekly	Bellingham	98226	Yes
85	Online- Port website	Anacortes	98221	Yes
86	Friend	Bellingham	98225	Yes
87	Bellingham Herald	Bellingham	98225	Yes
88	Bellingham Herald		98226	yes
89	Ad- Poster	Bellingham		Yes
90	Facebook	Bellingham	98225	Yes
91	Take 5	Bellingham	98225	Yes
92	cascadia weekly	Bellingham	98229	Yes
93	Bellingham Herald	Bellingham	98225	Yes

Appendix B: Raw Data

94	cascadia weekly		98226	Yes
95	Take 5	Demeug	98244	Yes
96	cascadia weekly	Mount Vernor	98274	Yes
97	cascadia weekly	Bellingham	98229	Yes
98	cascadia weekly	Bellingham	98227	Yes
99	Judd	Bellingham	98229	Yes
100	Facebook	Lynden	98264	Yes
101	Take 5, Cascadia Weekly	Bellingham	98229	Yes
102	Judd	Bellingham	98225	yes
103	Random- just happened to be at Bellwether for lunch			
104	Entertainment NW	Bellingham	98226	No
105	Newspaper	Anacortes	98221	No
106	Online	Anacortes	98221	Yes
107	Newspaper	Bellingham	98225	Yes
108	Facebook	Bellingham	98226	Yes
109	Friend	Denver	80013	Yes
110	Friend	Ferndale	98248	Yes
111	Bellingham Herald	Bellingham	98225	Yes
112	Bellingham Herald	Bellingham	98225	Yes
113	Friend	Bellingham	98225	Yes
114	Friend	Bellingham	98225	Yes
115	Friend	Bellingham	98225	Yes
116	Writer for Take 5	Bellingham	98225	Yes
117	Friend	Bellingham	98226	Yes
118	Friend	Spokane	99203	Yes
119	Friend- band	Bellingham	98225	Yes
120	Friend	Bellingham	98225	Yes
121	Friend, Bellingham Herald	Bellingham	98226	Yes
122	Bellingham Herald	Bellingham	98225	Yes
123	cascadia weekly	Bellingham	98229	Yes
124	Ad, Friend	Birch Bay	98231	Yes
125	Ad- Boundary Bay	Bellingham	98225	Yes
126	Weekly	Bellingham	98225	Yes
127	Newspaper	Bellingham	98226	Yes
128	Random- just happened to be at Bel	Bellingham	98229	Yes
129	Take 5	Bellingham	98225	Yes
130	Take 5	Bellingham	98225	Yes
131	Random- on a bike ride	Seattle	98040	No
132	Newspaper- Herald	Bellingham	98225	No
133	Friend	Bellingham	98226	No
134	Friend	Blaine	98230	Yes
135	Friend	Bellingham		Yes
136	Friend	Bellingham	98229	Yes
137	Friend	Bellingham	98229	Yes
138	Newspaper	Sedro-Wooley	98284	No
139	Newspaper	Sedro-Wooley	98284	No
140	Bellingham Publication	Seattle	98115	Yes

Appendix B: Raw Data

141	Random	Portland	97211	Yes
142	cascadia weekly	Bellingham		Yes
143	Newspaper	Bellingham	98225	yes
144	Weekly	Bellingham	98229	Yes
145	Friend	Seattle		Maybe
146	Online	Bellingham		Yes
147	Sistem Weekly?	Birch Bay	98231	Yes

Appendix C

People who live in Bellingham Frequencies

Statistics

People who live in
Bellingham

N	Valid	147
	Missing	0

People who live in Bellingham

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Bellingham	40	27.2	27.2	27.2
	Bellingham	107	72.8	72.8	100.0
	Total	147	100.0	100.0	

Food Purchase Intent Frequencies

Statistics

Coded Variable for Food and
Beverage

N	Valid	143
	Missing	4

Coded Variable for Food and Beverage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	9.5	9.8	9.8
	Maybe	8	5.4	5.6	15.4
	Yes	121	82.3	84.6	100.0
	Total	143	97.3	100.0	
Missing	System	4	2.7		
	Total	147	100.0		

Frequencies- How Did You Hear About The Event?

