

Big Rapids Garden Tour 2018

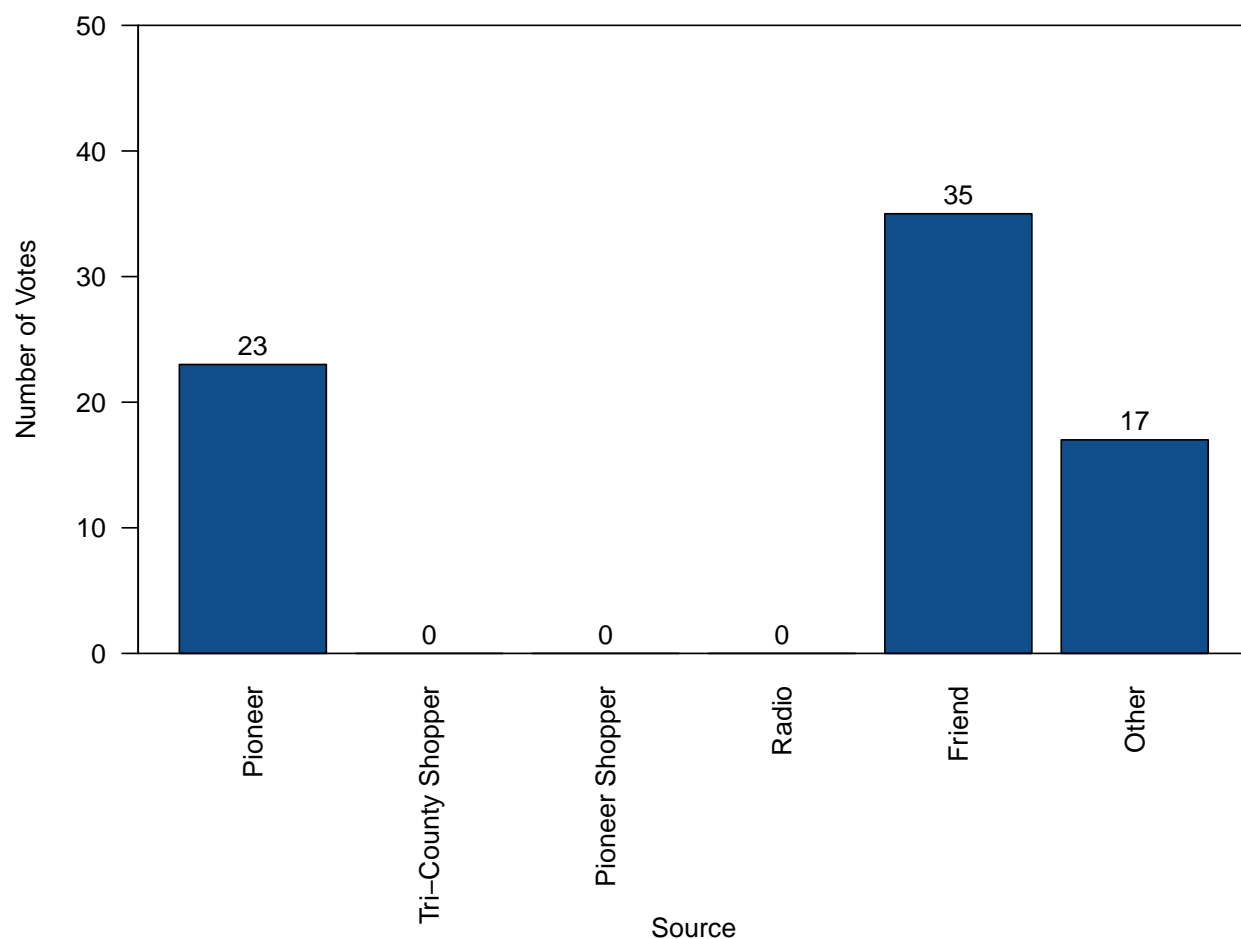
General Federation of Women's Clubs

Carrie Franklund

Garden Tour Data

A total of 62 surveys were completed following the 2018 GFWC Garden Tour.

