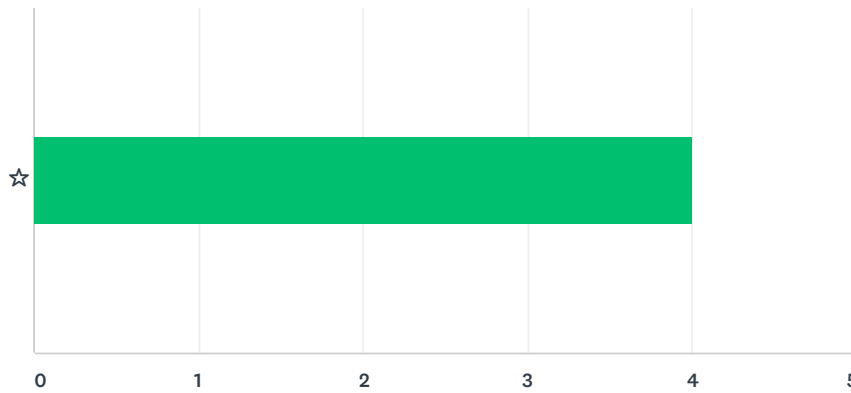


Q1 How do you feel Virginia City does in marketing itself? Rank on a scale of 1 being "Not aware of any marketing" to 5 being "Outstanding."

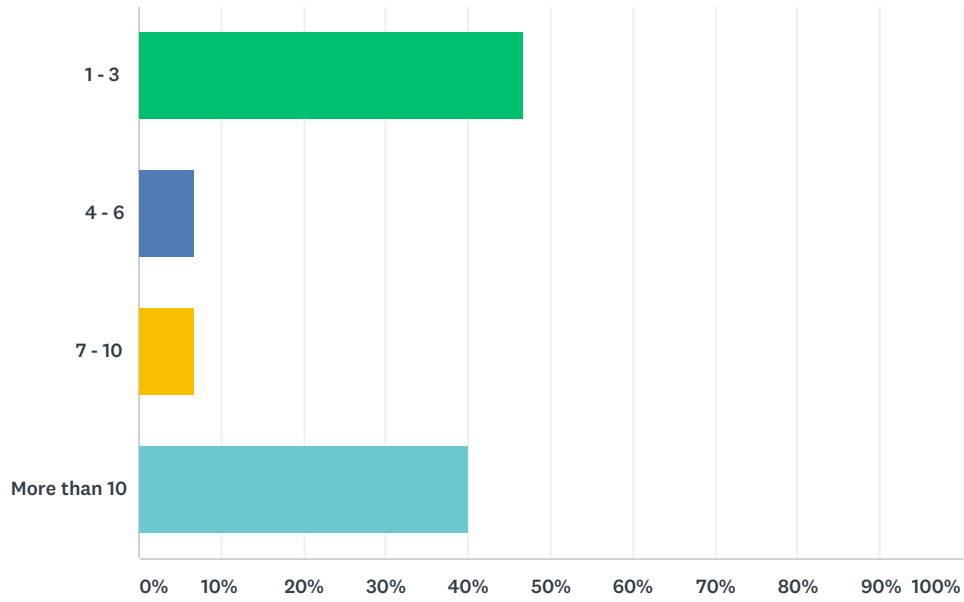
Answered: 12 Skipped: 3



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	8.33% 1	0.00% 0	16.67% 2	33.33% 4	41.67% 5	12	4.00

Q2 How many events do you produce annually?

