Hillsdale Tax Increment Finance Authority: Market Feasibility Study: Visitor Needs
Background

- TIFA board works to promote economic growth and opportunity

- Seeking to enhance visitor experiences and attract more visitors to the city of Hillsdale, Michigan

- Hillsdale offers hotels, bed and breakfasts, downtown shops, and restaurants

- However, city seeks to determine demand for additional services of potential visitors to downtown district

- Target specifically visitors who have attended a college event within the last year
Research Objectives

- Develop an undisguised direct mail questionnaire
- Find which services in downtown Hillsdale target population is aware of and discover which services are desired
- Defined sample population as past Hillsdale College visitors, 25 years of age or older, and live within a 300 miles of Hillsdale
- Measure Hillsdale visitor’s awareness level and demand in four categories:
  - Lodging/hotels
  - Restaurants
  - Retail/shopping
  - Events/Recreation
- Identify which activities visitors would partake in, how long they stay, and types of services that would bring them back or encourage them to stay longer
Secondary Research

- Research that has already been conducted for other studies but that relate to Hillsdale
- Subjects specifically related to travel and lodging preferences
- Examined towns similar to Hillsdale
- Articles related specifically to Hillsdale College, city, and the surrounding area
Methodology

- Sampled past Hillsdale College visitors who had attended college events within the last year
- Names list provided by the Hillsdale College Marketing Department
- Developed a 26 question undisguised questionnaire (contained categorical, metric, and open-ended)
- Cover letter by Dr. Arnn
- Pretested on friends and relatives
- Screening questions developed to filter out unqualified respondents
- Questionnaire distributed via direct mail to list of college visitors obtained from Hillsdale College
- Incentive offered (a 2-night stay at the Dow Leadership Center Hotel or Rockwell Lodge) as a means to increase responses
Response Rate

- Mailed survey on March 22\textsuperscript{nd}; April 8\textsuperscript{th} return deadline

- All respondents met requirement of having attended event within last twelve months

- 110 respondents failed to meet requirement of living within a 300-mile radius of Hillsdale but still yielded valuable information

- 996 surveys sent out

- 280 received before April 8\textsuperscript{th} deadline; 356 altogether

- Response rate of 28.1 percent

- Sample error: 5.8%
Limitations

- Non-respondent bias
- Sampling error
- Respondent errors (some respondents circled more than one option for a “select one” question)
- The halo effect (respondents select a single number for all scale questions)
- Respondents crossed out gender and wrote “sex”
- Switch order of questions 21 and 22
- Some respondents filled in open-ended responses with options that were listed among the multiple choice options so the data could have been more precise
- Rewording of question 12
Questionnaire Summarization and Findings

- Results of the Research Team’s data analysis of each individual question
1. What Hillsdale College event(s) have you attended in the last year? (Check all that apply)

<table>
<thead>
<tr>
<th>Event</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents' Weekend</td>
<td>37.60%</td>
</tr>
<tr>
<td>Athletic event</td>
<td>18.70%</td>
</tr>
<tr>
<td>Hostel</td>
<td>16.50%</td>
</tr>
<tr>
<td>Attended a CCA</td>
<td>32.60%</td>
</tr>
<tr>
<td>President's Club</td>
<td>22.90%</td>
</tr>
<tr>
<td>Homecoming</td>
<td>14.30%</td>
</tr>
<tr>
<td>Commencement</td>
<td>18.30%</td>
</tr>
</tbody>
</table>
2. Have you visited DOWNTOWN Hillsdale, Michigan within the last 12 months?

Have you visited downtown Hillsdale?

- Yes: 77%
- No: 23%
3. What services did you utilize in DOWNTOWN Hillsdale? (Check all that apply)

Participation in Downtown Hillsdale

- Restaurants: 80%
- Shopping: 46%
- Events: 12%
4. Please rank the importance of the following categories that would meet your needs when thinking about visiting DOWNTOWN Hillsdale.

Use 1 for the most important and 4 for the least important. Do not use the same number twice:

___ Hotels/lodging ___ Restaurants ___ Shopping/retail ___ Community events/activities

**Rank of Needs**

- Restaurants: 340
- Hotels: 505
- Shopping: 590
- Events: 774
5. When in Hillsdale, do you drive to other areas (Jonesville, Coldwater, Jackson, etc.) for various needs?