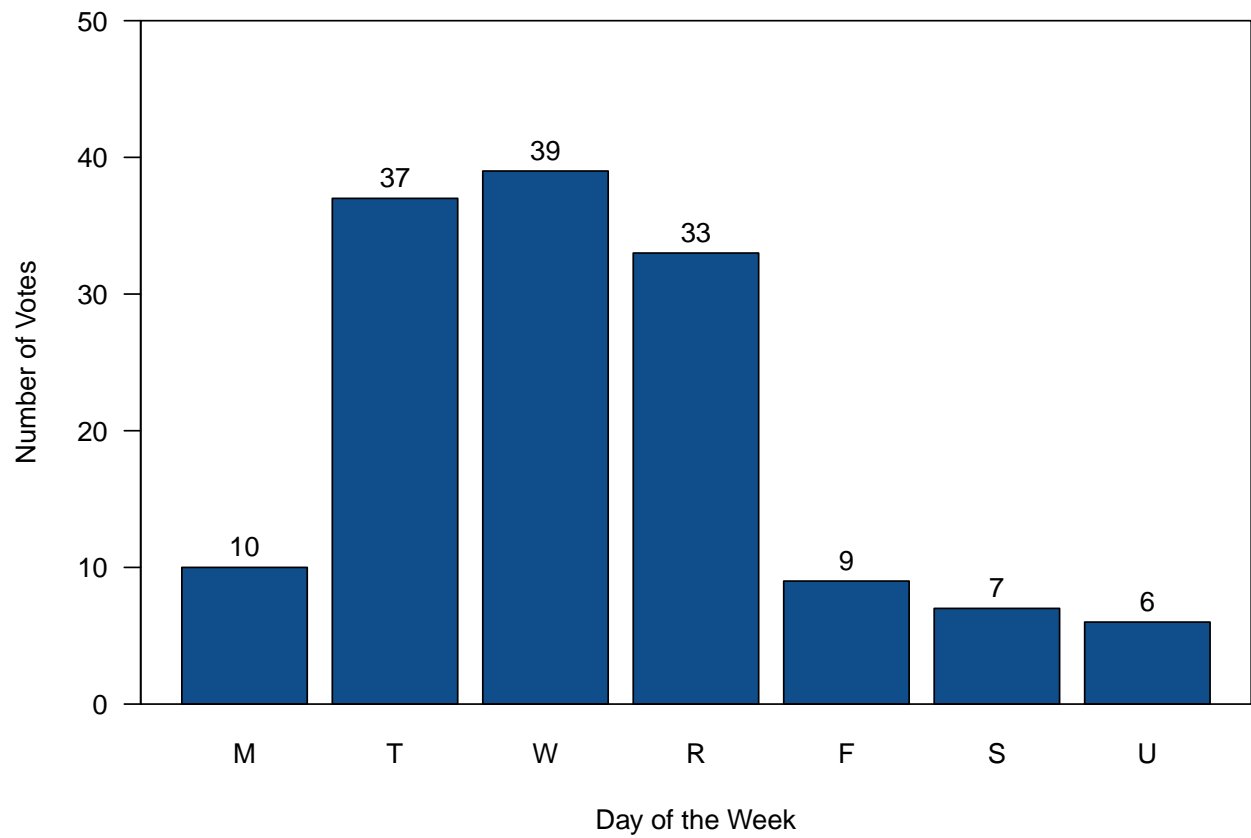
Advertising Effectiveness



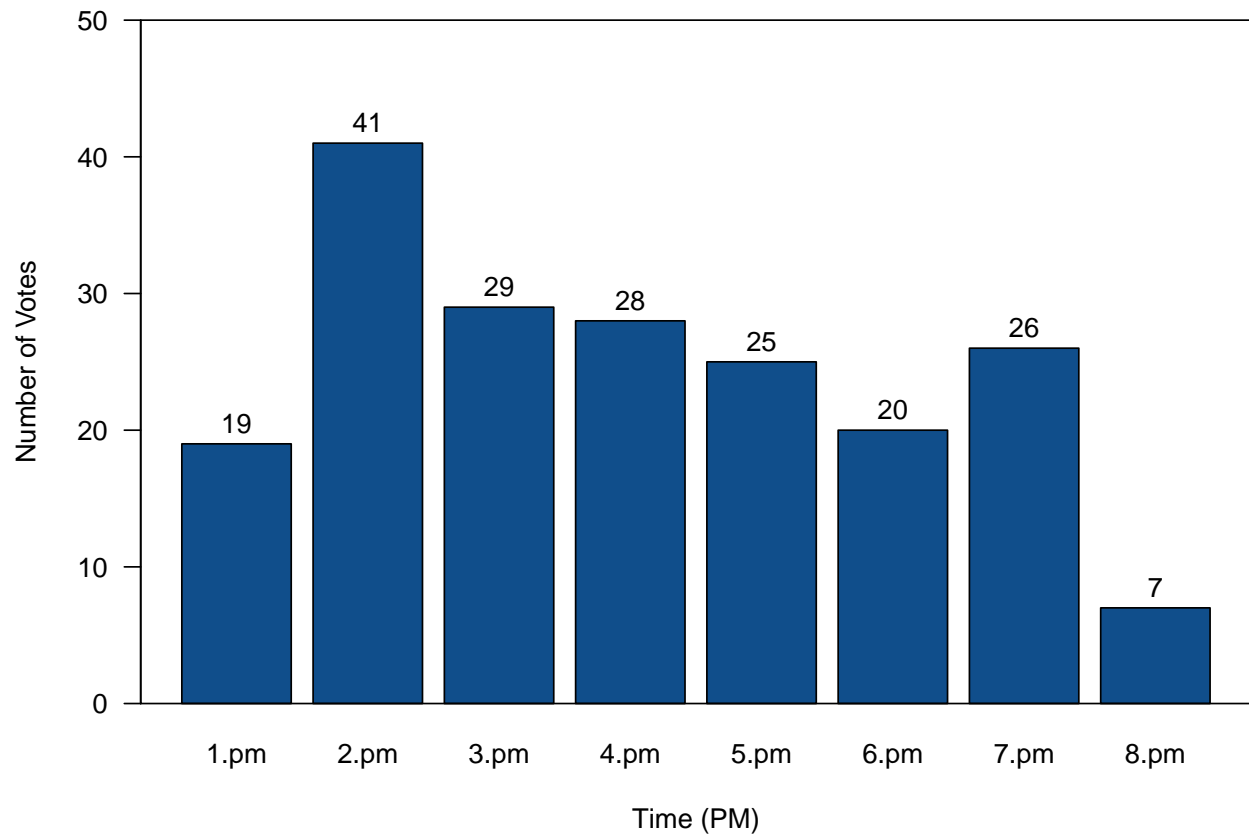
```
## # A tibble: 17 x 1
##   Other
##   <chr>
## 1 Senior Center
## 2 Artworks
## 3 Facebook
## 4 Poster in town
## 5 Wife, Artworks
## 6 Coalition meeting
## 7 Garden club member
```

- ## 8 Signs
- ## 9 GFWC Heart of the Lakes
- ## 10 CL News
- ## 11 Senior Center
- ## 12 Warmbier Farms
- ## 13 Artworks
- ## 14 Posters
- ## 15 GFWC member
- ## 16 Artworks
- ## 17 BR Farmers Market

Day Preference



Time Preference



Best Features

Opportunities for Improvement

There were only 11 suggestions made in response to the “least favorite part” prompt. Of these...

Recruiting Effectiveness

A total of 4 people (6.5%) indicated that they would like to learn more about GFWC.