Statistics

Mktg data grouped into more specific categories

N	Valid	147
	Missing	0

Mktg data grouped into more specific categories

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cascadia Weekly	16	10.9	10.9	10.9
Bellingham Herald/Newspaper	29	19.7	19.7	30.6
Friend	34	23.1	23.1	53.7
Judd/Jazz Project	12	8.2	8.2	61.9
Online	16	10.9	10.9	72.8
Take 5	10	6.8	6.8	79.6
Random/PassingThrough	5	3.4	3.4	83.0
Ad/Flyer	10	6.8	6.8	89.8
Other	15	10.2	10.2	100.0
Total	147	100.0	100.0	

Crosstabs for how people heard about the event based on whether or not they were from Bellingham

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Mktg data grouped into more specific categories * People who live in Bellingham	147	100.0%	0	0.0%	147	100.0%

Mktg data grouped into more specific categories * People who live in Bellingham Crosstabulation

			People who live in Bellingham		Total
			Not Bellingham	Bellingham	
Mktg data grouped into more specific categories	Cascadia Weekly	Count	1	15	16
		% within Mktg data grouped into more specific categories	6.2%	93.8%	100.0%
		% within People who live in Bellingham	2.5%	14.0%	10.9%
Bellingham Herald/Newspaper	Bellingham Herald/Newspaper	Count	7	22	29
		% within Mktg data grouped into more specific categories	24.1%	75.9%	100.0%
		% within People who live in Bellingham	17.5%	20.6%	19.7%
Friend	Friend	Count	12	22	34
		% within Mktg data grouped into more specific categories	35.3%	64.7%	100.0%
		% within People who live in Bellingham	30.0%	20.6%	23.1%
Judd/Jazz Project	Judd/Jazz Project	Count	4	8	12
		% within Mktg data grouped into more specific categories	33.3%	66.7%	100.0%
		% within People who live in Bellingham	10.0%	7.5%	8.2%
Online	Online	Count	5	11	16
		% within Mktg data grouped into more specific categories	31.2%	68.8%	100.0%
		% within People who live in Bellingham	12.5%	10.3%	10.9%
Take 5	Take 5	Count	1	9	10
		% within Mktg data grouped into more specific categories	10.0%	90.0%	100.0%
		% within People who live in Bellingham	2.5%	8.4%	6.8%
Random/PassingThrough	Random/PassingThrough	Count	4	1	5
		% within Mktg data grouped into more specific categories	80.0%	20.0%	100.0%
		% within People who live in Bellingham	10.0%	0.9%	3.4%

Mktg data grouped into more specific categories * People who live in Bellingham Crosstabulation

		People who live in Bellingham			
		Not Bellingham	Bellingham	Total	
Ad/Flyer	Count	2	8	10	
	% within Mktg data grouped into more specific categories	20.0%	80.0%	100.0%	
Other	Count	4	11	15	
	% within Mktg data grouped into more specific categories	26.7%	73.3%	100.0%	
Total	Count	40	107	147	
	% within Mktg data grouped into more specific categories	27.2%	72.8%	100.0%	
		% within People who live in Bellingham	5.0%	7.5%	6.8%
		% within People who live in Bellingham	10.0%	10.3%	10.2%
		% within People who live in Bellingham	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.963 ^a	8	.083
Likelihood Ratio	14.344	8	.073
Linear-by-Linear Association	.647	1	.421
N of Valid Cases	147		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is 1.36.

Crosstabs for whether people from Bellingham were more likely to purchase food

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Coded Variable for Food and Beverage * People who live in Bellingham	143	97.3%	4	2.7%	147	100.0%

Coded Variable for Food and Beverage * People who live in Bellingham Crosstabulation

			People who live in Bellingham		Total
			Not Bellingham	Bellingham	
Coded Variable for Food and Beverage	No	Count	6	8	14
		% within Coded Variable for Food and Beverage	42.9%	57.1%	100.0%
		% within People who live in Bellingham	15.4%	7.7%	9.8%
	Maybe	Count	5	3	8
		% within Coded Variable for Food and Beverage	62.5%	37.5%	100.0%
		% within People who live in Bellingham	12.8%	2.9%	5.6%
	Yes	Count	28	93	121
		% within Coded Variable for Food and Beverage	23.1%	76.9%	100.0%
		% within People who live in Bellingham	71.8%	89.4%	84.6%
Total	Count	39	104	143	
	% within Coded Variable for Food and Beverage	27.3%	72.7%	100.0%	
	% within People who live in Bellingham	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.761 ^a	2	.021
Likelihood Ratio	6.962	2	.031
Linear-by-Linear Association	4.700	1	.030
N of Valid Cases	143		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.18.

