

Mardi Gras 2024 Event Feedback Collected by Main Street Eureka Springs



Main Street Eureka Springs is committed to data-driven learning and decisions and receiving community feedback. We believe excellent things are happening in our community, things that can be improved, and lessons we can all learn from one another.

The feedback will be reviewed for trends, economic development impact, downtown environment impact, and personal experience of city-wide festivals. Feedback will be provided to event organizers, CAPC, and the City. At the end of the year we will provide cumulative feedback with all of the data.

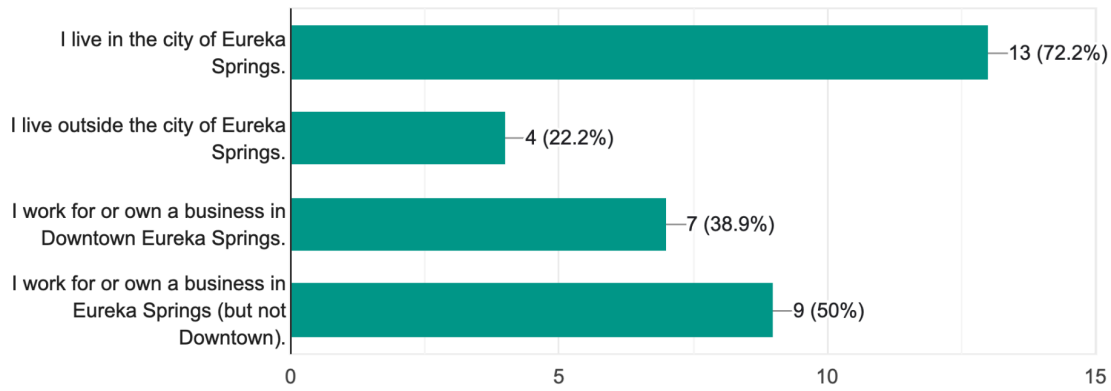
- Three Key Points from the Feedback Provided:
 - For City Leaders: There seems to be a lack of understanding of where the restrooms are located.
 - General Feedback: Parade debris that is, possibly, not environmentally responsible seems to be an issue mentioned by several.
 - Mardi Gras Specific: There seems to be confusion about what is open to the public and what is private.

Note: We had 18 responses, with 16 being from individuals who either own or work in a business in Eureka Springs. The survey was emailed and posted on the Main Street Eureka Springs Facebook page. This is the first event survey we have sent and it is over time that we believe we will begin to see trends and areas of improvement as well as success points. None of the data was altered and is being released in its raw format.

Data Collected:

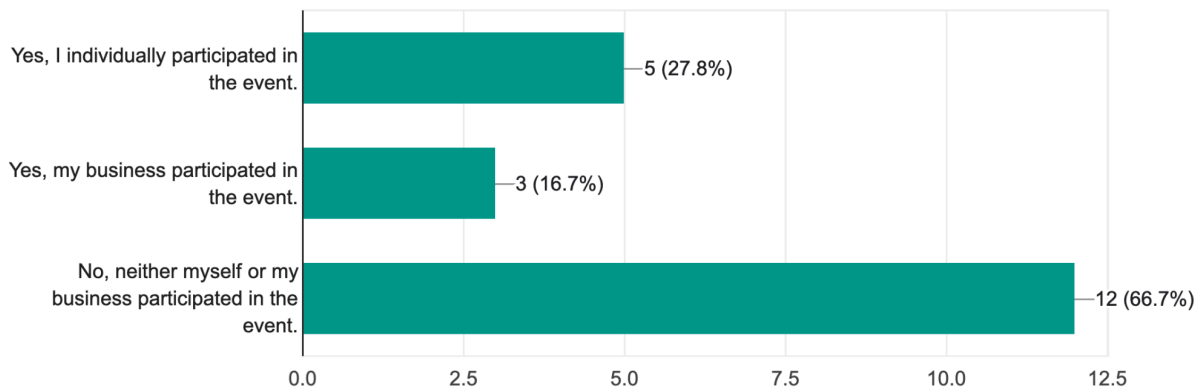
I am... (please mark options that apply to you personally).