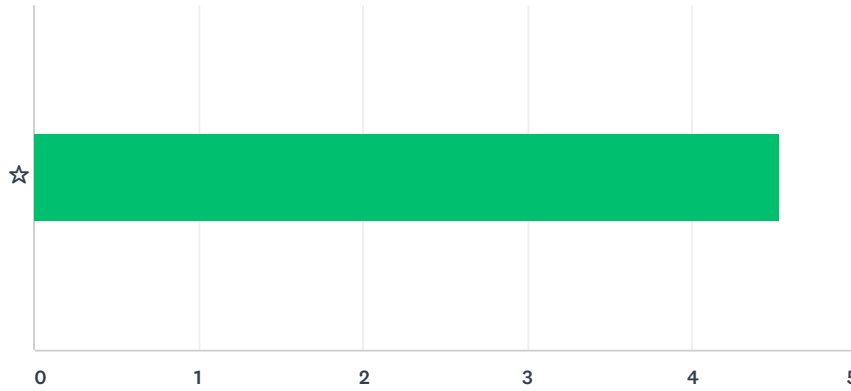
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES
1 - 3	46.67% 7
4 - 6	6.67% 1
7 - 10	6.67% 1
More than 10	40.00% 6
TOTAL	15

Q3 How important is Virginia City's brand to you in determining if you are going to hold an event in here? Rank on a scale of 1 being "Not important at all" to 5 being "Very important."

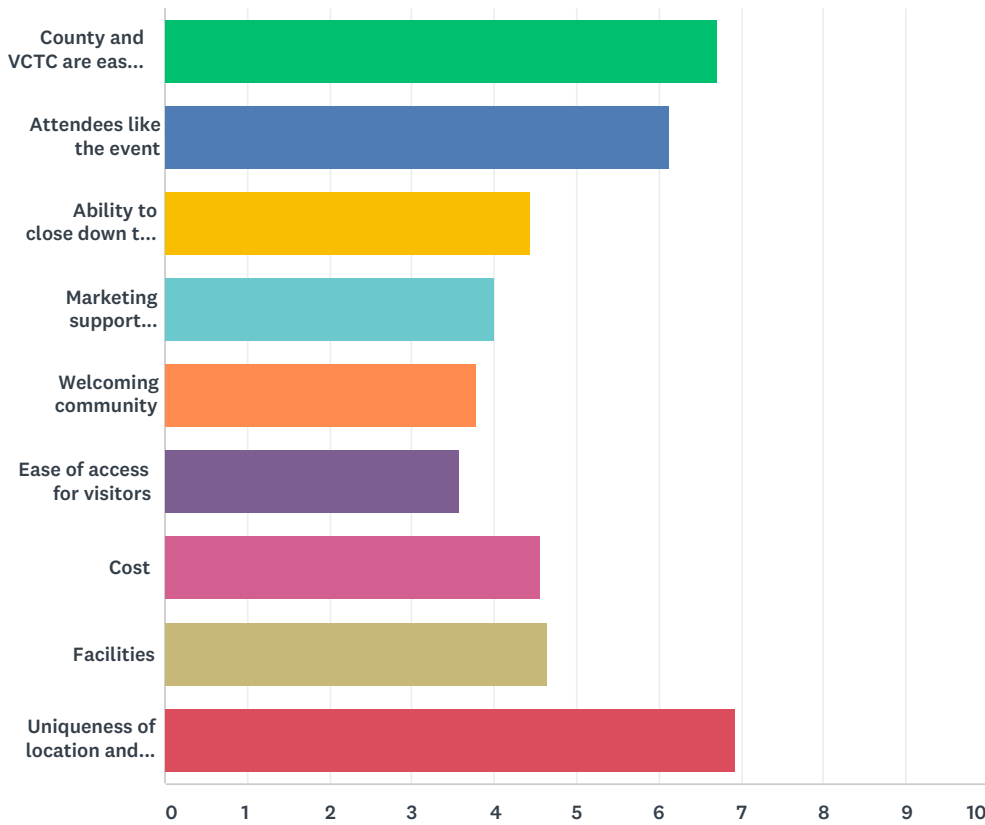
Answered: 15 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	6.67% 1	33.33% 5	60.00% 9	15	4.53

Q4 What do you like about holding events in Virginia City? Rank in order of importance.

