



**OZARK
ARTISAN
INNOVATION
HUB**



Ozark Artisan Innovation Hub Summary of Research Findings and Recommendations December 2018

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Summary of what we learned from the project, and our path forward

- About the project
- Research Findings
 - Case Studies
 - Feasibility Study
 - Market Research
- The Path Forward

Ozark Artisan Innovation Hub – Scope of Research

Helping local artisans earn a better living and strengthening the region

Concepts being explored:



SHARED MAKERSPACES

Create and Collaborate

- ✓ Shared facilities and equipment
- ✓ Professional development
- ✓ Creative resource network



MARKETING AND SALES

Global Distribution

- ✓ Generate demand for products
- ✓ Store sales and online marketplace
- ✓ Expand “Made in Rural America” initiative



BUSINESS INCUBATOR

Invest and Innovate

- ✓ Connect entrepreneurs
- ✓ Small business counseling
- ✓ Shared office and equipment
- ✓ Shared Accounting, Legal and Marketing services

Artisan Resource Network: Individual and Social Capital

We have built a network of over 400 people (and counting) interested in an Ozark Artisan Innovation Hub in the eastern Ozarks.

Community Workshops

Community Outreach

Resource Network



70

Artisans

+

144

More Artisans

=

214

Artisans



84

Supporters

+

121

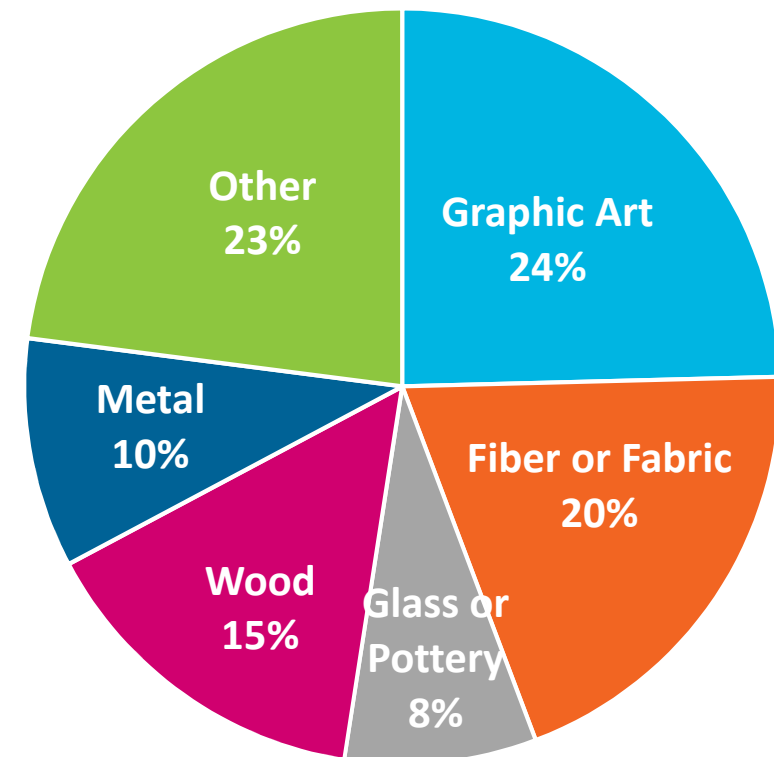
More Supporters

=

205

Supporters

**Ozark Artisans:
What They Make**



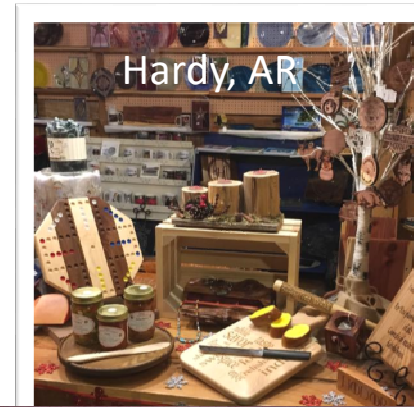
Artisan Resource Network: Cultural & Intellectual Capital

We mapped assets across the region available to support artisans.

Sampling of Cultural and Regional Assets



- Blacksmith Shops
- Woodworking Makerspaces
- Craft Malls and Cultural Centers
- Co-working Space and Business Incubators



Hardy, AR



Hardy, Arkansas

<http://www.ozarkclassiccraftsmall.com/>



ECHO BLUFF
STATE PARK

Shannon County, MO



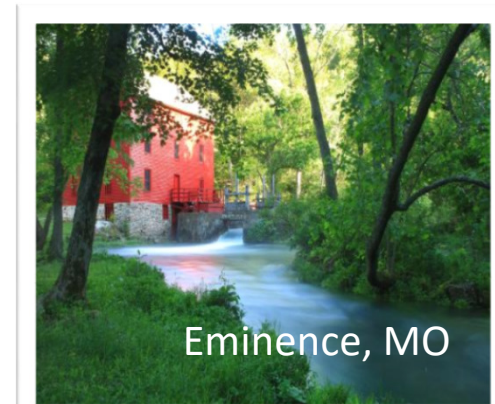
Doniphan, Missouri



Van Buren, MO



Pocahontas, AR



Eminence, MO



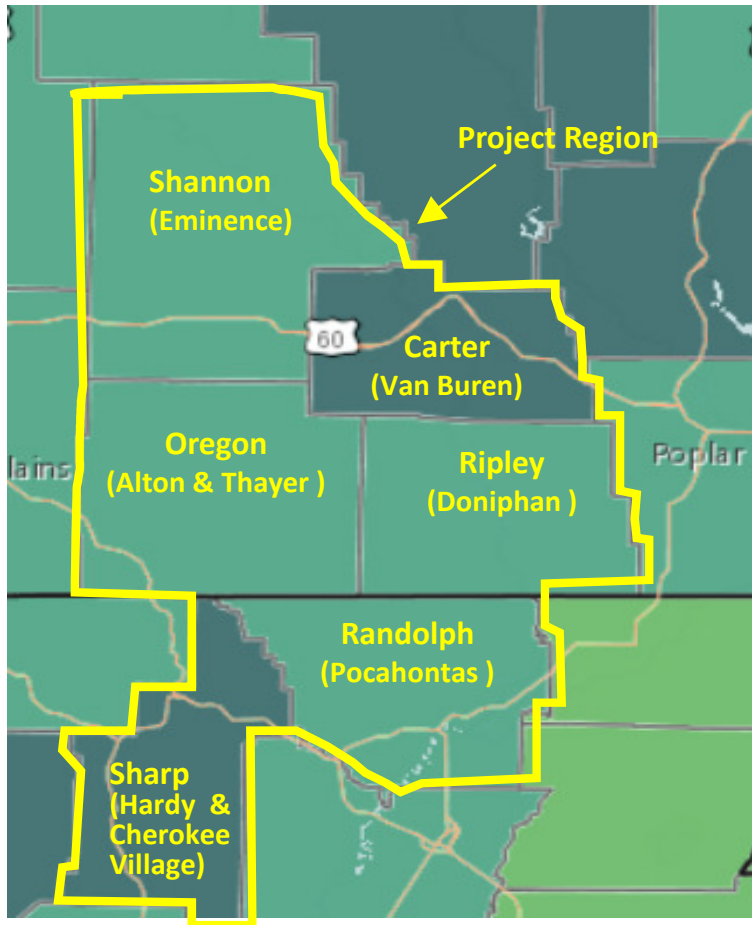
West Plains, MO

Artisan Resource Network: Natural Capital

We explored opportunities for Ozark artisan specialty wood products.

Preliminary report* from MU Extension identified opportunities and challenges

Tree Canopy in the Project Region



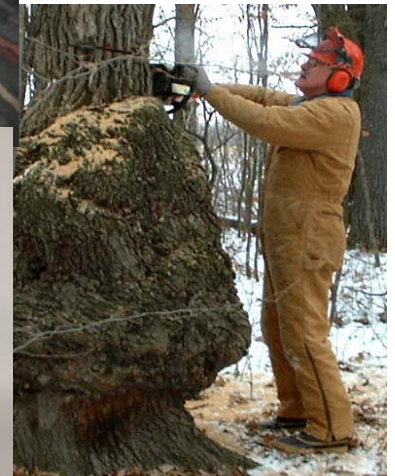
Area in Tree Canopy, Percentage by County, USGS NLCD 2011

- Over 60.0%
- 40.1 - 60.0%
- 15.1 - 40.0%
- 5.1 - 15.0%
- 3.1 - 5.0%
- Under 3.1%

Oak Burl \$29.95 (Ebay)



BURLS



Pin Oak Slab
\$650



SLABS

Conference Table \$4000



SHORT LEAF PINE

Inexpensive, tight ring growth in the Ozarks



*Available for download at OzarkVitality.com

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Research

Learning from what others have done before



Paducah, KY - Southern Arts and Cultural Center - UNESCO Creative City
Population: 25,024

Public Arts and Education

- Artists relocation program (properties available for \$1)
- Lower Arts District, farmers market, several public arts centers
- Symphony orchestra
- Paducah School of Arts and Design
- Artist in residency program



Sales and Marketing

- Local art galleries
- Retail stores and eateries
- Festivals and markets

Entrepreneurship Support

- Local grants & tax incentives for artists
- Arts innovation hub (in development)

Built entire economic sector around artists, craftspeople, performing artists, writers and culture they create



Research

Learning from what others have done before



Arkansas Regional Innovation Hub

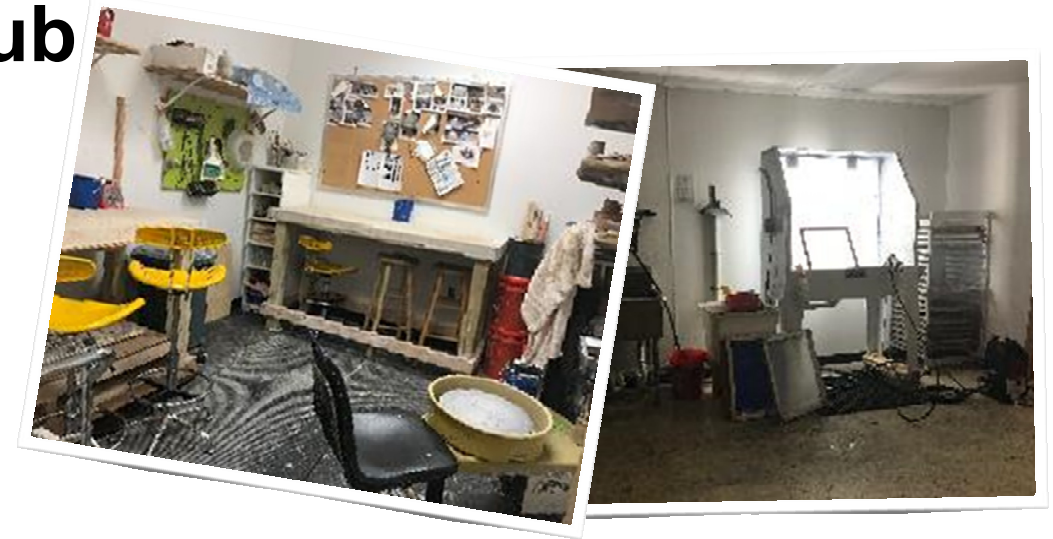
North Little Rock, AR - Argenta Arts District



Shared Makerspaces

- Temporary Gallery Space
- Digital Arts Studio
- Ceramics Studio
- Screen Printing Studio
- Design space w/ print making tools
- 3D and Laser Printers
- Carpentry Shop
- Presentation Equipment
- STEAM computer lab
- Metal Shop

Educational Programs for All Ages



Entrepreneurial Center

- Shared equipment and technology
- Meeting space
- Business center
- 24 hour availability to members
- Professional Development

Focus on education for artistic and economic development. Model for hubs across country.



