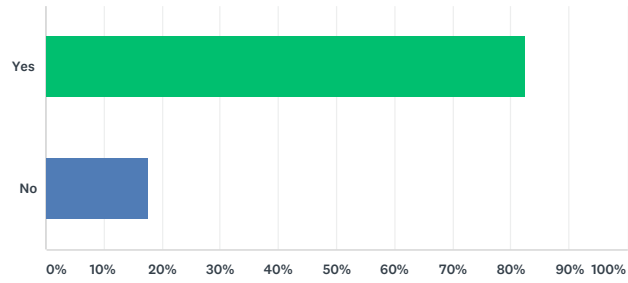


Q1 Do you know the role of the VCTC?

Answered: 40 Skipped: 0

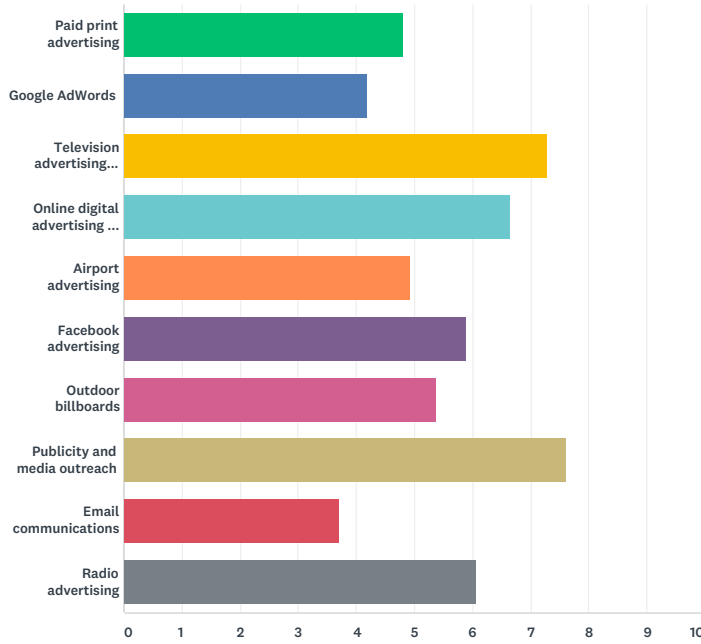


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 82.50% | 33 |
| No | 17.50% | 7 |
| TOTAL | | 40 |

Virginia City Marketing and Special Event Survey - Merchants

Q2 Virginia City's marketing extends beyond special events. In order of importance to you, please rank the following tourism marketing activities.

