

2018 SAT ARTIST FEEDBACK

For discussion:

Positive Comments

- Enjoy meeting the public.
- Like to support local art/education in community.
- Sales are good.
- Visitors are appreciative & enjoy demos.
- Well organized and well promoted event.
- High quality participating artists.
- Good time of year for event.
- Good opportunity for networking, marketing & exposure.
- Impressed by visitor turnout.
- Great fun.

Ways to Improve the Tour

- People are confused between our tour and other tours - need to market event with more clarity. Maybe an article explaining the distinction.
- Tour should be 2 days instead of 3 - eliminate Friday.
- Put a number with each artist's listing to indicate how many years they've been participating.
- Should do more fund-raising during tour - sell T-shirts, hats, etc.
- Add 2nd tour in fall or winter.
- Need more advertising.

- Need more artists.