Research

Learning from what others have done before

Thrive - Helena, AR

Population: 12,282

Education and Community

- Partnership with Phillips Community College
- Free community workshops
- Artists in residency

Shared Makerspace

- Collaborative product design studio

Sales and Marketing

- Monthly Cherry Street Fair

Revitalized downtown and boosted local economy through arts and entrepreneurship support



Entrepreneurship Support

- Business incubator with marketing and branding services
- “Helena Start-Up” helped start 18 new businesses



Spring River Innovation Hub - Cherokee Village, AR

Population: 4,671

Entrepreneurship Support

- Business incubator with marketing and branding services
- Shared Space and technology

Shared Makerspace

- In talks to create satellite makerspace in Hardy, AR

Community Gathering Space for Education and Innovation





Research

Learning from what others have done before

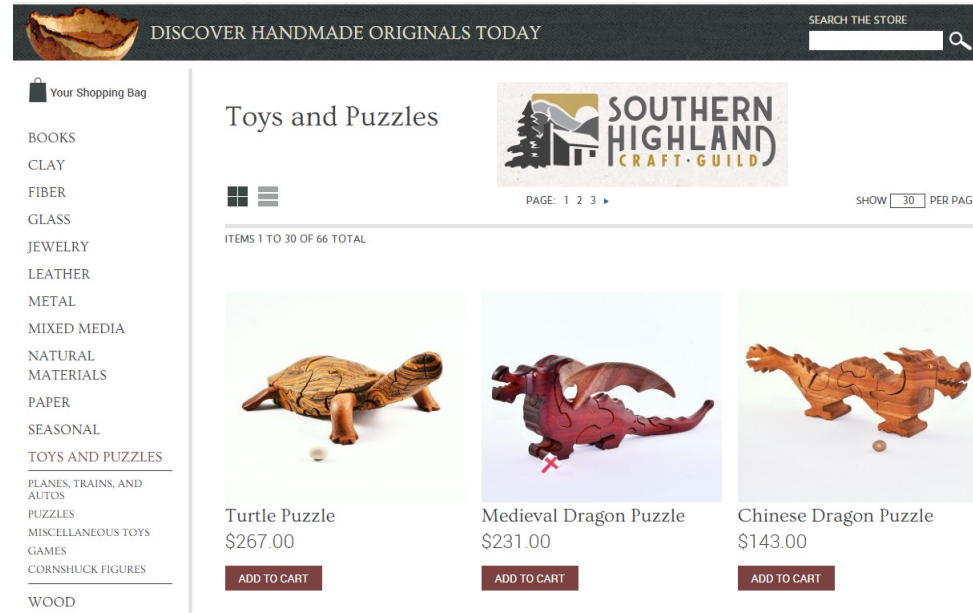


Artisan Innovation in Appalachia

Case Study: Southern Highland Craft Guild (est. 1930) - Asheville, NC

Sales and Marketing

- \$1.7 million in sales per year (Craft Guild inventory)
- Folk art centers that bring in 250,000 visitors per year
- Retail stores and galleries
- SouthernHighlandGuild.org
- Bi-Annual Craft Fairs

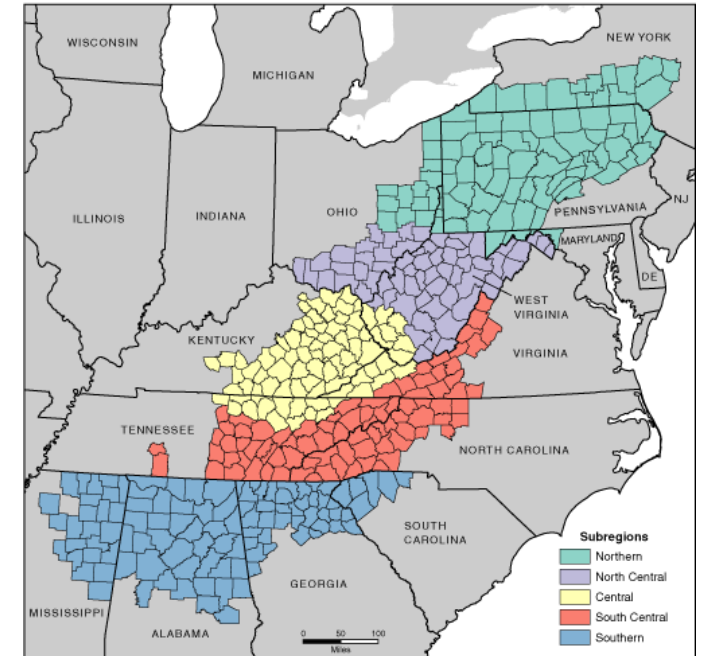


Creative Community

- Network of makers
 - Collaborative projects
 - Research on techniques
 - Marketing experience
- Connections with 8 regional Education Centers for continuing education
- Scholarship opportunities for craft-related travel and study

Membership

- 293 qualifying counties in Alabama, Georgia, Kentucky, Maryland, North Carolina, South Carolina, Tennessee, Virginia, West Virginia
- Only about 20% of applicants make it through the juried selection process
- 50-75% working artisans; 25-50% hobbyists



Map by: Appalachian Regional Commission, November 2009.

Network of over 900 artists and craftspeople selling a variety of products including graphic art, jewelry, pottery, fiber, wood, leather, and metal works

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Key findings from the feasibility study



SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873



What questions did we answer?

- Is there enough outside demand for Ozark arts and crafts?
- Are there enough artisans to meet market demand?
- What are artisans' biggest unmet needs?
- What might an Ozark Artisan Innovation Hub look like?

Is there enough outside demand for Ozark arts and crafts?

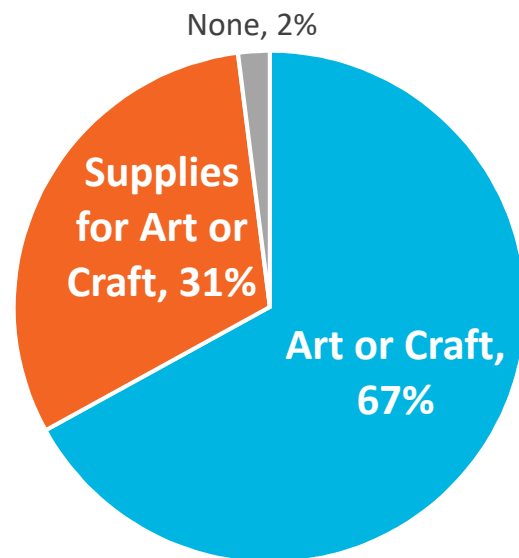
Yes. River enthusiasts with a connection to the area’s scenic rivers are interested in purchasing Ozark art and craft products.

River enthusiast profile

45% have incomes over \$75,000

80% visit scenic rivers at least once per year

Recent Purchases



River Enthusiasts spend more per item AND regularly buy online

- 37% purchased online
- 66% spend over \$20 per item
- 25% spend over \$40 per item

Quotes from the survey

“I love shopping for artistic items as gifts”

“Having an online marketplace for Eastern Ozarks sellers would get people to see more of the artisans work. I could see the work of the person I met and also other artisans from the area”

“We need a fiber artists guild in this area”

“Need an online sales portal”

“I love this idea!”

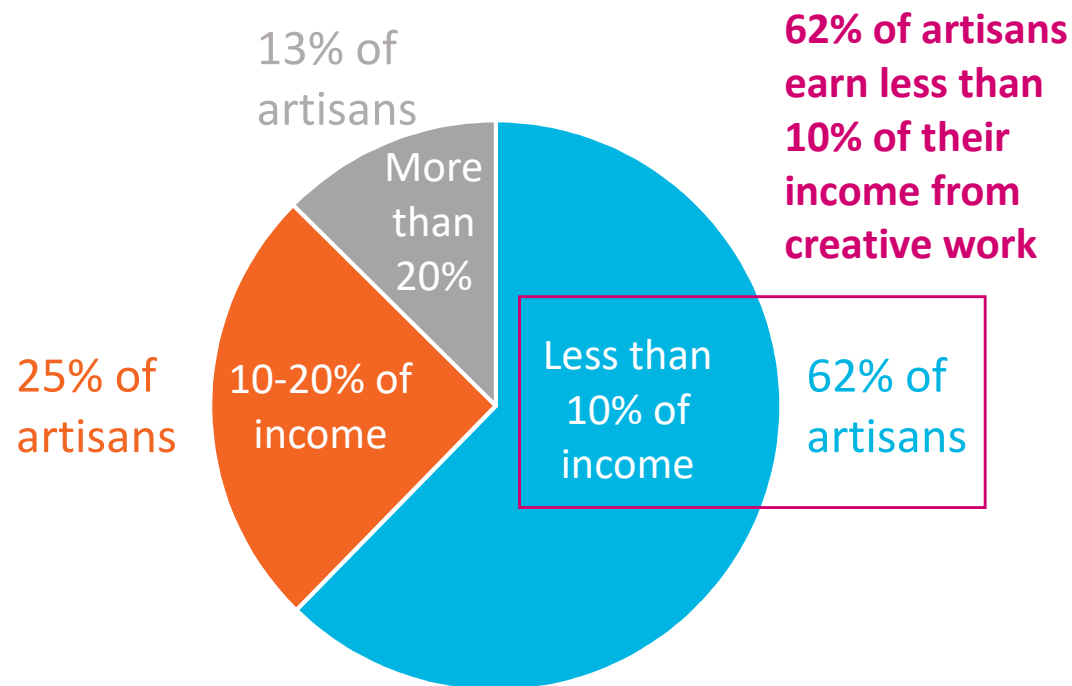
Are there enough artisans to meet market demand?

Yes. There are enough artisans. They need to get online to reach a broader market for their unique, handmade products.