Drive to other areas when visiting Hillsdale for needs?

- Yes: 68%
- No: 32%
6. What is the reason(s) you travel to other areas? (check all that apply)

- Travel to other areas for hotels: 61%
- Travel to other areas for dining: 71%
- Travel to other areas for shopping: 46%
- Travel to other areas for events: 9%
7. On a scale from 1 to 5, where 1 is “Unsatisfied” and 5 is “Satisfied,” how satisfied have you been with the following facilities/activities in DOWNTOWN Hillsdale?

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining satisfaction</td>
<td>3.3</td>
<td>1.2</td>
<td>1</td>
<td>5</td>
<td>207</td>
</tr>
<tr>
<td>Shopping satisfaction</td>
<td>2.9</td>
<td>1.1</td>
<td>1</td>
<td>5</td>
<td>201</td>
</tr>
<tr>
<td>Event satisfaction</td>
<td>2.8</td>
<td>1.1</td>
<td>1</td>
<td>5</td>
<td>126</td>
</tr>
<tr>
<td>Hotel satisfaction</td>
<td>2.2</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>167</td>
</tr>
</tbody>
</table>
8A. When you visit Hillsdale College, how often do you stay overnight in the local Hillsdale area? (check one)

**Frequency of stays in Hillsdale?**

- 41% Always
- 21% Occasionally
- 20% Often
- 18% Never
8B. If never, why? (check all that apply)

Why Visitors Do Not Stay Overnight

- Live Close: 56%
- No Lodging Available: 19%
- Poor Quality of Lodging: 30%
- Area Service: 7%
9. If you stay in the local Hillsdale area, where do you stay?

Where do you stay in Hillsdale?

- Days Inn: 34%
- Munro House: 5%
- Friends or Family: 11%
- Rose Corner Inn: 0%
- Rooms at Grayfield: 6%
- Dow: 62%
- Do Not Stay: 10%
10. How likely would you be to stay overnight in DOWNTOWN Hillsdale if hotels were available? (check one)

<table>
<thead>
<tr>
<th>Likelihood of staying in Downtown Hillsdale if hotels available?</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Very Likely</td>
<td>3.6</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>274</td>
</tr>
<tr>
<td>4 - Likely</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 - Neutral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 - Unlikely</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - Very Unlikely</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11. How much would you be willing to pay per night for lodging in DOWNTOWN Hillsdale? (check one)

Amount willing to pay for lodging in Downtown Hillsdale?

- 31% >$75
- 5% $75-100
- 12% $101-150
- 52% <$150
12A. When you visit the Hillsdale area, how often do you eat out?

**Frequency of dining out?**

- **43%** use the area less than 2 times.
- **28%** use the area less than 4 times.
- **17%** use the area less than 4 times.
- **12%** use the area more than 4 times.

Legend:
- Blue: Never
- Red: Less than 2 times
- Green: 2-4 times
- Purple: More than 4 times
Why Visitors Do Not Dine in Hillsdale

- No Options: 9%
- Bring Own Food: 4%
- Poor Quality of Dining: 0%
- College Supplies Meals: 89%
- Other Areas Offer Better Services: 4%
13. If you dine in the Hillsdale area, which restaurants do you visit? (Name all restaurants where you dine)

- Hunt Club (69)
- Johnny T’s (51)
- Finish Line (46)
- Olivia’s (36)
- Jilly Beans (32)
- Saucy Dogs (30)
- Coffee Cup (29)
14. How likely would you be to dine in the DOWNTOWN Hillsdale area if more restaurants were available? (check one)

5 - Very Likely    4 - Likely    3 - Neutral    2 - Unlikely    1 - Very Unlikely

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of dining in Downtown Hillsdale?</td>
<td>4.0</td>
<td>1.1</td>
<td>1</td>
<td>5</td>
<td>267</td>
</tr>
</tbody>
</table>
15. What type of restaurant would you like to see more of in DOWNTOWN Hillsdale?

- Upscale/ Fine Dining (23)
- Family (22)- 8 others said Applebees
- Italian (20)
- Health Food (6)
16. How much would you be willing to spend on an entrée at a restaurant in DOWNTOWN Hillsdale?