Answered: 15 Skipped: 0



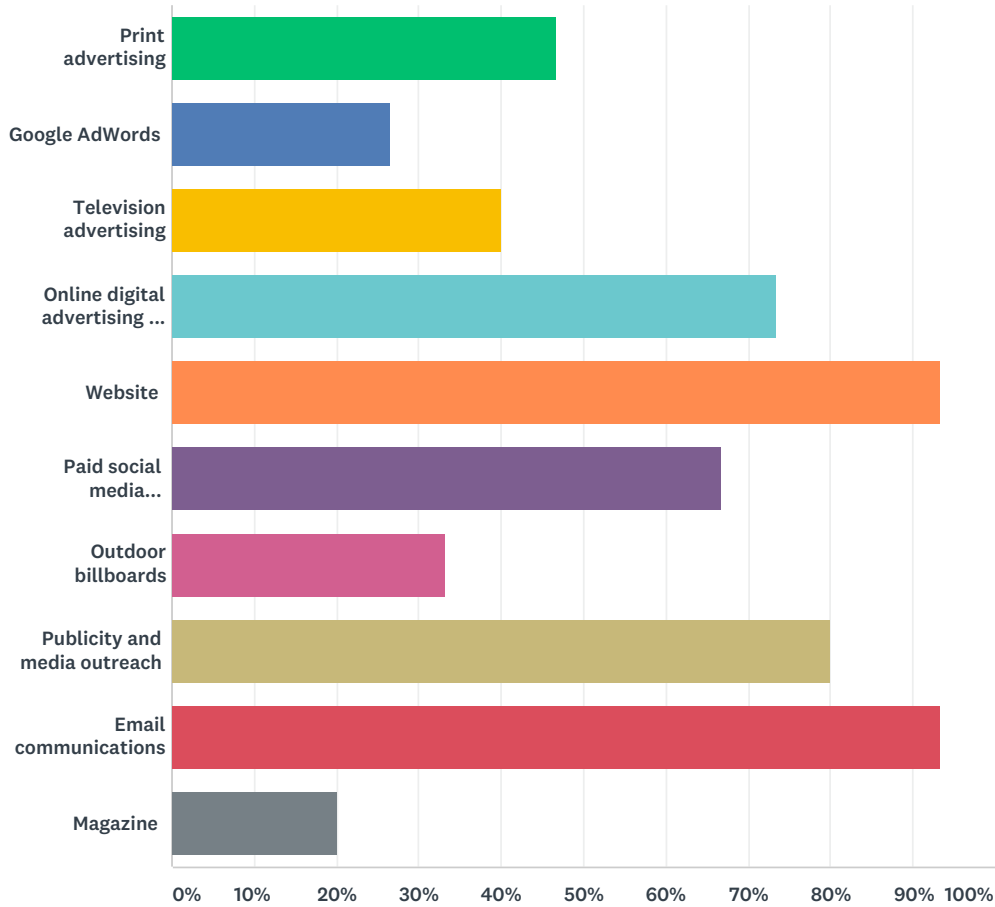
	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
County and VCTC are easy to work with	21.43% 3	21.43% 3	7.14% 1	21.43% 3	14.29% 2	14.29% 2	0.00% 0	0.00% 0	0.00% 0	14	6.71
Attendees like the event	14.29% 2	21.43% 3	7.14% 1	14.29% 2	14.29% 2	21.43% 3	7.14% 1	0.00% 0	0.00% 0	14	6.14
Ability to close down the street and/or highways	7.14% 1	14.29% 2	14.29% 2	14.29% 2	0.00% 0	0.00% 0	7.14% 1	14.29% 2	28.57% 4	14	4.43
Marketing support received by the VCTC	6.67% 1	0.00% 0	6.67% 1	0.00% 0	26.67% 4	20.00% 3	20.00% 3	0.00% 0	20.00% 3	15	4.00
Welcoming community	0.00% 0	7.14% 1	14.29% 2	14.29% 2	0.00% 0	14.29% 2	7.14% 1	14.29% 2	28.57% 4	14	3.79
Ease of access for visitors	7.14% 1	0.00% 0	7.14% 1	0.00% 0	14.29% 2	7.14% 1	28.57% 4	21.43% 3	14.29% 2	14	3.57
Cost	0.00% 0	14.29% 2	7.14% 1	14.29% 2	14.29% 2	14.29% 2	14.29% 2	14.29% 2	7.14% 1	14	4.57
Facilities	7.14% 1	14.29% 2	0.00% 0	21.43% 3	7.14% 1	7.14% 1	14.29% 2	21.43% 3	7.14% 1	14	4.64