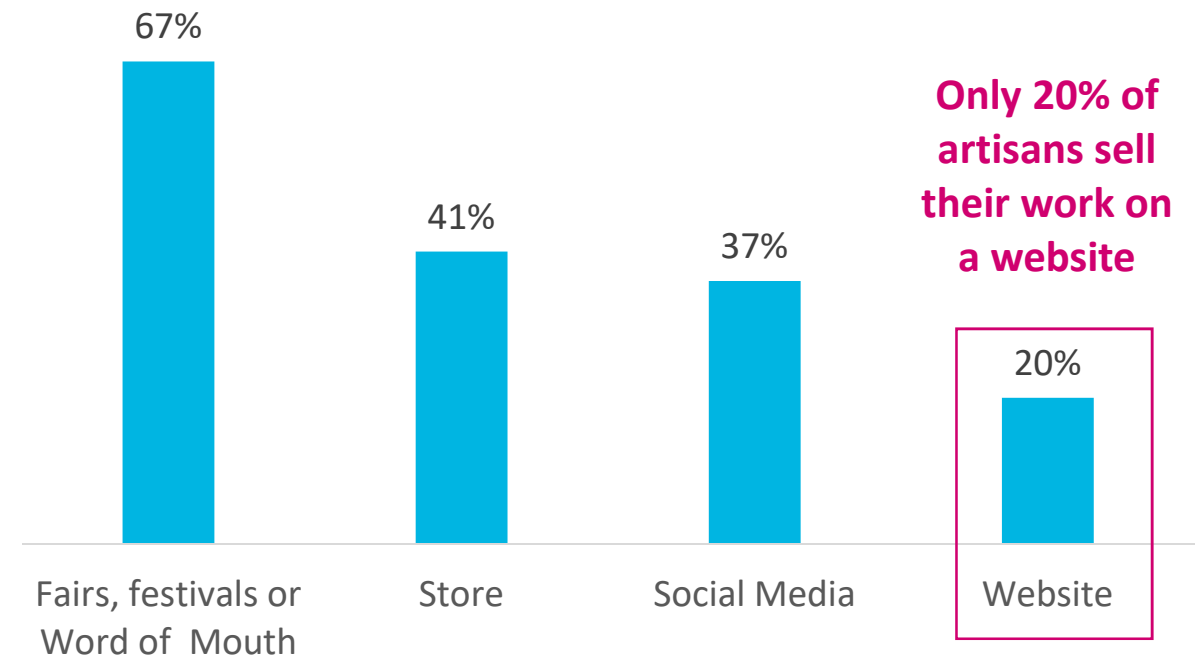
The majority of artisans earn less than 10% of their household income through their creative work.

The majority of artisans sell their work locally. Only 20% use an online store.

How much of your household income comes from your creative work?



Where do artisans market and sell their work?



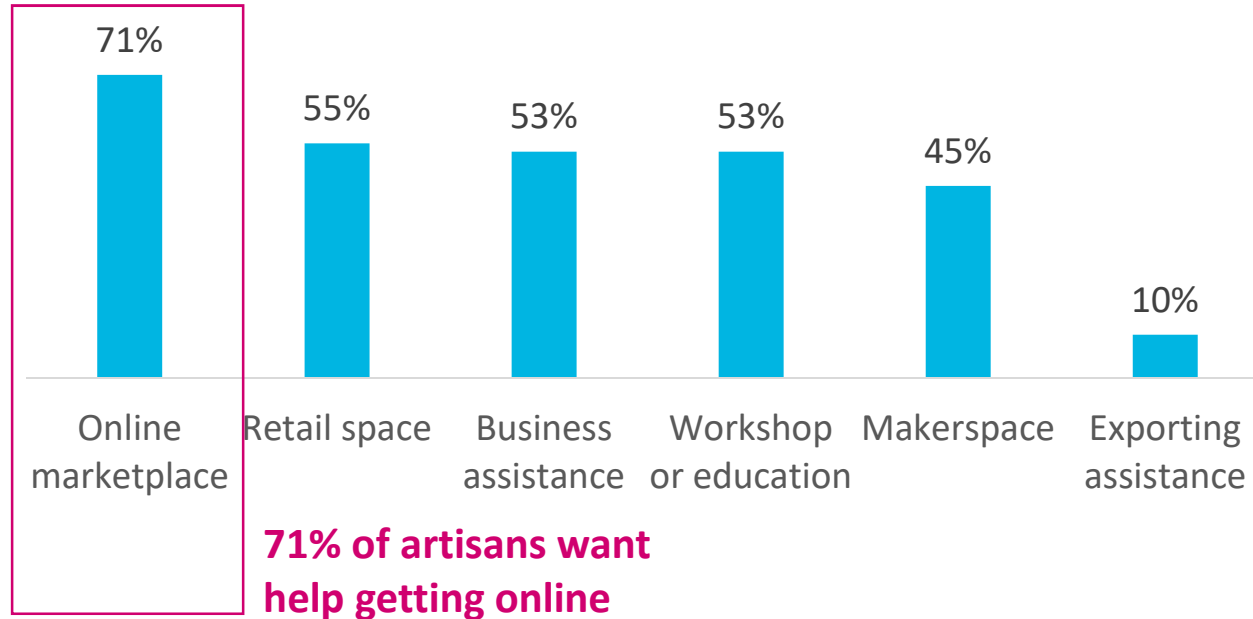
What are Ozark artisan's biggest unmet needs?

Although most have the physical space to create, artisans need sales, marketing and business assistance.

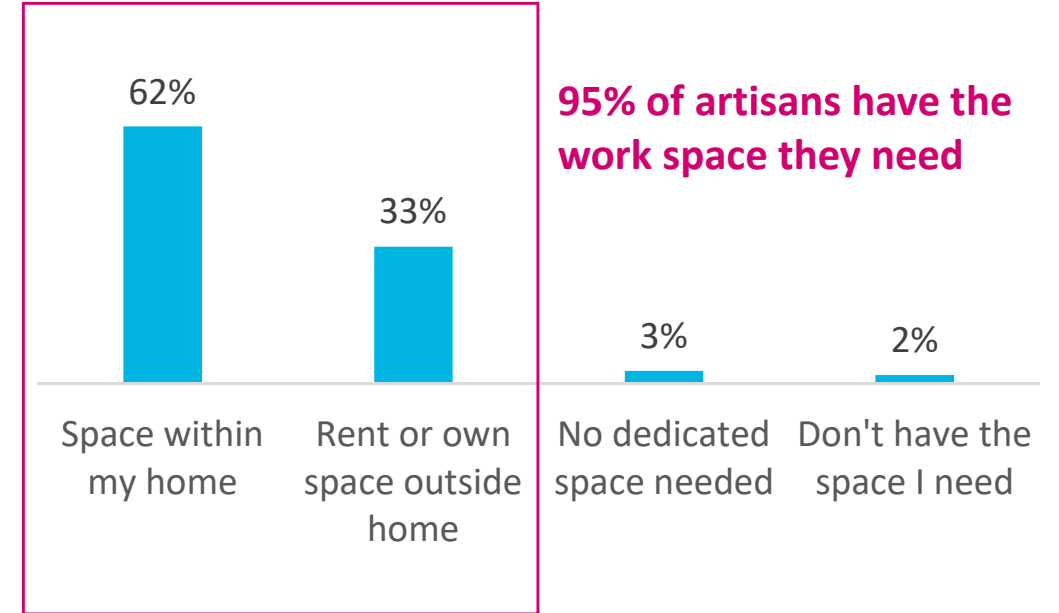
Most artisans want help getting online. Less than half would use shared makerspace, if it were available.

Most artisans have the space they need to work, either at home or outside the home.

Amenities artisans would use, if available



Current work space situation



What might an Ozark Artisan Innovation Hub look like (1/2)?



A regional community of artisans, entrepreneurs, cultural assets and resources, connected to each other through a virtual network.

1. Build a Regional Community

- **Do not** rely on a single physical location to serve the entire region
 - 43% of artisans would *not* drive more than 20 miles for amenities
- **Do** build a virtual network connecting existing assets and resources



Keys to Success

“Simulcast” meetings and educational workshops so no one has to drive more than 20 minutes to participate

Connect cultural assets across communities with audio and video capabilities

What might an Ozark Artisan Innovation Hub look like (2/2)?



Shared resources to market Ozark artisans and products, festivals, heritage traditions and cultural experiences to outside audiences.

2. Marketing and Sales Support

- **Do not** jump too quickly into a centrally managed online store
 - High start up costs for technology, inventory and staffing
 - Need average price \$75 per item to sustain online store (Etsy avg. is \$25)
- **Do** operate centralized digital marketing and event promotion for the region (website, social media)



Keys to Success

Test and learn which items are most popular, *then* create a regional online store



Promote “Ozark life” to drive traffic to existing sales outlets (festivals, shops, Etsy)

Key findings from the research study*

Summary of Findings



SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873



1. **There is enough market demand** for Ozark arts and crafts. Start by selling more to “River Enthusiasts” when they come to town.
2. **There are enough artisans** in the region to meet market demand. They need to get online to reach a broader market.
3. **Artisans need sales, marketing and business assistance**...including help getting online. They have enough physical space to create...for now.
4. **An Ozark Artisan Innovation Hub should:**
 - Use technology to **connect and share regional assets and resources**, rather than operating out of a single physical location. Provide **educational opportunities** and help artisans **collaborate**.
 - Provide **digital marketing and sales** support, starting with “**Ozark life**” branding to promote existing stores and festivals. Launch an **online store** *after* learning what sells.

*Full report available for download at OzarkVitality.com

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Summary of Findings from Market Research

There is untapped potential to bring more tourists to the Ozarks and sell Ozark artisan products online, if we can produce compelling digital content.

- **Ozark brand strength has much room for improvement.**

95% of Out of State Road-Trip Leisure Travelers, who make at least \$50,000 per year and drive at least 3 hours to their vacation destination have heard of the Ozarks but 27% of them have no opinion of the region. Only 1 in 5 wants to vacation here.

- **High quality digital content can change perceptions, in as little as 1 minute.**

People who see high quality streaming digital content about the Ozarks, such as the Netflix series *Ozark*, are more than twice as likely to have a positive opinion and 2.8 times as likely to want to visit. Survey respondents described how viewing a short film, created for the *My Ozarks* series, changed their opinion of the Ozarks. (Short film episodes are now streaming at myozarks.org)

- **There is an untapped market of out-of-state artisan product buyers.**

70% are not likely to vacation in the Ozarks. Although 80% have heard of the Ozarks, 28% have no opinion of the region.

- **This untapped market buys artisan products online that they cannot get locally.**

95% buy artisan products online. Top product categories are furniture and fashion accessories. Among the highest spenders, 40% buy online because they want unique products they cannot find locally.

- **High quality digital content that tells a story is key to getting the online sale.**

More than 1 in 3 of the highest spenders say not being able to tell the quality of the item online will stop them from buying. Over 70% of those same buyers are more likely to buy if they know the maker, and will pay more if an item represents the authentic culture or heritage of the maker.

Market Research Approach

What questions did we seek to answer?

- **How strong is the Ozark “brand”, outside of the Ozarks, and how can we get more people to come for vacation?**
 - How can we measure the strength of the Ozark brand?
 - Can digital content affect outsiders’ perceptions of the region?
 - Do people who watch the Netflix series *Ozark* want to visit?
 - How might true stories from the Ozarks change perceptions?
- **What product assortments and pricing strategies could tap markets outside the region and increase online sales?**
 - How strong is the Ozark brand, among artisan product buyers?
 - What, where and why do artisan product buyers shop online?
 - How can we increase online shopping and spending?