How much would you spend on food in Downtown Hillsdale?

- Less than $6: 35%
- $6-10: 17%
- $11-15: 48%
- More than $15: 0%
17A. When you visit DOWNTOWN Hillsdale how often do you shop?

How often do you shop in Downtown Hillsdale?

- 41% Never
- 47% Less than 2 times
- 9% 2-4 times
- 3% More than 4 times
17B. If never, why? (check all that apply)

Why Visitors Do Not Shop in Hillsdale

- No Need: 71%
- Shop Elsewhere: 22%
- Poor Selection: 18%
18. If you shop in the Hillsdale area, which retail stores do you visit? (Name all stores where you shop)

- Walmart (65)
- Kroger (20)
- Maribeths (15)
- Broadstreet (12)
19. What types of retail stores would you likely visit if they were available in DOWNTOWN Hillsdale?

- Clothing (28)
- Gift (19)
- Antique (14)
20. When visiting, how often do you attend an event in DOWNTOWN Hillsdale?

How often do you attend an event in Downtown Hillsdale?

- Never: 71%
- Less than 2 times: 26%
- 2-4 times: 2%
- More than 4 times: 1%
21. On a scale from 1 to 5, how likely would you be to participate in the following events if they were available to you while in Hillsdale?

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers Market</td>
<td>3.2</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>265</td>
</tr>
<tr>
<td>Art Show</td>
<td>3.0</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>262</td>
</tr>
<tr>
<td>Concert</td>
<td>3.0</td>
<td>1.2</td>
<td>1</td>
<td>5</td>
<td>260</td>
</tr>
<tr>
<td>Antique show</td>
<td>3.0</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>266</td>
</tr>
<tr>
<td>Fair</td>
<td>2.9</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>260</td>
</tr>
<tr>
<td>Car show</td>
<td>2.3</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>248</td>
</tr>
<tr>
<td>5k</td>
<td>1.7</td>
<td>1.2</td>
<td>1</td>
<td>5</td>
<td>251</td>
</tr>
</tbody>
</table>
22. What sort of events would you like to see in DOWNTOWN Hillsdale?

- Concerts (14)
- Farmers Market (9)
- Antique Market (6)
23. What is your gender?

Gender

50% Female

50% Male
24. How far do you live from Hillsdale, Michigan?

Distance from Hillsdale, MI

- 40% 0-50 miles
- 24% 51-100 miles
- 19% 101-200 miles
- 14% 201-300 miles
- 3% more than 300 miles
25. What is your age?

- <25 years: 2% (Blue)
- 25-40 years: 4% (Red)
- 41-55 years: 38% (Green)
- 56-70 years: 29% (Purple)
- >71 years: 27% (Teal)
26. What is your annual income?

- <$50000: 34%
- $50000-$99999: 9%
- $100000-$124999: 17%
- $125000-$149999: 17%
- >$150000: 32%
Significance Tests - ANOVA

“How much would you spend on food in downtown Hillsdale?” and “Satisfaction with downtown Hillsdale’s dining offerings.”

Scale of 1 (Unsatisfied) to 5 (Satisfied)

<table>
<thead>
<tr>
<th>Satisfaction with Downtown Hillsdale's dining offerings.</th>
<th>More than</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group</td>
<td>$15</td>
</tr>
<tr>
<td>Sample Size</td>
<td>69</td>
</tr>
<tr>
<td>Average</td>
<td>2.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>More than</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15</td>
</tr>
<tr>
<td>$11-15</td>
</tr>
</tbody>
</table>

Equal
Not equal
Equal
**Significance Tests - ANOVA**

“Age” and “Likelihood of staying in downtown Hillsdale?”