Crosstabs: How likely are you to buy food based on how you heard about the event?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Mktg data grouped into more specific categories * Coded Variable for Food and Beverage	143	97.3%	4	2.7%	147	100.0%

Mktg data grouped into more specific categories * Coded Variable for Food and Beverage Crosstabulation

			Coded Variable for Food and Beverage		
			No	Maybe	Yes
Mktg data grouped into more specific categories	Cascadia Weekly	Count	0	0	16
		% within Mktg data grouped into more specific categories	0.0%	0.0%	100.0%
		% within Coded Variable for Food and Beverage	0.0%	0.0%	13.2%
Bellingham Herald/Newspaper	Friend	Count	5	2	20
		% within Mktg data grouped into more specific categories	18.5%	7.4%	74.1%
		% within Coded Variable for Food and Beverage	35.7%	25.0%	16.5%
Judd/Jazz Project	Online	Count	3	3	28
		% within Mktg data grouped into more specific categories	8.8%	8.8%	82.4%
		% within Coded Variable for Food and Beverage	21.4%	37.5%	23.1%
Online	Judd/Jazz Project	Count	0	0	12
		% within Mktg data grouped into more specific categories	0.0%	0.0%	100.0%
		% within Coded Variable for Food and Beverage	0.0%	0.0%	9.9%
Online	Online	Count	3	0	12
		% within Mktg data grouped into more specific categories	20.0%	0.0%	80.0%
		% within Coded Variable for Food and Beverage	21.4%	0.0%	9.9%

Mktg data grouped into more specific categories * Coded Variable for Food and Beverage Crosstabulation

			Total
Mktg data grouped into more specific categories	Cascadia Weekly	Count	16
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	11.2%
	Bellingham Herald/Newspaper	Count	27
		% within Mktg data grouped into more specific categories	100.0%
	% within Coded Variable for Food and Beverage	18.9%	
	Friend	Count	34
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	23.8%
	Judd/Jazz Project	Count	12
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	8.4%
	Online	Count	15
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	10.5%

Mktg data grouped into more specific categories * Coded Variable for Food and Beverage Crosstabulation

		Coded Variable for Food and Beverage		
		No	Maybe	Yes
Take 5	Count	0	2	8
	% within Mktg data grouped into more specific categories	0.0%	20.0%	80.0%
	% within Coded Variable for Food and Beverage	0.0%	25.0%	6.6%
Random/PassingThrough	Count	1	1	2
	% within Mktg data grouped into more specific categories	25.0%	25.0%	50.0%
	% within Coded Variable for Food and Beverage	7.1%	12.5%	1.7%
Ad/Flyer	Count	1	0	9
	% within Mktg data grouped into more specific categories	10.0%	0.0%	90.0%
	% within Coded Variable for Food and Beverage	7.1%	0.0%	7.4%
Other	Count	1	0	14
	% within Mktg data grouped into more specific categories	6.7%	0.0%	93.3%
	% within Coded Variable for Food and Beverage	7.1%	0.0%	11.6%
Total	Count	14	8	121
	% within Mktg data grouped into more specific categories	9.8%	5.6%	84.6%
	% within Coded Variable for Food and Beverage	100.0%	100.0%	100.0%

Mktg data grouped into more specific categories * Coded Variable for Food and Beverage Crosstabulation

			Total
Total	Take 5	Count	10
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	7.0%
	Random/PassingThrough	Count	4
		% within Mktg data grouped into more specific categories	100.0%
	% within Coded Variable for Food and Beverage	2.8%	
	Ad/Flyer	Count	10
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	7.0%
	Other	Count	15
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	10.5%
		Count	143
		% within Mktg data grouped into more specific categories	100.0%
		% within Coded Variable for Food and Beverage	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.501 ^a	16	.160
Likelihood Ratio	25.155	16	.067
Linear-by-Linear Association	.018	1	.892
N of Valid Cases	143		

a. 19 cells (70.4%) have expected count less than 5. The minimum expected count is .22.