How strong is the Ozark “brand”, outside of the Ozarks, and how can we get more people to come for vacation?



To find out, Ozark Vitality conducted an online survey to learn about people’s perception of the Ozarks as a possible vacation destination.

Surveyed 128 road-trip leisure travelers, outside of Missouri and Arkansas

- ✓ All travel for leisure
- ✓ All drive more than 3 hours to vacation destinations
- ✓ All had annual incomes above \$50,000

Only 20% of those who have heard of the Ozarks are likely to consider vacationing here

Source: Ozark Vitality Leisure Activities Survey, October 2018: An online survey of 128 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, travel for leisure on road trips, and drive at least 3 hours to their vacation destination.

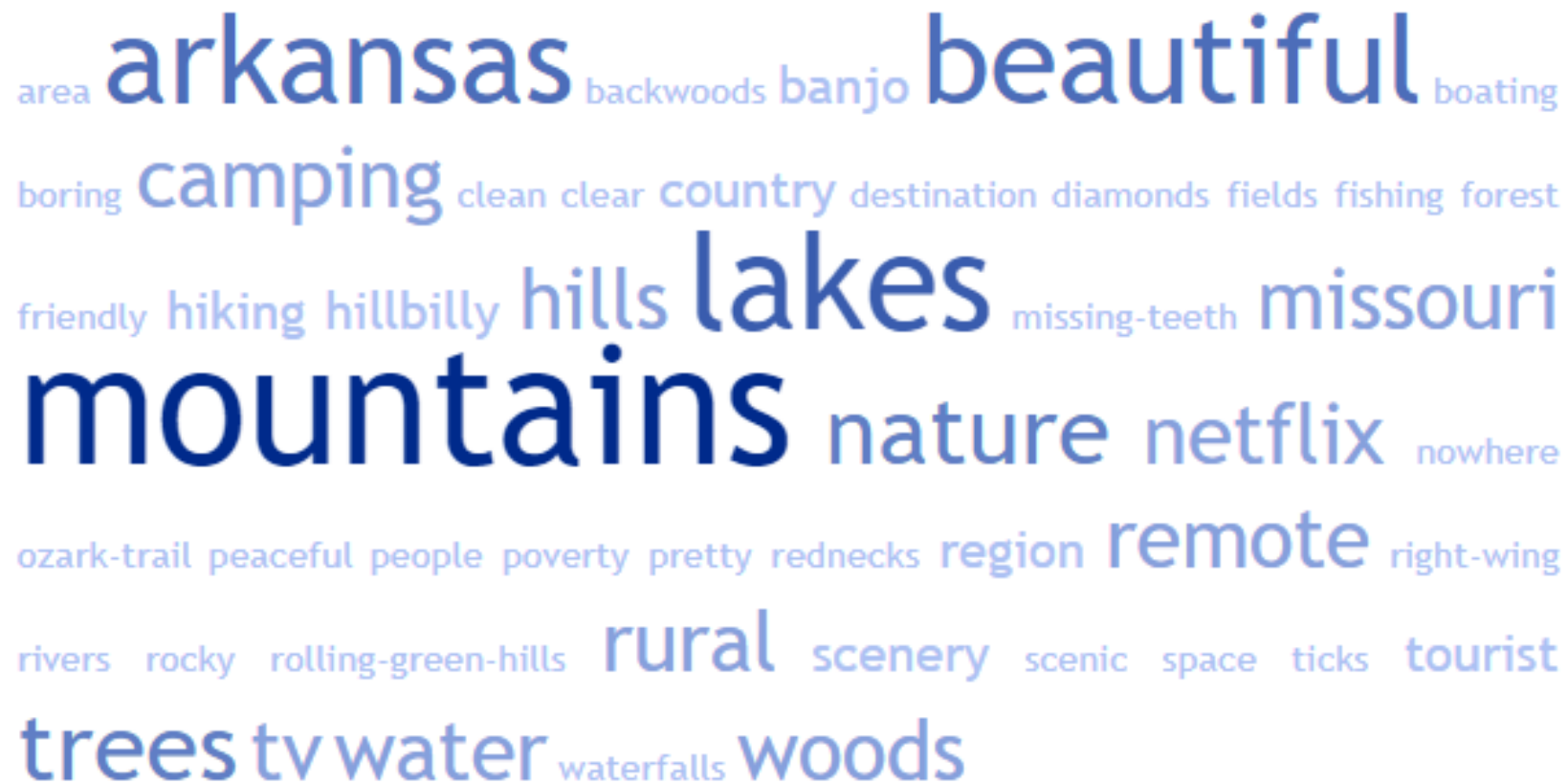
Home location of survey respondents



How can we measure the strength of the Ozark brand?

We can survey target audiences and ask their opinion. Many people outside the area have positive impressions of the Ozarks.

What words first come to mind when you think of the Ozarks?

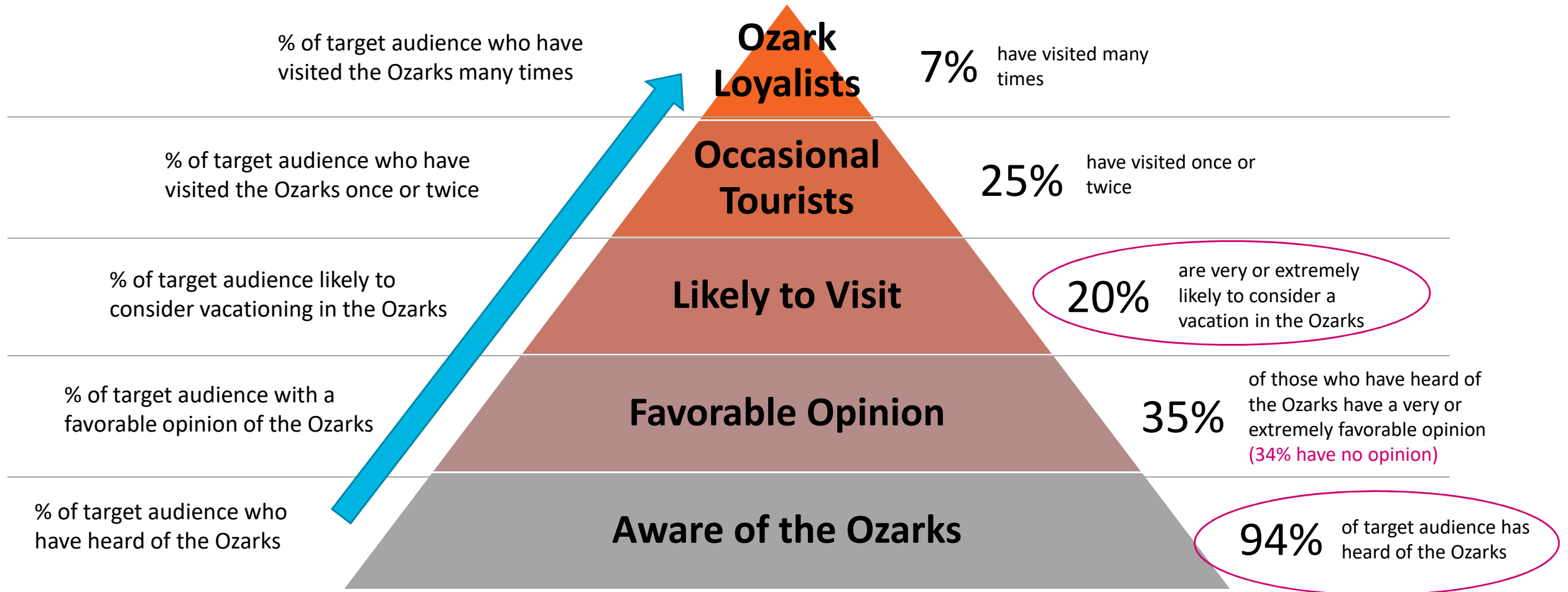


Source: Ozark Vitality Leisure Activities Survey, October 2018: An online survey of 128 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, travel for leisure on road trips, and drive at least 3 hours to their vacation destination.

How can we measure the strength of the Ozark brand?

Over time, we can track changes in awareness, opinions, willingness to visit, and frequency of visits, among target audiences we want to attract.

Target Audience: Out of State Road-Trip Leisure Travelers



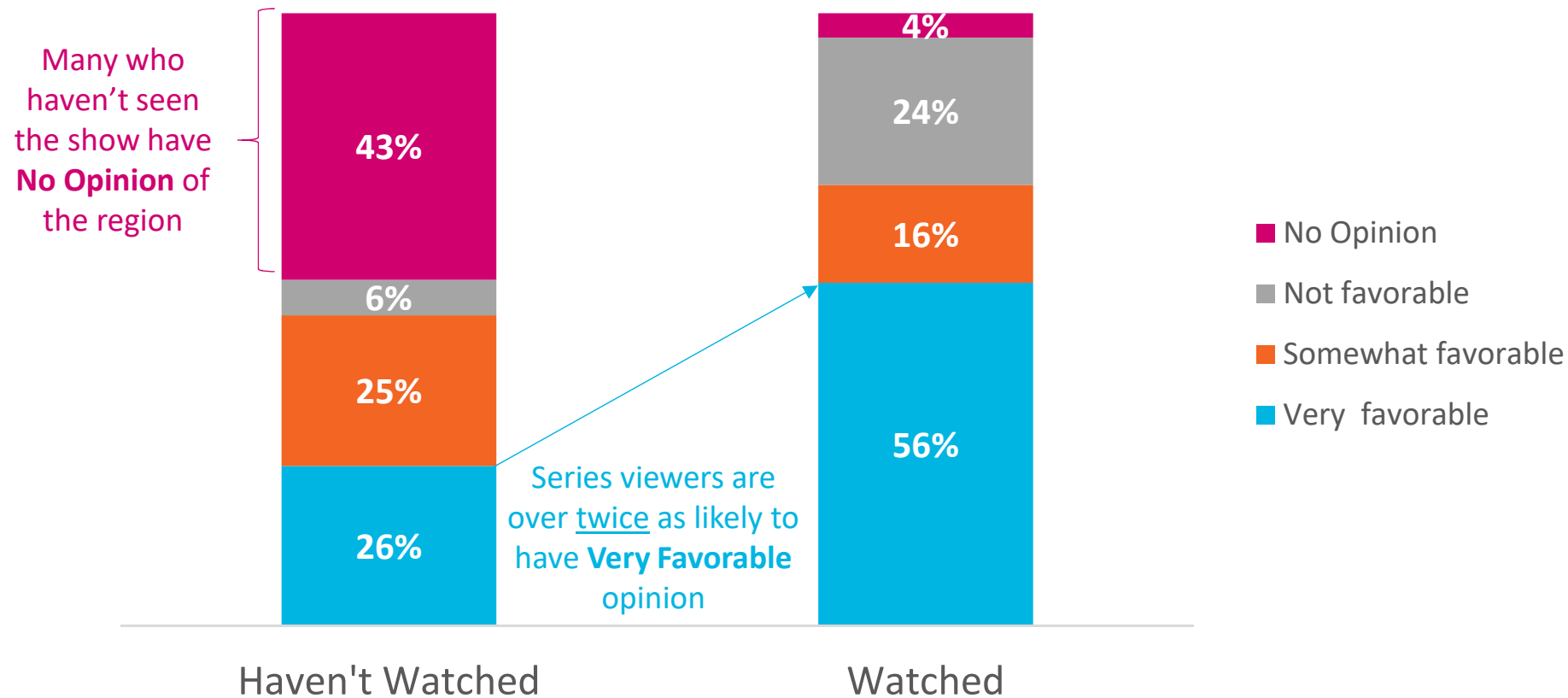
Source: Ozark Vitality Leisure Activities Survey, October 2018: An online survey of 128 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, travel for leisure on road trips, and drive at least 3 hours to their vacation destination.