<table>
<thead>
<tr>
<th>Likelihood of staying in Downtown Hillsdale?</th>
<th>&lt;25 years</th>
<th>&gt;71 years</th>
<th>56-70 years</th>
<th>25-40 years</th>
<th>41-55 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>6</td>
<td>73</td>
<td>78</td>
<td>11</td>
<td>102</td>
</tr>
<tr>
<td>Average</td>
<td>2.2</td>
<td>3.0</td>
<td>3.6</td>
<td>3.6</td>
<td>4.2</td>
</tr>
<tr>
<td>&lt;25 years</td>
<td>Equal</td>
<td>Equal</td>
<td>Equal</td>
<td>Equal</td>
<td>Not equal</td>
</tr>
<tr>
<td>&gt;71 years</td>
<td>Equal</td>
<td>Equal</td>
<td>Equal</td>
<td>Not equal</td>
<td>Not equal</td>
</tr>
<tr>
<td>56-70 years</td>
<td>Equal</td>
<td>Equal</td>
<td>Not equal</td>
<td>Equal</td>
<td>Not equal</td>
</tr>
<tr>
<td>25-40 years</td>
<td>Equal</td>
<td>Equal</td>
<td>Equal</td>
<td>Equal</td>
<td>Equal</td>
</tr>
</tbody>
</table>
Significance Tests - ANOVA

“Gender” and “Satisfaction with downtown Hillsdale’s event offerings.”

Scale of 1 (Unsatisfied) to 5 (Satisfied)

<table>
<thead>
<tr>
<th>Group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>60</td>
<td>62</td>
</tr>
<tr>
<td>Average</td>
<td>2.6</td>
<td>3.0</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>Not equal</td>
</tr>
</tbody>
</table>
Significance Tests - ANOVA

“Gender” and “Likelihood of dining in downtown Hillsdale?”

<table>
<thead>
<tr>
<th>5 - Very Likely</th>
<th>4 - Likely</th>
<th>3 - Neutral</th>
<th>2 - Unlikely</th>
<th>1 - Very Unlikely</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Likelihood of dining in Downtown Hillsdale?</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>130</td>
<td>129</td>
</tr>
<tr>
<td>Average</td>
<td>3.8</td>
<td>4.2</td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not equal</td>
</tr>
</tbody>
</table>
# Significance Tests - ANOVA

## Gender and Event Participation

Scale of 1 (would not participate) to 5 (Would participate)

### Likelihood of event participation in 5k?

<table>
<thead>
<tr>
<th>Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>122</td>
<td>121</td>
</tr>
<tr>
<td>Average</td>
<td>1.5</td>
<td>1.9</td>
</tr>
<tr>
<td>Male</td>
<td>Not equal</td>
<td></td>
</tr>
</tbody>
</table>

### Likelihood of event participation in farmers market?

<table>
<thead>
<tr>
<th>Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>125</td>
<td>131</td>
</tr>
<tr>
<td>Average</td>
<td>2.8</td>
<td>3.6</td>
</tr>
<tr>
<td>Male</td>
<td>Not equal</td>
<td></td>
</tr>
</tbody>
</table>

### Likelihood of event participation in art?

<table>
<thead>
<tr>
<th>Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>126</td>
<td>129</td>
</tr>
<tr>
<td>Average</td>
<td>2.8</td>
<td>3.3</td>
</tr>
<tr>
<td>Male</td>
<td>Not equal</td>
<td></td>
</tr>
</tbody>
</table>

### Likelihood of event participation in antique show?

<table>
<thead>
<tr>
<th>Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>128</td>
<td>129</td>
</tr>
<tr>
<td>Average</td>
<td>2.7</td>
<td>3.3</td>
</tr>
<tr>
<td>Male</td>
<td>Not equal</td>
<td></td>
</tr>
</tbody>
</table>

### Average likelihood of event participation

<table>
<thead>
<tr>
<th>Event:</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5k</td>
<td>1.5</td>
<td>1.9</td>
</tr>
<tr>
<td>Art</td>
<td>2.8</td>
<td>3.3</td>
</tr>
<tr>
<td>Car Show</td>
<td>2.1</td>
<td>2.5</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>2.8</td>
<td>3.6</td>
</tr>
<tr>
<td>Antique Show</td>
<td>2.7</td>
<td>3.3</td>
</tr>
</tbody>
</table>
Significance Tests – Chi Square

“Gender” and “How much would you spend on food in downtown Hillsdale?”

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $6</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>$6-10</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>$11-15</td>
<td>56%</td>
<td>41%</td>
</tr>
<tr>
<td>More than $15</td>
<td>25%</td>
<td>43%</td>
</tr>
</tbody>
</table>
Significance Tests – Chi Square

“Age” and “How much would you spend on food in downtown Hillsdale?”
Significance Tests – Chi Square

“Annual Income” and “How much would you spend on food in downtown Hillsdale?”