18 responses

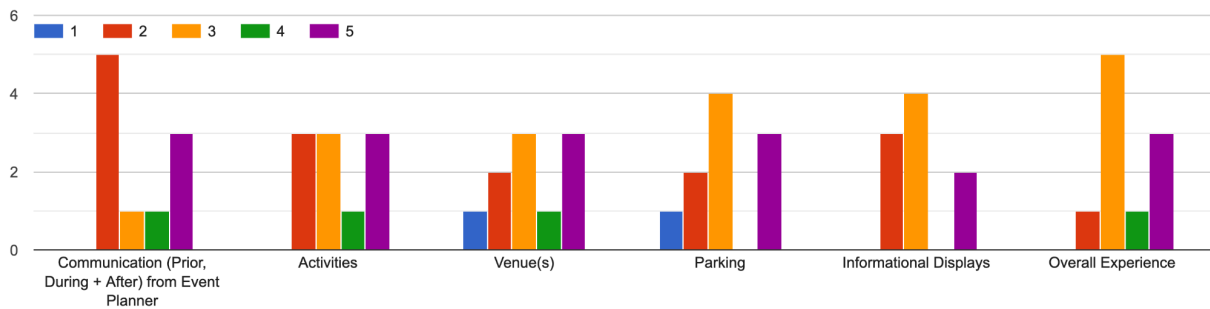


Did you or your business participate in the event?

18 responses

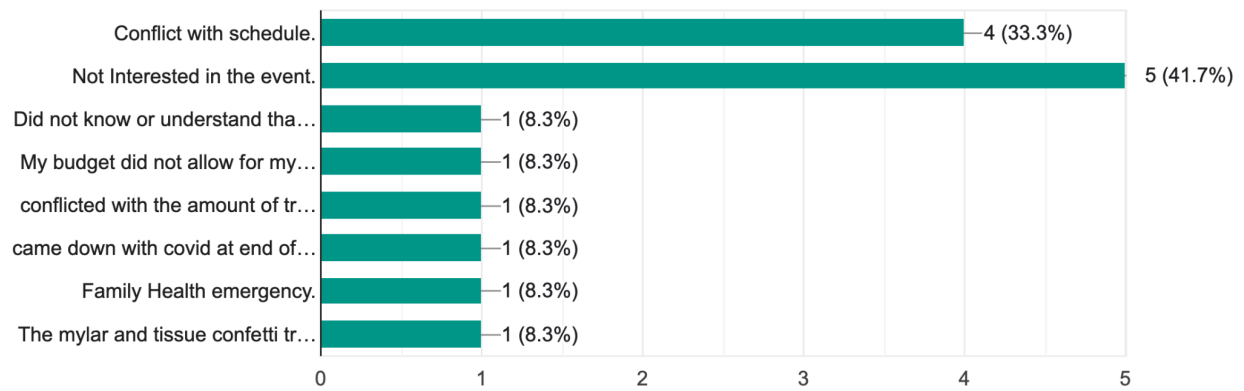


If you participated in the event (either as a resident or as a business owner), how satisfied were you with the following aspects of the event? (Rate on a scale of 1-5, with 1 being very dissatisfied and 5 being very satisfied.)



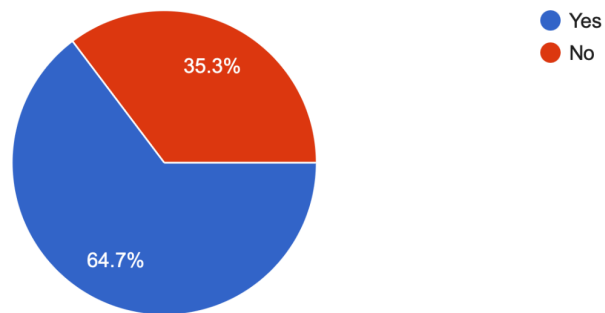
Please indicate why you did not attend or participate in the event.