Can digital content affect outsiders' perceptions of the region?



Yes. The popular Netflix series is having a surprisingly positive impact, despite its negative storylines (e.g. money laundering, drugs, murder).

Overall opinion of the Ozarks for those who have vs. have not watched the Netflix series *Ozark*

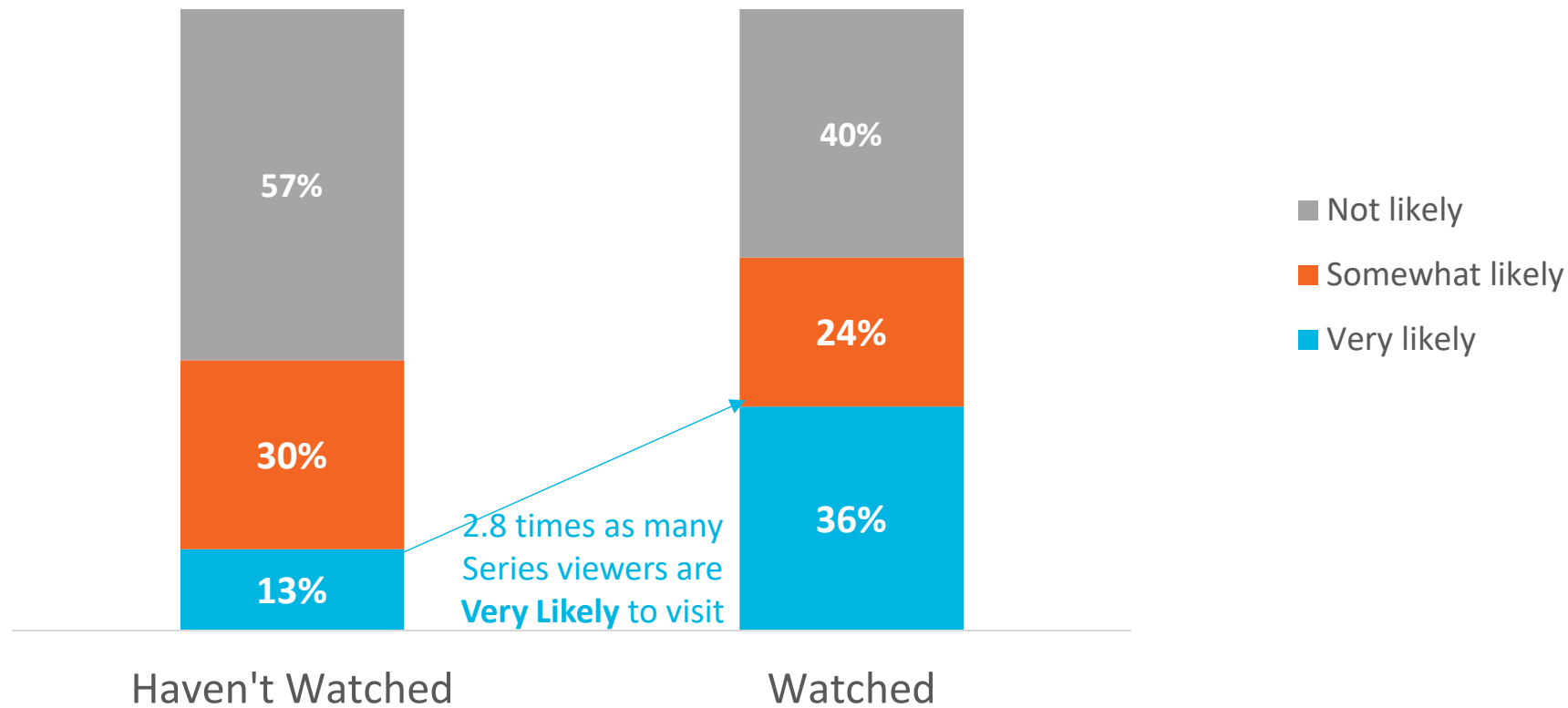


Source: **Ozark Vitality Leisure Activities Survey, October 2018**: An online survey of 128 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, travel for leisure on road trips, and drive at least 3 hours to their vacation destination.

Do people who watch the Netflix series *Ozark* want to visit?

Yes. People who live out of state are nearly three times as likely to consider visiting the Ozarks on vacation, if they watch the series.

Likelihood to consider the Ozarks for vacation, for those who have vs. have not watched the Netflix series *Ozark*



Source: **Ozark Vitality Leisure Activities Survey, October 2018:** An online survey of 128 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, travel for leisure on road trips, and drive at least 3 hours to their vacation destination.

How might true stories from the Ozarks change perceptions?

After viewing one of the *My Ozarks* short films, survey respondents described how it changed their opinion of the Ozarks.

Examples of what they had to say about the Ozarks, after watching our short film...



Episode 2: Camden
available now at myozarks.org

“Seems like a great place to visit”

“It's not as dark and dreary as the series makes it seem”

“Even more beautiful than I thought. Very resilient people too”

“like the home town feeling. very beautiful and peaceful looking”

“I had no idea there was flooding in the Ozarks”

“I will definitely go more to help support getting everyone back into their homes. That's so heart breaking.”

“Very beautiful and relaxing place to enjoy the outdoors”

“We love fishing - would consider it”

“Lots of nature and outdoor fun”

“Seems very safe”

“Beautiful place”

- 82% of respondents watched at least 1 minute of the film
- Over half (54%) watched the entire 4-minute film

Source: Ozark Vitality Leisure Activities Survey, October 2018: An online survey of 128 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, travel for leisure on road trips, and drive at least 3 hours to their vacation destination.

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 - How strong is the Ozark brand, among artisan product buyers?
 - What, where and why do artisan product buyers shop online?
 - How can we increase online shopping and spending?

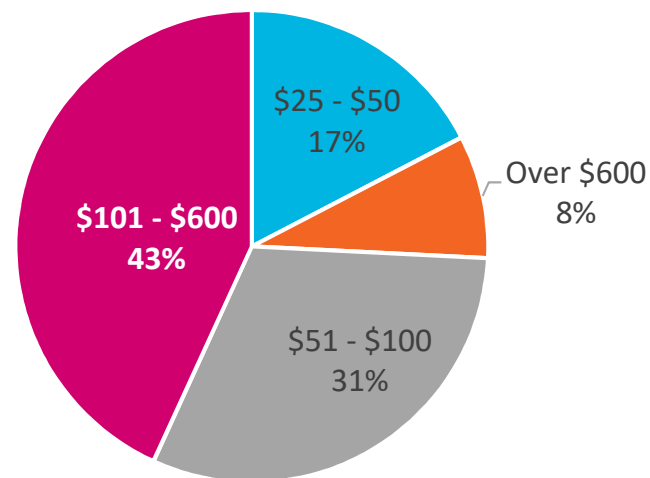
What product assortments and pricing strategies could tap markets outside the region?

To find out, Ozark Vitality conducted an online survey to explore behaviors, attitudes and preferences of out of state buyers of artisan products.

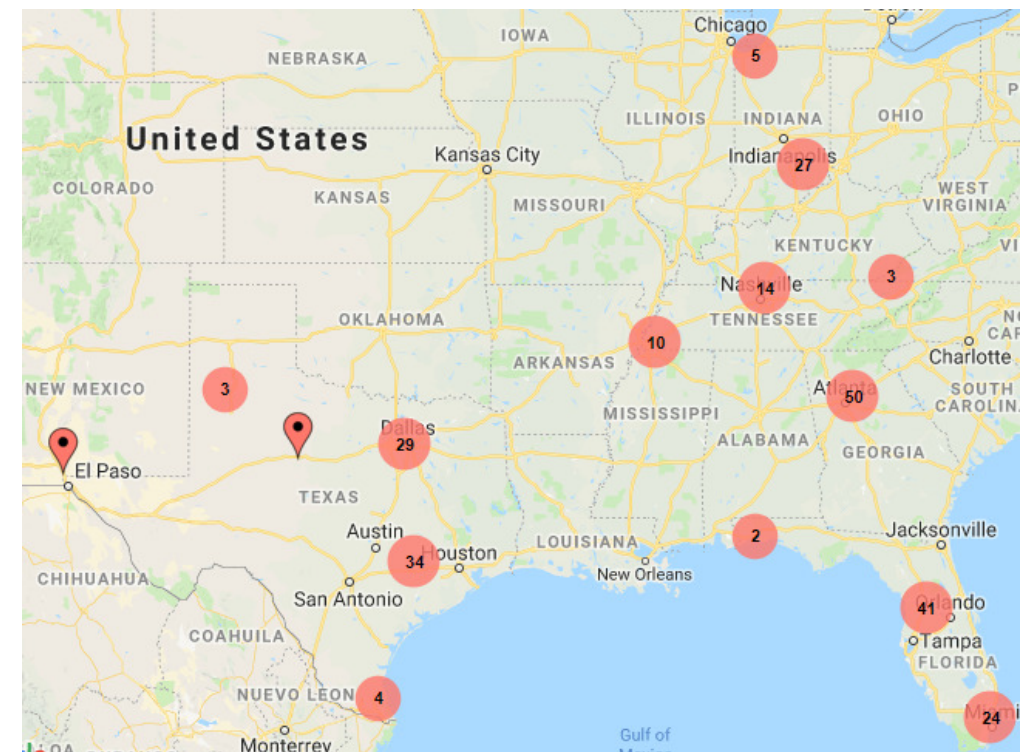
Surveyed 190 artisan product buyers, outside of Missouri and Arkansas, to understand their shopping behaviors & preferences for artisan products

- ✓ All had annual incomes above \$50,000
- ✓ Purchased at least one artisan product in the past year
- ✓ Willing to spend at least \$25 on a high quality artisan product