Virginia City Marketing and Special Event Survey - Event Planners

Uniqueness of location and culture	35.71%	7.14%	35.71%	0.00%	7.14%	0.00%	0.00%	14.29%	0.00%	14	6.93
	5	1	5	0	1	0	0	2	0		

Q5 What marketing tools do you use to promote your event? Check all that apply and only include those that incorporate Virginia City in the messaging.

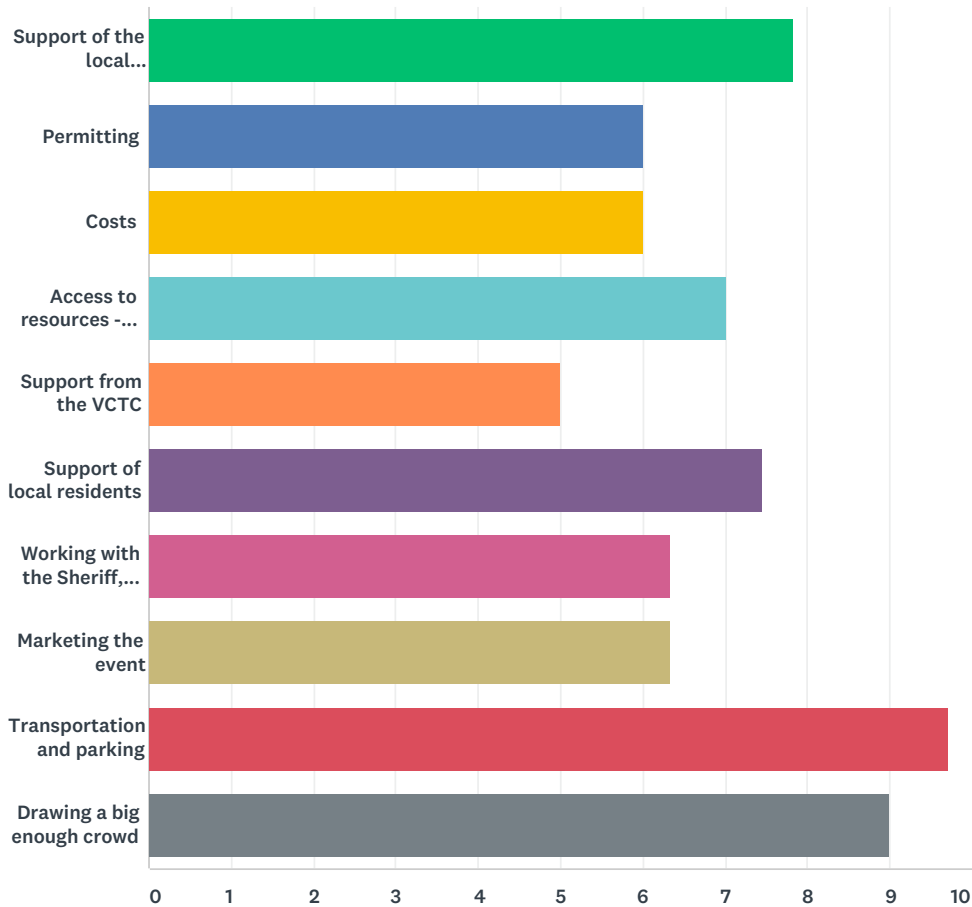
Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES
Print advertising	46.67% 7
Google AdWords	26.67% 4
Television advertising	40.00% 6
Online digital advertising - display ads and/or video	73.33% 11
Website	93.33% 14
Paid social media advertising	66.67% 10
Outdoor billboards	33.33% 5
Publicity and media outreach	80.00% 12
Email communications	93.33% 14
Magazine	20.00% 3
Total Respondents: 15	

Q6 What are your TOP 3 challenges in holding an event in Virginia City?