12 responses



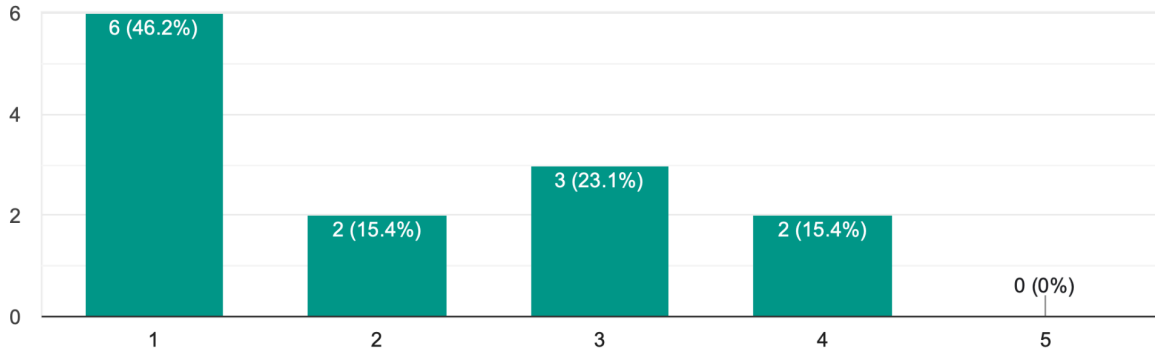
My business (where I work) was open during the event days.

17 responses



If you own a business in Eureka Springs, did the festival impact your revenue during the festival?
One being not very impactful to 5 being very impactful.

13 responses



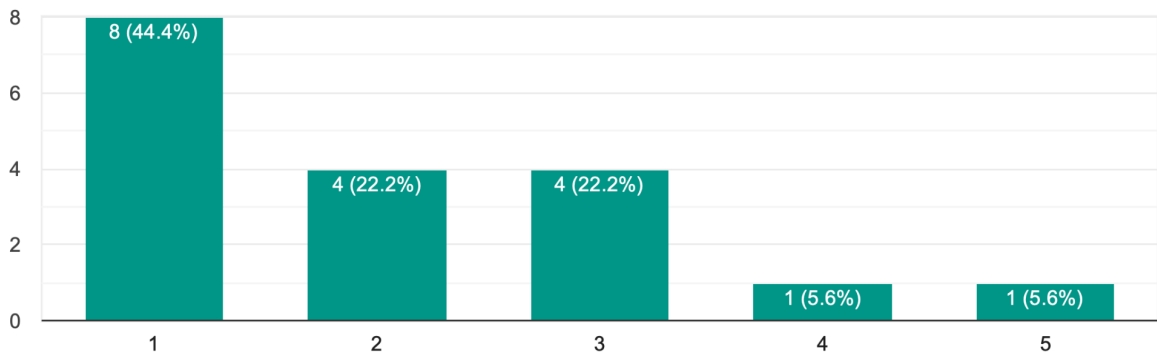
At your place of work, what questions came up from visitors during the event?

- How can the public learn about the mardi gras balls?
- Where are the public restrooms? Do you have a restroom? Can my family of 5 please use your restroom?
- Time/place/scheduled events
- We own lodging - The Woods Cabins and let our folks know about the parades and events. Our guests who went told us they had a good time and left lots of beads around our property in in their cabins.
- Overall questions about what was happening for Mardi Gras. The biggest issue is that outside of the parade, the Krewes do their own things and don't communicate - and some guests didn't feel like they were welcome to attend because they weren't a member of the Krewes. We didn't know what event was a private Krewe event and what was open to the public. The Mardi Gras events, excluding the parades, have always felt like they were parties for locals and not parties to bring people to town. *Happy to discuss further. I'd love for this to be ironed out but my feedback is... feedback and not everyone wants to hear that.
- None
- Umbrella decoration was advertised as an event but there was conflicting info about who could participate as one announcement said "for Krewe members only"
- Times for the parades

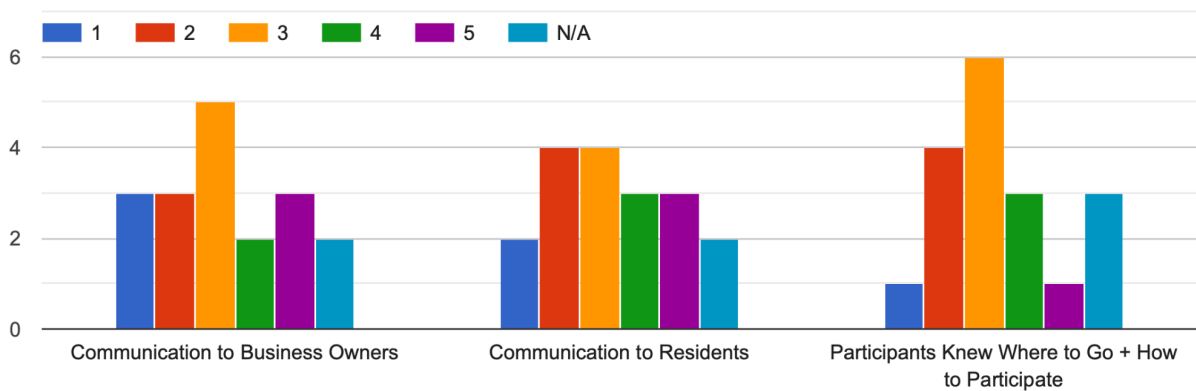
- Where are the closest restrooms? Does the parade pass by here? Can I take my alcohol outside? Are there free events with Marci Gras or are they all ticketed events? Who profits from these events? Why are the events already sold out?