Highest amount paid per item



Home location of survey respondents

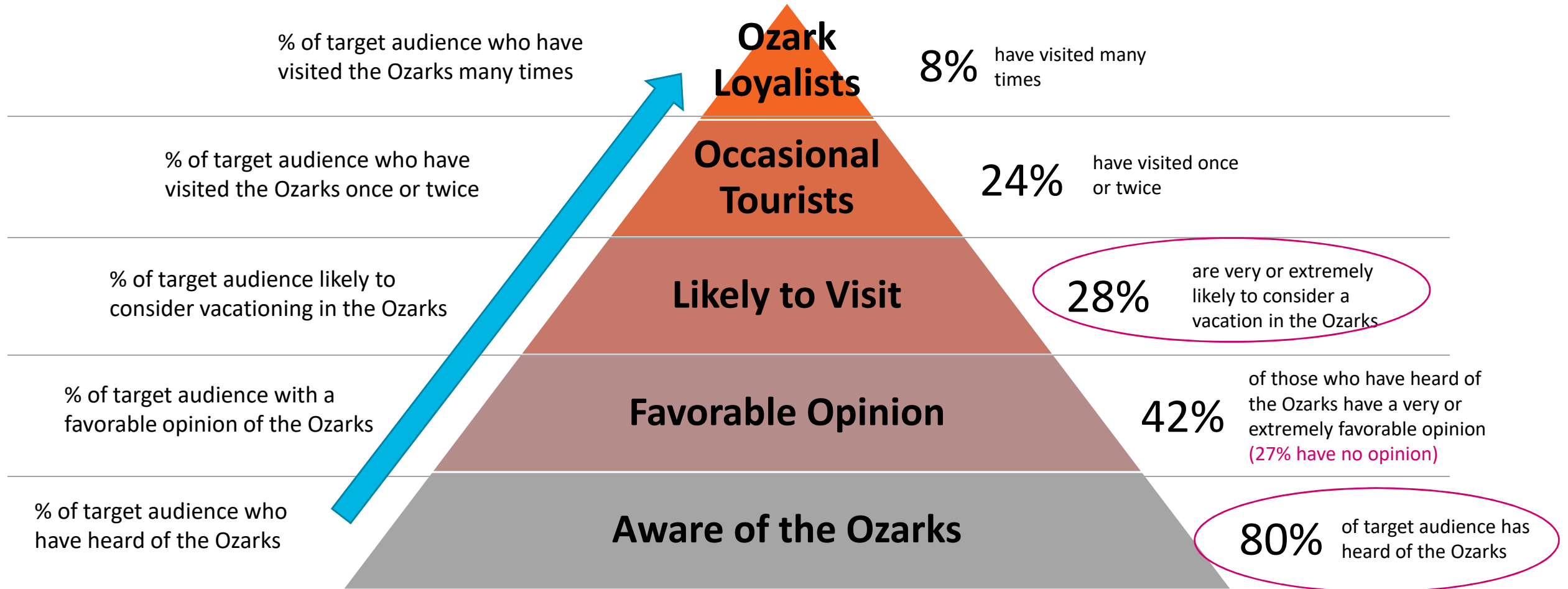


Source: Ozark Vitality Artisan Product Buyer Survey #2, November 2018: An online survey of 190 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

How strong is the Ozark brand, among artisan product buyers?

Although 80% of buyers are aware of the Ozarks region, 27% have no opinion of the Ozarks and only about 1 in 4 are likely to vacation here.

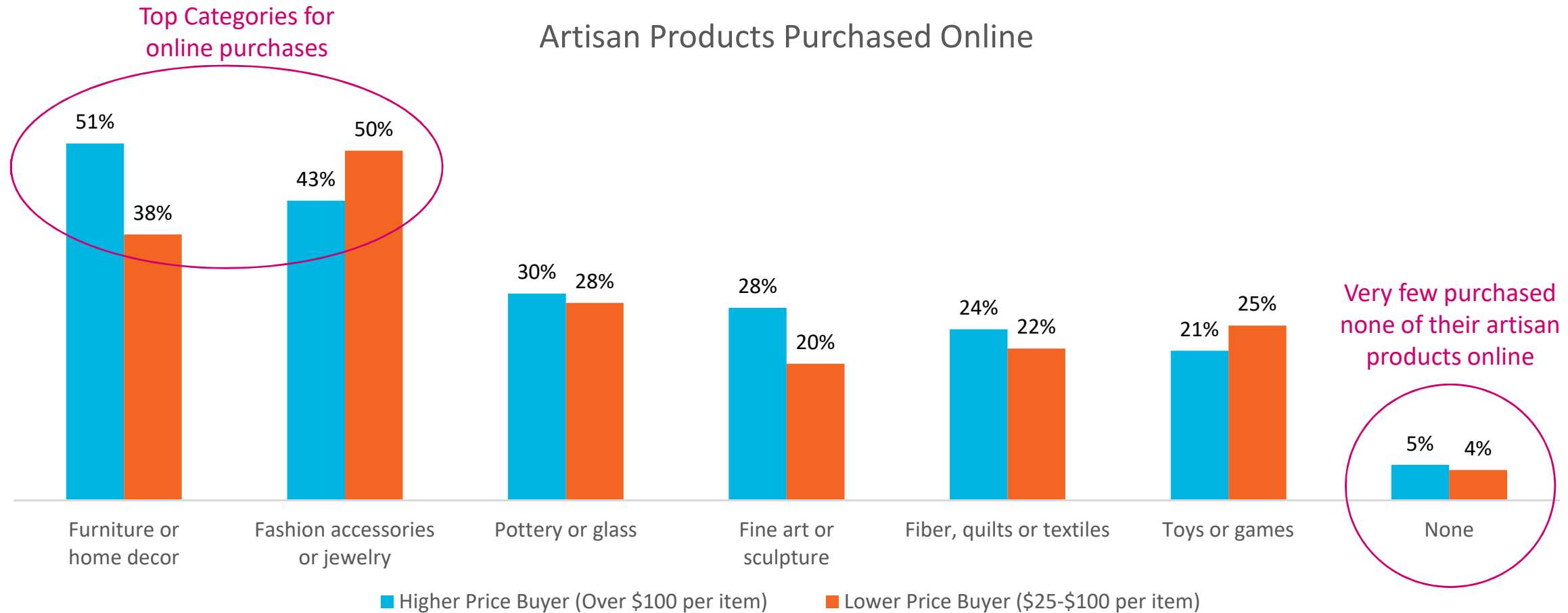
Target Audience: Out of State Artisan Product Buyers



Source: Ozark Vitality Artisan Product Buyer Survey #1 and #2, November 2018: Online surveys of 257 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

What, where and why do artisan product buyers shop online?

95% of buyers have purchased artisan products online. Furniture and fashion accessories are the top categories of online artisan purchases.

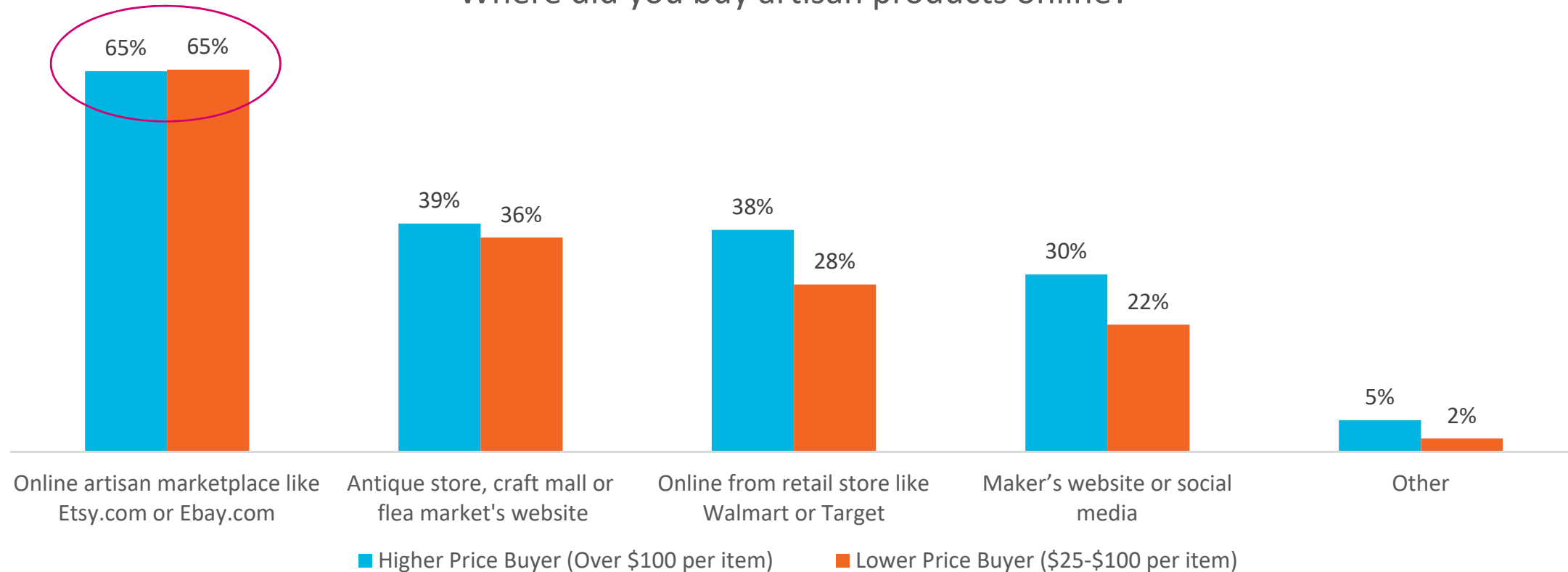


Source: Ozark Vitality Artisan Product Buyer Survey #2, November 2018: An online survey of 190 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

What, where and why do artisan product buyers shop online?

Artisan product buyers are most likely to buy from websites that specialize in artisan products and feature a wide variety of makers.

Where did you buy artisan products online?