Answered: 13 Skipped: 2



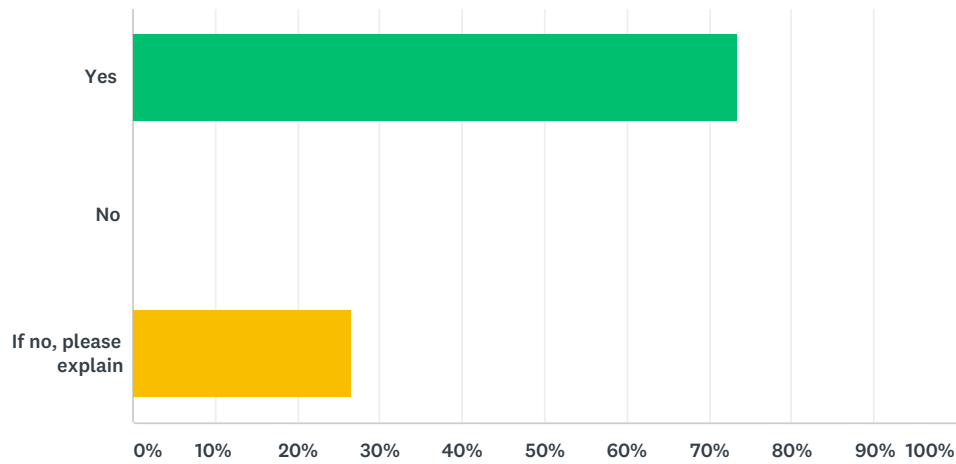
	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Support of the local businesses	16.67% 1	50.00% 3	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	6	7.8
Permitting	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	3	6.0
Costs	0.00% 0	0.00% 0	60.00% 3	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	20.00% 1	0.00% 0	5	6.0
Access to resources - people and/or equipment	0.00% 0	60.00% 3	0.00% 0	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 1	5	7.0
Support from the VCTC	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	3	5.0
Support of local residents	22.22% 2	22.22% 2	22.22% 2	11.11% 1	0.00% 0	11.11% 1	0.00% 0	0.00% 0	0.00% 0	11.11% 1	9	7.4
Working with the Sheriff, Fire Department, Public Works, etc.	0.00% 0	0.00% 0	33.33% 1	0.00% 0	33.33% 1	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3	6.0

Virginia City Marketing and Special Event Survey - Event Planners

Marketing the event	0.00% 0	33.33% 1	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	3	6.5
Transportation and parking	85.71% 6	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	9.5
Drawing a big enough crowd	50.00% 2	0.00% 0	50.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	9.0

Q7 Do the merchant business hours match your event needs?

Answered: 15 Skipped: 0

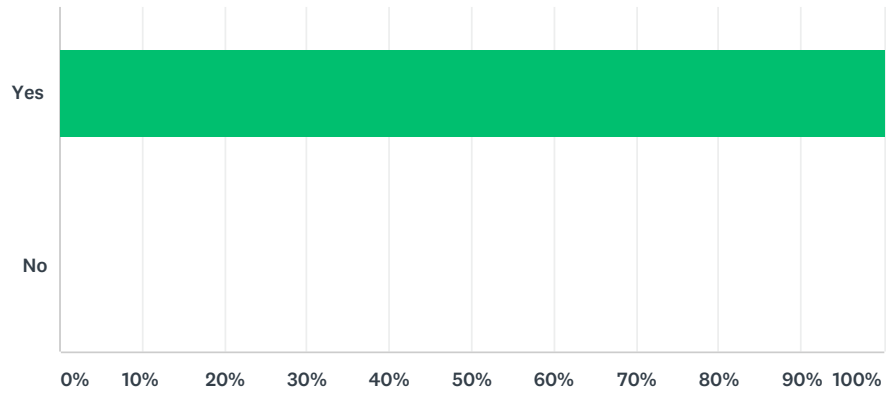


ANSWER CHOICES	RESPONSES	
Yes	73.33%	11
No	0.00%	0
If no, please explain	26.67%	4
TOTAL		15

#	IF NO, PLEASE EXPLAIN	DATE
1	Depends on the event.	10/3/2018 3:33 PM
2	Would like to do evening events or concerts, but most businesses are closed.	9/25/2018 10:39 AM
3	Our event is early on a Saturday morning so most merchants are closed.	9/21/2018 10:45 AM
4	Business hours inconsistent and close early	9/21/2018 9:52 AM

Q8 Do you believe your special event(s) drive(s) visitors to town?

