

Dayton Friday Nights 2019 Report November 11, 2019

The Dayton Community Development Association (DCDA) just wrapped up the sixth annual “Friday Nights,” a summer-long mini-festival downtown. “Friday Nights” was jointly presented by the DCDA and the City of Dayton, in collaboration with downtown businesses. Many thanks to the DCDA board, the City Council, and city staff for their support, which helped make it all possible!



**7,086+ People
Attended 13 Events**



**200+ Vintage Cars
Displayed**



**Estimated \$88,079 Spent
Downtown by Attendees**
(A 926% return on DCDA investment, or \$9.26
returned for every dollar invested)



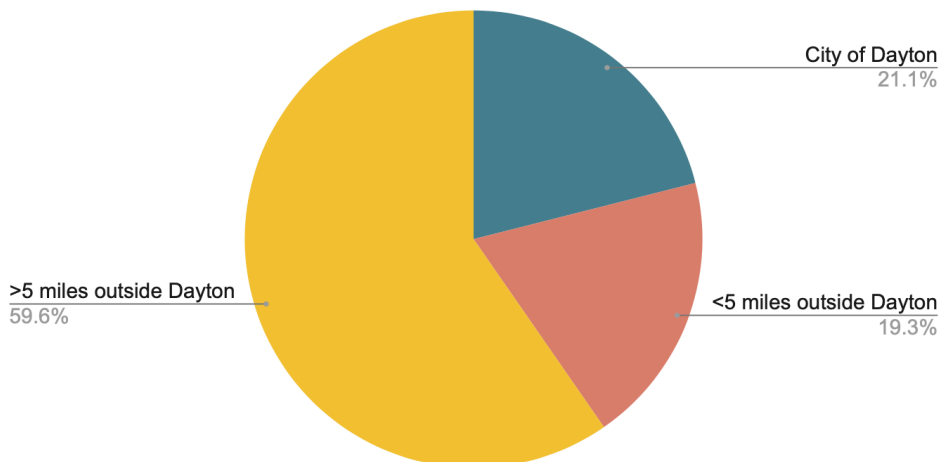
**21 Volunteers
570 Total Volunteer Hours
\$14,495 Estimated Value of
Volunteer Time**



**Moderate
Economic Impact,
Direct and Indirect,
Reported by
Vendors**

(Rated 3.1 on a 1-5 scale,
where 1=No Impact and 5=Best
Possible Impact)

Residences of Attendees Surveyed



**DOWNTOWN
DAYTON**

971.241.2076

ADDRESS
PO Box 237
Dayton, OR 97114

www.daytonoregon.org

DAYTON COMMUNITY
DEVELOPMENT ASSOCIATION
A 501.C.3 NON PROFIT ORGANIZATION

rooted.



Expenses and Income 2019

Category	Details	Amount
Income	Total	\$12,265
	Sponsorships & City Contribution	\$12,200
	Product Sales	\$65
Expenses	Total	\$8,577
	12 Concerts	\$4,875
	(Old Timer Festival Concert and Expenses, July 26)	(Paid directly by City)
	Design/Advertising/Printing	\$2,799
	Event supplies, misc.	\$903

Attendee Evaluations

We surveyed attendees on four nights, asking them to evaluate the event and provide demographic and other information. Among other questions, we asked attendees how much was spent per person in their group that night downtown. We received 209 surveys in total, surveying an average of 10% of attendees per night.

Average Attendance Per Night	Average Amount Spent Per Person	Estimated Total Amount Spent Downtown by Attendees Per Night	Estimated Total Amount Spent Downtown by Attendees During Event Series
545	\$12.43	\$6,775	\$88,079

89% of attendees were “very happy” with the event, 9% were “Somewhat happy”, and 1% felt it “needs improving.”

64% of attendees were repeat visitors — 31% came to 2-5 events, 20% came to 6-9 events, 13% came to more than 10 events. 36% reported attending 1 event at the time of the survey.



“Even our kids come from out of town to enjoy Friday Nights with our grandkids.”

“My friend described this family-friendly event best as ‘It feels like a Hallmark movie’.”
-survey comments

rooted.

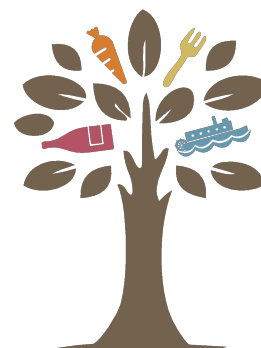
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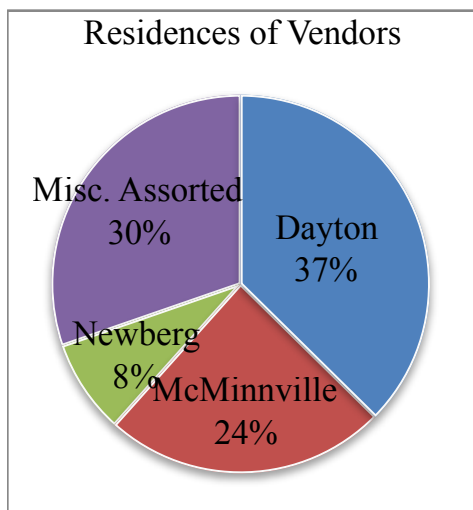
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Downtown Business Survey

We did not receive enough completed surveys for results to be statistically significant.

Vendors



Average of 21 Vendors
at Each Event

46 different vendors
participated

45% Vendor Response Rate
for Surveys

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Sincerely,

2019 Friday Nights Committee
Ann-Marie Anderson, Committee Member
Kelly Haverkate, DCDA Program Manager

rooted.