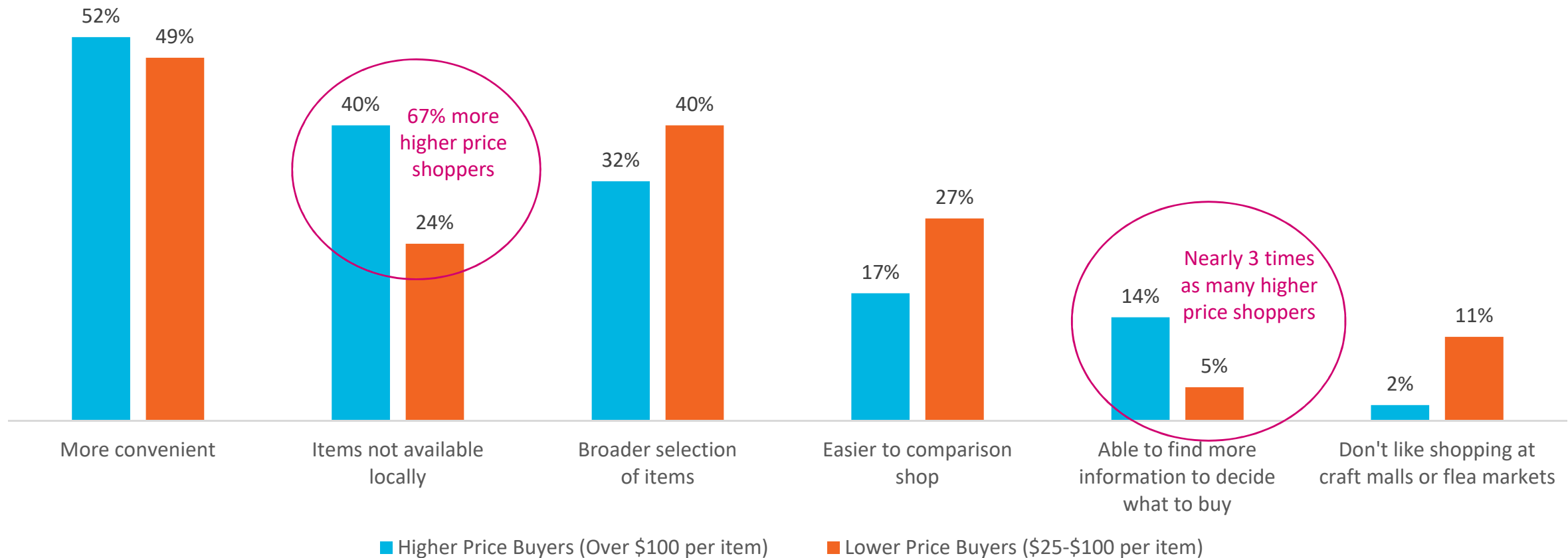


Source: Ozark Vitality Artisan Product Buyer Survey #2, November 2018: An online survey of 190 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

What, where and why do artisan product buyers shop online?

Higher price shoppers are more likely to shop online for unique items they can't get locally, and need more information to decide what to buy.

Reasons Artisan Product Buyers Shopped Online

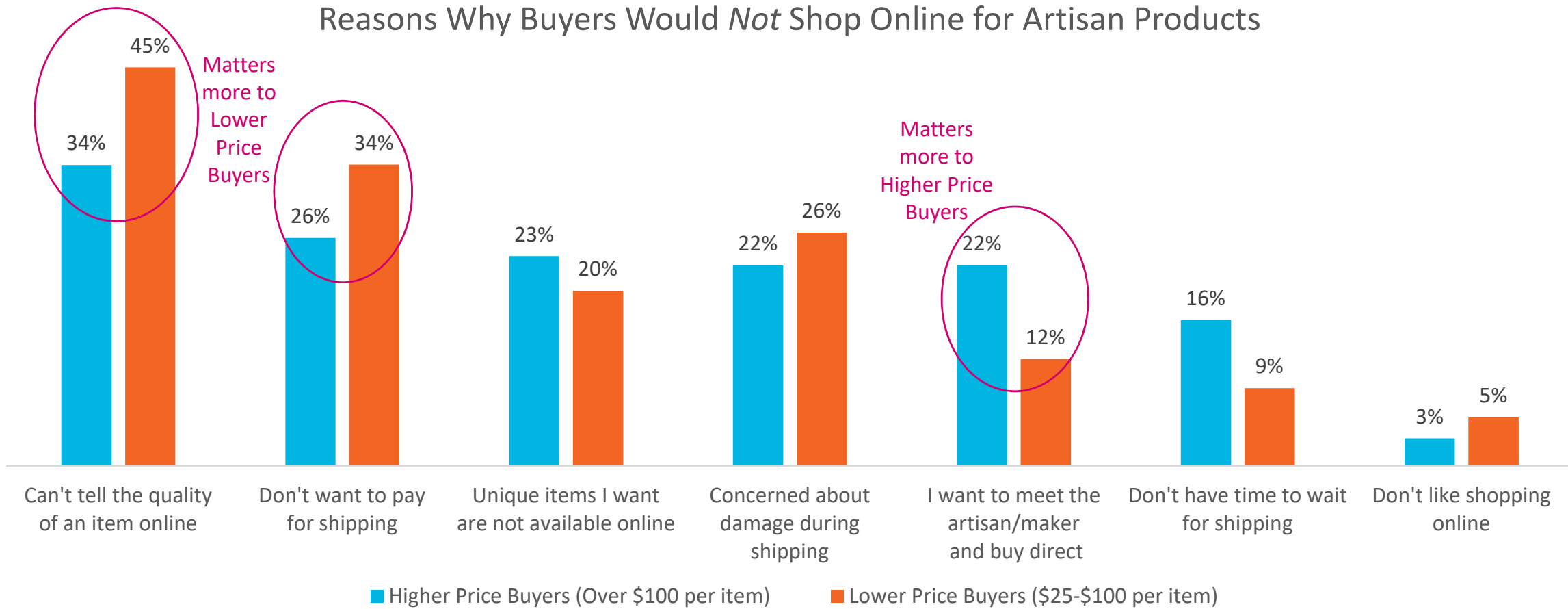


Source: Ozark Vitality Artisan Product Buyer Survey #2, November 2018: An online survey of 190 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

How can we increase online shopping and spending?

The top concern about buying artisan products online is how to tell the quality of the item, and some buyers want to avoid shipping costs. Higher price buyers are relatively more interested in meeting the maker.

Reasons Why Buyers Would *Not* Shop Online for Artisan Products

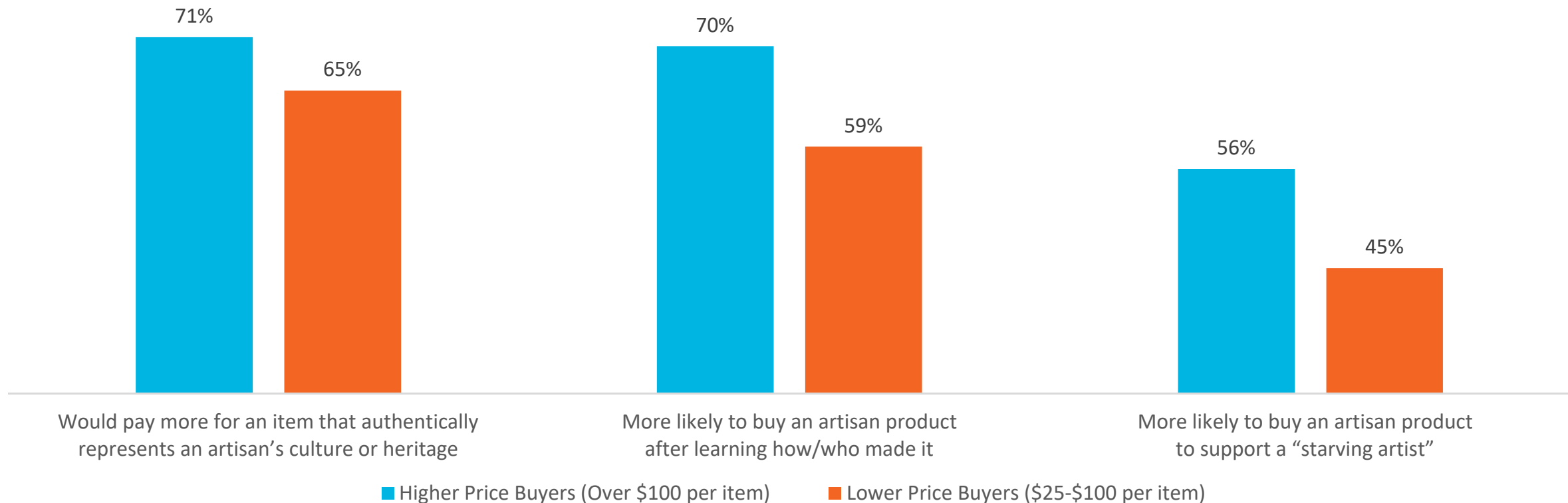


Source: Ozark Vitality Artisan Product Buyer Survey #2, November 2018: An online survey of 190 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

How can we increase online shopping and spending?

Artisan product buyers are willing to pay more for items that authentically represent the artisan’s culture or heritage, and want to know the maker.

Most Common “Buyer Values” for Artisan Products



Source: Ozark Vitality Artisan Product Buyer Survey #2, November 2018: An online survey of 190 individuals who live outside of Missouri and Arkansas (primarily north, south or east of the Ozarks), make at least \$50,000/year, purchased at least one artisan product in the past year, and are willing to spend at least \$25 on a high quality artisan product.

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What's Next for Ozark Vitality: Tourism Expansion Project

Two-year \$400,000* economic recovery project to improve digital capabilities in the Ozarks and expand tourism.

Project Goals

- Increase **local talent and capabilities** in digital media
- Attract **wider range of tourists**
- Increase tourists' length of stay and **\$ spend in region**
- Change perception from 3-month to **year-round tourism**
- Enable more businesses to **stay open year-round**
- Increase **year-round jobs**

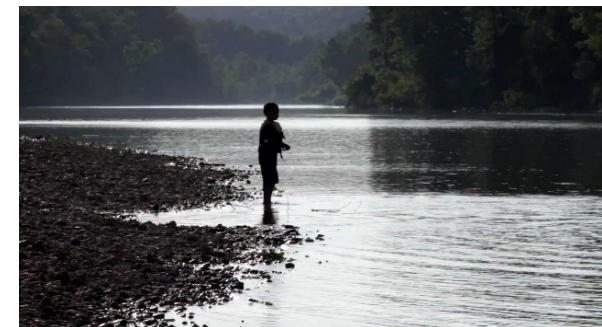
How will we do it?

- Bring in established filmmakers to produce short documentary films
- Hire local artists & videographers to support them and learn
- Integrate films into regional branding and national tourism marketing campaigns
- Offer national-quality marketing professional development in region

Demonstration short films available now at myozarks.org



Episode 1: Jerica



Episode 2: Camden

*Fundraising in progress. Grants received from Missouri Humanities, Reynolds County Taum Sauk Fund, regional chambers of commerce and tourism groups. Grant applied to US Economic Development Administration.

Appendix

- Leisure Activities Survey
- Artisan Product Buyer Survey 1
- Artisan Product Buyer Survey 2

Leisure Activities Survey (1/5)

Background Information

* 1. On average, how often do you travel for pleasure?

- Weekly A few times a year
 Monthly Less than a few times per year

* 2. When was the last time you drove more than 3 hours to get to your vacation destination?

- Never 1-2 years ago
 Within the past year More than 2 years ago

* 3. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

* 4. Have you heard of a region in the United States called the Ozarks?

- Yes
 No (disqualified from the survey)

Leisure Activities Survey (2/5)

* 5. What words first come to mind when you think of the Ozarks?

* 6. Do you know where the Ozarks are located? (Take your best guess--Check all that apply)

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Missouri | <input type="checkbox"/> Kentucky |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> Georgia |
| <input type="checkbox"/> West Virginia | <input type="checkbox"/> Alabama |
| <input type="checkbox"/> Oklahoma | <input type="checkbox"/> Illinois |
| <input type="checkbox"/> Tennessee | <input type="checkbox"/> Don't Know |

* 7. Have you watched the Netflix Original series Ozark?