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	15
No	0.00%	0
TOTAL		15

Q9 If you could change ONE THING about holding your event(s) in Virginia City, what would it be?

Answered: 13 Skipped: 2

#	RESPONSES	DATE
1	More local involvement. Out of town vendors spend a fortune to travel, setup, staff, and run events, but are always financially successful. Locals have the option at a very minimal expense to take advantage of the same, but they don't seem to understand it. Some vendors pay thousands of dollars and still have great success. Locals just need staff and a very minimal fee, if any fee, to participate.	10/3/2018 3:33 PM
2	The locals & some merchants perception on events	10/3/2018 9:19 AM
3	It's very hard to contact local merchants or have them return inquires regarding sponsorship and or co-marketing opportunities. Feels like they don't want our business / events.	9/25/2018 10:39 AM
4	Nothing, I like everything I see so far.	9/24/2018 2:06 PM
5	Get better support from City	9/24/2018 2:01 PM
6	The parking is always a hurdle but we know there is not much that can be done about that and everyone tries their best to make it as manageable as possible.	9/21/2018 3:52 PM
7	I wish there was a large building at the Fairgrounds and/or easy access to electric for us to use that facility for our event as it allows for more attendees, however, having a building/tent is a greater priority for now.	9/21/2018 1:34 PM
8	I know this is impossible but...if VC were physically closer to Reno then it might be seen as less problematic for folks to drive up.	9/21/2018 11:37 AM
9	Getting local residents to be more supportive of the event. Having said that, I understand how our event can cause some problems for local residents.	9/21/2018 10:45 AM
10	More hotel rooms.	9/21/2018 10:07 AM
11	The challenge of working with local community	9/21/2018 9:52 AM
12	Better Hotels	9/21/2018 9:07 AM
13	Just partnered with VC so unable to comment	9/20/2018 7:32 PM

Q10 What's the ONE THING we could do to improve working with you on your event(s)?

Answered: 12 Skipped: 3

#	RESPONSES	DATE
1	Nothing really. Just wish the locals would understand more about what it takes to put on event and why "Event Planner" is ranked as the 3rd most difficult and stressful career to hold falling behind Military and Firefighter.	10/3/2018 3:33 PM
2	Nothing, other than being able to find or work with the decision makers in many of the shops! VC is super cool and we love doing events there.	9/25/2018 10:39 AM
3	Building a proper marketing platform , in order to offer aid to any outside promoter, when doing events. Getting folks to come to a place they are not used to seeing live music in, is always the challenge.	9/24/2018 2:06 PM
4	Try and work with our event	9/24/2018 2:01 PM
5	If we could insure that the Dolan logo is correct on all collateral and on the web that would be great! I know you all are working to make that happen now!	9/21/2018 3:52 PM
6	Deny has been wonderful to work with, no concerns.	9/21/2018 1:34 PM
7	Well...building off of the above, help to reinforce the notion that VC isn't that far away -- i.e., "closer than Tahoe or Truckee..." In terms of our specific fundraisers, any PR is welcome PR -- so getting the word out about our Halloween and Spring concerts is always appreciated!	9/21/2018 11:37 AM
8	Nothing really, because you are a joy to work with compared to other municipalities and jurisdictions.	9/21/2018 10:45 AM
9	More media exposure.	9/21/2018 10:07 AM
10	Provide one sheet on local businesses, contact info and what their willingness is to be involved with events based upon goals. Need to obtain from local businesses.	9/21/2018 9:52 AM
11	Nothing. Completely satisfied with County and V.C.Tourism Agency.	9/21/2018 9:07 AM
12	None so far.	9/20/2018 7:32 PM