The Impact of Local Events on Winona
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Rationale
Winona has had many local events and festivals. They can secure better sponsorship and support from the local community when they generate positive impacts on the community. However, how they have contributed to the Winona community has not been investigated. Collaborating with the Frozen River Film Festival, the students of RTTR 370 – Festival and special event planning class conducted research to investigate the impacts of local events/festival on Winona. The research will reveal the economic, social, and environmental impacts of local events/festivals on Winona. The result of this research is expected to contribute to Winona’s tourism, hospitality, and community development.

Methods
- Data was collected from a survey.
- Type of Questions: How much do you think the event impacted the economy of Winona? How much do you think the event influenced the environment of Winona? How much do you think the event influenced the quality of life in Winona? What types of accommodations did you stay in during your stay? What types of restaurants did you eat at during your stay? Where did you spend your time? How much money did you spend?
- Our questions were reviewed by multiple professors and the Frozen River Film Festival Director.
- Our target responders were aimed at locals and tourists to the City of Winona that have attended a local event in the past.
- Our survey data was collected April 2024.
- Our survey was distributed by word of mouth, local flyers, as well as social media posts in the surrounding area.

Results
The number of responses is 48 (residents = 39, visitors = 9). The responders are mostly female, single, and white. The household income is centered around $60,000.

<table>
<thead>
<tr>
<th>Residents’ perceived Impacts on Winona</th>
<th>Rating 1-5 (1 = extremely positive, 5 = extremely negative)</th>
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</thead>
<tbody>
<tr>
<td>Economic Impact</td>
<td>1.74</td>
</tr>
<tr>
<td>Impact on Quality of Life</td>
<td>1.95</td>
</tr>
<tr>
<td>Physical Environment Impact</td>
<td>2.49</td>
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</tbody>
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Discussion
- Residents of Winona believe the events have a positive impact on the economy and quality of life of Winona.
- Residents also have a more negative view of how events impact the physical environment.
- Visitors spend almost 10x more money than residents during events.
- Visitors also spend the most money on casual dining.
- Data also shows that most visitors come to Winona only for the events.
- Winona can provide better accommodations for visitors, so they stay longer.
- Winona can also market their dining spots better and implement new dining spots.

Acknowledgment
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