



## **OTDB Business Session 3/9/16**

1. Economic Vitality – Greatness Program
  - 1) Develop a plan for the remaining funds – Completed
  - 2) Begin planning Greatness Program 2.0
  
2. Design – Updating way-finding signage – next steps
  - 1) Review Frazier Plan - Completed
  - 2) Prioritize Needs
  - 3) Get Quotes
  
3. Organization -
  - 1) Next Steps: Organize a mixer (place, time, invite list)
  
4. Promotions – Conduct a marketing campaign to promote the OTW Brand including use of promotional give away items. Work with new Tourism Director
  - 1) Branding (physical) usage report
  - 2) Event swag ideas to promote the Old Town brand
  
5. Event Surveys
  - 1) The 2016 survey should last no more than 30 seconds per visitor if we do not collect names.
  - 2) If all events have the same survey questions, comparison is easier.
  - 3) To keep the survey short we could limit the questions to 5!
  - 4) Outreach is anticipated to be up to 2 hours during peak event times.
  
6. Misc. – Upcoming Meetings
  - 1) March 15, 3:00 p.m. Exhibit Hall, 4<sup>th</sup> Floor of Rouse City Hall Greatness Program 2.0 Meeting
  - 2) March 16, 6:30 p.m. Godfrey Miller Meeting Room, Farmers Market Pot Luck
  - 3) Thursday, March 24 is the Restaurant Meeting and Workshop with Mark Willson arranged by the SBDC in City Hall, 4<sup>th</sup> Floor Exhibit Hall.
  - 4) VMS Check Up Meeting April 12 (Lunch with Kathy LaPlante)
  - 5) VMS Workshop April 13 at 8 a.m.

Next Meeting: Wednesday, April 13 from 4 – 5 p.m. City Hall 4<sup>th</sup> Floor Exhibit Hall



### **2016 Survey Recommendations**

Eliminate Terms and Conditions Slide

Question #1: Enter your zip code (auto populate city/town)

Question #2: Overall, how would you rate the event?

Answers: Excellent, Very Good, Average, Below Average, Poor

Question #3: How did you hear about the event?

Answers: Word of Mouth, Social Media, Print, Radio, TV, Old Town Signs, Other

Question #4: How would you improve the event?

Answer: Fillable comment

Question #5: Did you dine or shop in Old Town today?

Answer Options: Had a meal in Old Town, Shopped in Old Town, Ate and shopped in Old Town, Did not visit a restaurant or shop

Secondary question if they shopped: Did you make a purchase when you shopped in Old Town?

Yes/No

Question #6: Optional Email Address

Thank You Screen

### **2015 Old Town Winchester Survey Questions**

Slide #1 Terms and Conditions Statement

Slide #2 Enter your first and last name

Slide #3 Enter your email address

Slide #4 Enter your zip code (auto look up for city)

Slide #5 Overall, how would you rate the event?

Answer Options: Excellent, Very Good, Fairly Good, Mildly Good, Not Good at All

Slide #6 How likely are you to recommend the event to a friend?

Answer Options: Extremely Likely, Very Likely, Moderately Likely, Slightly Likely, Not at all Likely

Slide #7 How did you hear about the event?

Answer Options: Word of Mouth, Social Media, Print, Radio, TV, Old Town Signs, Other

Slide #8 Did you shop or eat in Old Town today?

Answer Options: Ate at a downtown restaurant, Shopped in one store, Shopped in multiple stores, Ate and shopped downtown today, Did not visit a restaurant or shop

Slide #9 What did you like or dislike about the event?

Fillable comments

Slide #10 I am interested in knowing more about...

Answer Options: Old Town Dining, Shopping in Old Town, Events in Old Town, Opening a business in Old Town, Attractions and history in Old Town

Slide #11 Thank you screen



## **Previous Questionnaires:**

### **Participant Survey**

Rate the Event

Likely to Recommend Event to a Friend

Did you visit Downtown Shops or Restaurants?

What did you like about the event?

What did you dislike about the event?

How organized and clean was the event?

How friendly was the staff?

How safe did you feel at the event?

Anything else to share?

### **Marketing Survey**

**How did you hear about event?**

**What do you like about the event?**

**How long has it been since you have been downtown?**

**Where are you from?**

**Knowledge of 4 parking garages & 4 lots in Old Town Area?**

**Scale of 1-10, Rate this event**