Looking outside, did the event impact the outside of your home or business? We are looking at the environmental impact of events. This includes trash generated, physical damage, etc.

18 responses

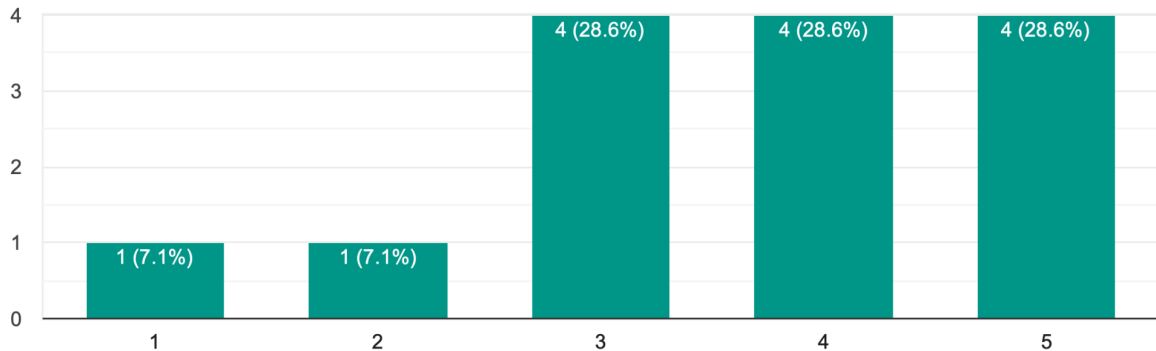


How satisfied were you with the communication about the event? 1 = Very dissatisfied 5 = Very satisfied



How would you rate the overall organization and planning of the event? 1= Not great and 5 = Excellent

14 responses



Any overall feedback for the event?

- Eureka was so colorful and vibrant! The public wants to participate.
- Encourage floats to stop throwing plastic garbage. Find more environmentally friendly alternatives. There was some confusion as to when the day parade vs night parade was. Mardi Gras events around town seem scattered rather than a unified, clear schedule for everything.
- Mardi Gras largely benefits the downtown businesses and hotels that host balls.
- Heard good compliments from out guests
- I am sorry I missed both parades this year. And I have not gone to any of the balls, dances, etc. But for future reference, whenever we have a festival weekend there is a lot of traffic coming down (the wrong way) on German Alley to Cliff Street; near accidents day & night with tires squealing, horns honking, obscenities being yelled and porches being hit. Not as bad as it used to be, but gps still directs traffic down (wrong way) German Alley. I have tried, in vain, to correct them, but so far I have not been able to change their directions.
- We could not be open. I did however drive through town twice, both times looked busy for a February day. I will have say I was not sure if it was the event or the weather that brought people out. We sometimes will have great business this time of year with beautiful weather and no event. Because we were not able to open this year we don't have customer feedback on why they were in town.
- The amount of work that goes into Mardi Gras is amazing, and their volunteer pool is fantastic - There just needs to be better organizing and communication. This is an issue year over year.

- Please do not use mylar confetti. Takes 1,000 years to disintegrate. Tissue confetti takes 3 months to disintegrate.
- Wish Artigras had been promoted as part of the slate of events
- This is a drinking/walking event that places extra stress on small businesses who sell alcohol and also must provide a restroom for guests. In addition, both Mardi Gras parades seem to be the messiest to clean up after, with beads, confetti, and leftover trash from parade watchers left behind. In general, parades put a huge damper on retail sales directly before, during, and after the parade. Several of town guests shared with me that it wasn't an event for them mainly because the ticketed events were either too expensive, already sold out, or looked like "adult prom" events. Several locals and guests also shared questions about where the ticket funding goes, so financial transparency in the future might encourage more interaction.