- $<50000: 45%, 1%
- $50000-99999: 53%, 21%
- $100000-124999: 55%, 25%
- $125000-149999: 50%, 18%
- $>150000: 48%, 10%

- Less than $6: 0%, 0%
- $6-10: 0%, 0%
- $11-15: 0%, 0%
- More than $15: 0%, 0%
Significance Tests – Chi Square

“How far do you live from Hillsdale, MI” and “Frequency of dining out?”

- 0-50 miles:
  - Never: 22%
  - Less than 2 times: 40%
  - 2-4 times: 35%
  - More than 4 times: 11%

- 51-100 miles:
  - Never: 20%
  - Less than 2 times: 20%
  - 2-4 times: 5%
  - More than 4 times: 5%

- 101-200 miles:
  - Never: 13%
  - Less than 2 times: 13%
  - 2-4 times: 6%
  - More than 4 times: 6%

- 201-300 miles:
  - Never: 26%
  - Less than 2 times: 16%
  - 2-4 times: 5%
  - More than 4 times: 5%

- More than 300 miles:
  - Never: 12%
  - Less than 2 times: 19%
  - 2-4 times: 19%
  - More than 4 times: 20%
Significance Tests – Chi Square

“Age” and “Frequency of dining out?”

- <25 years
  - Never: 0%
  - Less than 2 times: 0%
  - 2-4 times: 4%
  - More than 4 times: 5%

- 25-40 years
  - Never: 0%
  - Less than 2 times: 6%
  - 2-4 times: 4%
  - More than 4 times: 5%

- 41-55 years
  - Never: 15%
  - Less than 2 times: 15%
  - 2-4 times: 30%
  - More than 4 times: 48%

- 56-70 years
  - Never: 30%
  - Less than 2 times: 34%
  - 2-4 times: 22%
  - More than 4 times: 50%

- >71 years
  - Never: 63%
  - Less than 2 times: 29%
  - 2-4 times: 16%
  - More than 4 times: 9%
Significance Tests – Chi Square

“Annual Income” and “Amount willing to pay for lodging in downtown Hillsdale?”

<table>
<thead>
<tr>
<th>Income Range</th>
<th>&lt;$50000</th>
<th>$50000 - 99999</th>
<th>$100000 - 124999</th>
<th>$125000 - 149999</th>
<th>&gt;$150000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willing to Pay</td>
<td>43%</td>
<td>48%</td>
<td>63%</td>
<td>63%</td>
<td>45%</td>
</tr>
<tr>
<td>Willing to Pay</td>
<td>10%</td>
<td>18%</td>
<td>16%</td>
<td>3%</td>
<td>45%</td>
</tr>
<tr>
<td>Unwilling to Pay</td>
<td>10%</td>
<td>3%</td>
<td>0%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Unwilling to Pay</td>
<td>10%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Unwilling to Pay</td>
<td>10%</td>
<td>3%</td>
<td>6%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Unwilling to Pay</td>
<td>3%</td>
<td>14%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Significance Tests – Chi Square

“Do not stay in Hillsdale” and “How far do you live from Hillsdale, MI?”

- 0-50 miles: 16%
- 51-100 miles: 36%
- 101-200 miles: 12%
- 201-300 miles: 20%
- More than 300 miles: 16%

Yes
Significance Tests – Chi Square

“Travel to other areas for hotels?” and “Amount willing to pay for lodging in downtown Hillsdale?”

- Greater than $75: 4%
- $75-100: 53%
- $101-150: 35%
- Less than $150: 8%
Significance Tests – Chi Square

“Travel to other areas for shopping?” and “Have you shopped in downtown Hillsdale?”

- Have not shopped: 43%
- Have shopped: 57%
Significance Tests – 2 Group Averages Difference Test

“Drive to other areas when visiting Hillsdale for needs?” and “Likelihood of staying in downtown Hillsdale?”