- | | |
|---|--|
| <input type="radio"/> Yes, a few episodes | <input type="radio"/> No, I haven't watched it |
| <input type="radio"/> Yes, I've seen an entire season | |

Leisure Activities Survey (3/5)

* 8. How would you describe your overall opinion of the Ozarks?

Not at all favorable	Not so favorable	Somewhat favorable	Very favorable	Extremely favorable	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 9. How likely are you to consider visiting the Ozarks on vacation?

Not at all likely	Not so likely	Somewhat likely	Very likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 10. Have you been to the Ozarks?

<input type="radio"/> Yes, many times	<input type="radio"/> No, I've never been
<input type="radio"/> Yes, once or twice	

Leisure Activities Survey (4/5)

(If respondent answered *not likely* to consider visiting in Question 9)

* 11. Which of the following are reasons you might NOT consider visiting the Ozarks for vacation? Please select all that apply.

- Travel distance
- Accommodation/lodging options
- Been there before and did not enjoy
- Not enough family activities
- Safety concerns
- Restaurant/food options
- Other (please specify)
- Not enough nightlife or places that serve alcohol
- Availability of retail stores
- Inadequate communications or internet connectivity
- Lack of public transportation
- Damage from 2017 flooding

(If respondent answered *likely* to consider visiting in Question 9)

* 12. Which of the following are reasons you WOULD CONSIDER visiting the Ozarks for vacation? Please select all that apply.

- Travel distance
- Accommodation/lodging options
- Been there before and enjoyed it
- Plenty of family activities
- It is a safe place
- Restaurant/food options
- Nightlife
- Other (please specify)
- Availability of retail stores
- Ability to disconnect
- Artisan craft or specialty boutique shops
- History, heritage or genealogy
- Scenic rivers and lakes
- National forests

Leisure Activities Survey (5/5)



Thank you for your opinions! Here's how you can help the Ozarks...

We are working with small rural communities in the Ozarks, to help them recover from devastating flooding in 2017. Please watch this 4-minute short documentary film and let us know if it changed your perception of the Ozarks, in any way.



* 13. Please indicate how much of the above video you watched

- Less than 1 minute
- 1-2 minutes
- 2-3 minutes
- Watched the entire 4 minute film
- Didn't watch any of it

Comments (optional)

* 14. What, if anything, has changed in your opinion of the Ozarks after watching the above video?

Thank you for your time. Find out more about our work at OzarkVitality.com

Appendix

- Leisure Activities Survey
- Artisan Product Buyer Survey 1
- Artisan Product Buyer Survey 2

Artisan Product Buyer Survey #1 (1/5)

* 1. In the past year, have you purchased any artisan or craft products?

- Yes, multiple items
- Yes, one or two items
- No, but I am likely to buy in the future
- No, it's not something I'm interested in (disqualified from the survey)

* 2. Please indicate how much you agree or disagree with the following statements about your shopping habits and preferences, in general

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I prefer to shop online, rather than go in person to a store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often check out items in person, but then buy them online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy browsing for one-of-a-kind items at flea markets, fairs or antique malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy more from small businesses, if it was more convenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy browsing online for unique items I can't find locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather wait for a sale, rather than pay full price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Artisan Product Buyer Survey #1 (2/5)

Past Purchases of Artisan or Craft Products

* 3. What kinds of artisan or craft products have you purchased? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Fine art or sculpture | <input type="checkbox"/> Toys or games |
| <input type="checkbox"/> Pottery or glass | <input type="checkbox"/> Fiber, quilts or textiles |
| <input type="checkbox"/> Furniture or home decor | <input type="checkbox"/> Fashion accessories or jewelry |
| <input type="checkbox"/> Craft food or beverage | |

Other (please specify)

* 4. Where did you buy the artisan or craft product(s)? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> In person at an antique store, flea market, farmers market, or garage sale | <input type="checkbox"/> From a retail store selling a wide variety of merchandise, such as Walmart or Target |
| <input type="checkbox"/> Online from a flea market or antique store | <input type="checkbox"/> In person from the artist/maker's home or shop |
| <input type="checkbox"/> On a website, such as Etsy.com or Ebay.com, featuring a wide variety of artisan products | <input type="checkbox"/> In person at a fair or festival featuring multiple artisans |
| <input type="checkbox"/> From a retail store specializing in crafts, such as Hobby Lobby or Michaels | <input type="checkbox"/> From the artist/maker's website or social media |

Other (please specify)

Artisan Product Buyer Survey #1 (3/5)

* 5. Thinking about the times when you have purchased (or considered purchasing) artisan or craft products, please indicate how much you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I'm more likely to buy an artisan product after I learn how it is made or who made it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't care how an artisan or craft item is made, as long as it looks unique or impressive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm more likely to buy an artisan product to support a "starving artist"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would pay more for an item that authentically represents an artisan's culture or heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When traveling, I'm more likely to purchase an expensive product if I can have it shipped home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's easy to find unique handcrafted or artisan products online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Artisan Product Buyer Survey #1 (4/5)

* 6. What are the MOST LIKELY reasons you would buy an artisan or craft product? (select up to 3)

- | | |
|---|---|
| <input type="checkbox"/> Home decor or conversation piece | <input type="checkbox"/> To support a talented artist/maker who is struggling |
| <input type="checkbox"/> Holiday, birthday or anniversary gift | <input type="checkbox"/> Because I got a great deal or low price |
| <input type="checkbox"/> Souvenir or reminder of a trip or experience | <input type="checkbox"/> As a model or component part for my own art or craft project |
| <input type="checkbox"/> Cultural heritage or historical significance of the item | <input type="checkbox"/> To eat or drink, e.g. artisan bread or craft beverage |

Other (please specify)

* 7. What is the most you have spent (or would spend) on a high quality artisan or craft product?

- Less than \$25 \$25 - \$50 \$51 - \$100 \$101 - \$500 More than \$500

* 8. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

Artisan Product Buyer Survey #1 (5/5)

* 9. Have you heard of a region in the United States called the Ozarks?

- Yes
- No (end survey)

* 10. Have you been to the Ozarks?

- Yes, many times
- Yes, once or twice
- No, I've never been

* 11. What words first come to mind when you think of the Ozarks?

* 12. How would you describe your overall opinion of the Ozarks?

Not at all favorable	Not so favorable	Somewhat favorable	Very favorable	Extremely favorable	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 13. How likely are you to consider visiting the Ozarks on vacation?

Not at all likely	Not so likely	Somewhat likely	Very likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix

- Leisure Activities Survey
- Artisan Product Buyer Survey 1
- Artisan Product Buyer Survey 2

Artisan Product Buyer Survey #2 (1/7)

Background Information

* 1. In the past year, approximately how many **artisan or hand crafted** products have you purchased, not counting food or beverages?

- More than 10
- 5 - 10 items
- 2 - 4 items
- 1 item
- None, but I may buy in the future. (disqualified from the survey)
- None. I'm not interested in artisan or craft products. (disqualified from the survey)

* 2. What kinds of artisan or craft products have you purchased **online**? (check all that apply)

- Fine art or sculpture
- Pottery or glass
- Furniture or home decor
- Toys or games
- Other (please specify)
- Fiber, quilts or textiles
- Fashion accessories or jewelry
- None

* 3. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

Artisan Product Buyer Survey #2 (2/7)

(This page only shown to respondents who made an online purchase – Question 2)

Online Shopping for Artisan or Craft Products

* 4. Thinking about the artisan or craft product(s) you bought online, where did you shop?
(check all that apply)

- Antique store, craft mall or flea market's website
- On a website, such as Etsy.com or Ebay.com, featuring a wide variety of artisan products
- Online from a retail store selling a wide variety of merchandise, such as Walmart or Target
- Online from the artist/maker's website or social media
- Other (please specify)

* 5. What are the primary reasons you shopped online, rather than in person? (select up to 2)

- The items were not available locally
- It was easier to comparison shop
- It was more convenient
- I don't like shopping at craft malls or flea markets
- There was a broader selection of items to choose from
- I was able to find more information to decide what to buy
- Other (please specify)

Artisan Product Buyer Survey #2 (3/7)

In Person Shopping for Artisan or Craft Products

* 6. Thinking about the artisan or craft product(s) you bought in person, where did you shop?
(check all that apply)

- An antique store, craft mall or flea market
- Retail store specializing in crafts, such as Hobby Lobby or Michaels
- Retail store selling a wide variety of merchandise, such as Walmart or Target
- Other (please specify)
- At the artist/maker's home or shop
- At an event, such as an art fair or heritage festival

* 7. What kinds of artisan or craft products did you buy at these locations? (check all that apply)

- Fine art or sculpture
- Pottery or glass
- Furniture or home decor
- Other (please specify)
- Toys or games
- Fiber, quilts or textiles
- Fashion accessories or jewelry

Artisan Product Buyer Survey #2 (4/7)

* 8. Could you have found the items, or something similar, online?

- Probably So
- Probably Not
- Don't Know

* 9. What are the primary reasons why you would **not** shop for artisan or craft products online? (select up to 2)

- | | |
|---|--|
| <input type="checkbox"/> The unique items I want are not available online | <input type="checkbox"/> I'm concerned about damage during shipping |
| <input type="checkbox"/> I don't like shopping online | <input type="checkbox"/> I don't want to pay for shipping |
| <input type="checkbox"/> I can't tell the quality of an item online | <input type="checkbox"/> I want to meet the artisan/maker and buy direct |
| <input type="checkbox"/> I don't have time to wait for shipping | |
| <input type="checkbox"/> Other (please specify) | |

Artisan Product Buyer Survey #2 (5/7)

* 10. Thinking about the times when you have purchased (or considered purchasing) artisan or craft products, please indicate how much you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I'm more likely to buy an artisan product after I learn how it is made or who made it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't care how an artisan or craft item is made, as long as it looks unique or impressive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm more likely to buy an artisan product to support a "starving artist"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would pay more for an item that authentically represents an artisan's culture or heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Artisan Product Buyer Survey #2 (6/7)

* 11. What is the most you have spent (or would spend) on a high quality artisan or craft product?

- Less than \$25
- \$25 - \$50
- \$51 - \$100
- \$101 - \$300
- \$301 - \$600
- Over \$600

Ozarks Region

* 12. Have you heard of a region in the United States called the Ozarks?

- Yes
- No (end survey)

Artisan Product Buyer Survey #2 (7/7)

* 13. What words first come to mind when you think of the Ozarks?

* 14. How would you describe your overall opinion of the Ozarks?

Not at all favorable Not so favorable Somewhat favorable Very favorable Extremely favorable No opinion

* 15. Have you been to the Ozarks?

- Yes, many times No, I've never been
- Yes, once or twice

* 16. How likely are you to consider visiting the Ozarks on vacation?

Not at all likely Not so likely Somewhat likely Very likely Extremely likely

* 17. Have you watched the Netflix Original series Ozark?

- Yes, a few episodes
- Yes, I've seen an entire season
- No, I haven't watched it