<table>
<thead>
<tr>
<th>Drive to other areas when visiting Hillsdale for needs?</th>
<th>No</th>
<th>Yes</th>
<th>Difference</th>
<th>Equal?*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of staying in Downtown Hillsdale?</td>
<td>3.1</td>
<td>3.9</td>
<td>-0.8</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>87</td>
<td>184</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5 - Very Likely   4 - Likely   3 - Neutral   2 - Unlikely   1 - Very Unlikely
Significance Tests – 2 Group Averages Difference Test

“Drive to other areas when visiting Hillsdale for needs?” and “Likelihood of dining in downtown Hillsdale?”

<table>
<thead>
<tr>
<th>5 - Very Likely</th>
<th>4 - Likely</th>
<th>3 - Neutral</th>
<th>2 - Unlikely</th>
<th>1 - Very Unlikely</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Drive to other areas when visiting Hillsdale for needs?</th>
<th>No</th>
<th>Yes</th>
<th>Difference</th>
<th>Equal?*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of dining in Downtown Hillsdale?</td>
<td>3.3</td>
<td>4.3</td>
<td>-1.1</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>82</td>
<td>181</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Significance Tests – 2 Group Averages Difference Test

“Drive to other areas when visiting Hillsdale for needs?” and “Likelihood of event participation?”

<table>
<thead>
<tr>
<th>Drive to other areas when visiting Hillsdale for needs?</th>
<th>No</th>
<th>Yes</th>
<th>Difference</th>
<th>Equal?*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of event participation in 5k?</td>
<td>1.4</td>
<td>1.9</td>
<td>-0.5</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>75</td>
<td>172</td>
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<td></td>
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<tr>
<td>Likelihood of event participation in concert event?</td>
<td>2.7</td>
<td>3.2</td>
<td>-0.5</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>81</td>
<td>176</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of event participation in fair?</td>
<td>2.4</td>
<td>3.2</td>
<td>-0.8</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>78</td>
<td>178</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of event participation in art?</td>
<td>2.6</td>
<td>3.3</td>
<td>-0.7</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>81</td>
<td>177</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of event participation in car show?</td>
<td>2.0</td>
<td>2.5</td>
<td>-0.5</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>78</td>
<td>167</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of event participation in farmers market?</td>
<td>2.7</td>
<td>3.5</td>
<td>-0.8</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>80</td>
<td>181</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of event participation in antique show?</td>
<td>2.5</td>
<td>3.3</td>
<td>-0.8</td>
<td>No</td>
</tr>
<tr>
<td>Sample Size</td>
<td>81</td>
<td>181</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Conclusions

- Majority of respondents had attended a parents’ weekend (37.6 percent), CCA (32.6 percent) or president’s club (22.9 percent) event

- 77 percent of visitors had visited downtown Hillsdale within the last year

- Majority of respondents (94 percent) were over 40 years of age

- 60 percent of respondents live within a 300-mile radius from Hillsdale, MI

- Average rank of needs for visitors of the college, starting with most important: dining, hotels, shopping, events

- 68 percent of visitors travel to other areas for various needs. The majority travel for dining

- Only 20 percent of college visitors do not stay in the Hillsdale area
Conclusions

- College visitors are somewhat likely to stay overnight in downtown Hillsdale if hotels available.
- 43 percent of visitors dine out 2-4 times when visiting Hillsdale.
- Of the 17 percent of respondents who never dine out, 88.9 percent choose not to because the college supplies meals.
- Females and those in the 25-70 age ranges are most likely to dine in downtown Hillsdale.
- Only 12 percent of college visitors shop in downtown Hillsdale.
- 71 percent of college visitors never attend events in downtown Hillsdale.
Recommendations

- Expand lodging options
  - Keep in the $75 to $100 per night price range

- Add restaurants in the categories of upscale, family, Italian, and health food
  - Target those in the 40-55-age range
  - Work with Hillsdale College in the dining category

- Increase awareness levels for downtown Hillsdale stores and events among Hillsdale College visitors

- Further investigate local needs for clothing, gift, and antique stores

- After investigating the local likelihood of participation, add more farmers markets, art shows, concerts, and antique shows

- Time events in conjunction with Hillsdale College events

- Cater events more toward female needs
  - less satisfied with current events
  - more likely to participate in future events.
THANK YOU

Please feel free to ask questions at this time.