Answered: 38 Skipped: 2

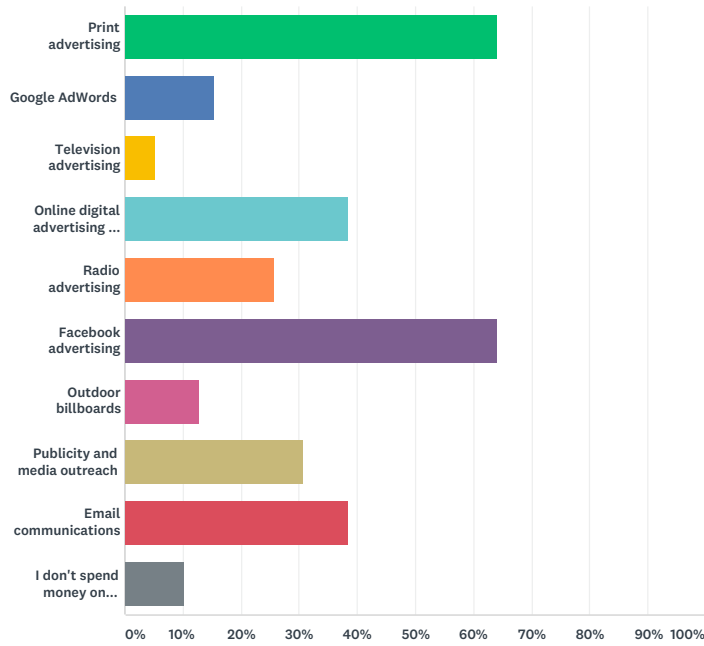


| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | TOTAL | SCORE |
|---|--------------|-------------|-------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|-------|
| Paid print advertising | 6.06% 2 | 9.09% 3 | 9.09% 3 | 3.03% 1 | 18.18% 6 | 6.06% 2 | 3.03% 1 | 15.15% 5 | 18.18% 6 | 12.12% 4 | 33 | 4.82 |
| Google AdWords | 0.00% 0 | 3.03% 1 | 15.15% 5 | 9.09% 3 | 6.06% 2 | 6.06% 2 | 12.12% 4 | 15.15% 5 | 12.12% 4 | 21.21% 7 | 33 | 4.18 |
| Television advertising regionally or statewide | 22.22% 8 | 22.22% 8 | 13.89% 5 | 11.11% 4 | 8.33% 3 | 2.78% 1 | 8.33% 3 | 2.78% 1 | 2.78% 1 | 5.56% 2 | 36 | 7.28 |
| Online digital advertising - display ads and/or video ads | 14.71% 5 | 11.76% 4 | 14.71% 5 | 8.82% 3 | 11.76% 4 | 20.59% 7 | 11.76% 4 | 0.00% 0 | 5.88% 2 | 0.00% 0 | 34 | 6.65 |
| Airport advertising | 8.82% 3 | 2.94% 1 | 17.65% 6 | 2.94% 1 | 5.88% 2 | 8.82% 3 | 11.76% 4 | 20.59% 7 | 8.82% 3 | 11.76% 4 | 34 | 4.94 |
| Facebook advertising | 6.06% 2 | 9.09% 3 | 6.06% 2 | 21.21% 7 | 18.18% 6 | 21.21% 7 | 0.00% 0 | 6.06% 2 | 6.06% 2 | 6.06% 2 | 33 | 5.91 |
| Outdoor billboards | 8.82% 3 | 17.65% 6 | 8.82% 3 | 2.94% 1 | 8.82% 3 | 2.94% 1 | 8.82% 3 | 20.59% 7 | 14.71% 5 | 5.88% 2 | 34 | 5.38 |
| Publicity and media outreach | 33.33% 11 | 24.24% 8 | 6.06% 2 | 6.06% 2 | 0.00% 0 | 12.12% 4 | 12.12% 4 | 0.00% 0 | 3.03% 1 | 3.03% 1 | 33 | 7.61 |
| Email communications | 3.23% 1 | 3.23% 1 | 0.00% 0 | 3.23% 1 | 12.90% 4 | 12.90% 4 | 12.90% 4 | 9.68% 3 | 22.58% 7 | 19.35% 6 | 31 | 3.71 |
| Radio advertising | 5.71% 2 | 5.71% 2 | 14.29% 5 | 31.43% 11 | 11.43% 4 | 2.86% 1 | 14.29% 5 | 2.86% 1 | 2.86% 1 | 8.57% 3 | 35 | 6.06 |

Virginia City Marketing and Special Event Survey - Merchants

Q3 What marketing tools do you use to market your business to Virginia City visitors? Check all that apply.

Answered: 39 Skipped: 1



| ANSWER CHOICES | RESPONSES |
|---|-----------|
| Print advertising | 64.10% 25 |
| Google AdWords | 15.38% 6 |
| Television advertising | 5.13% 2 |
| Online digital advertising - display ads and/or video | 38.46% 15 |
| Radio advertising | 25.64% 10 |
| Facebook advertising | 64.10% 25 |
| Outdoor billboards | 12.82% 5 |
| Publicity and media outreach | 30.77% 12 |
| Email communications | 38.46% 15 |
| I don't spend money on marketing | 10.26% 4 |
| Total Respondents: 39 | |

Virginia City Marketing and Special Event Survey - Merchants

Q4 If money was no object, what would you do to market Virginia City?

Answered: 35 Skipped: 5

| # | RESPONSES | DATE |
|----|--|---------------------|
| 1 | billboards on Geiger and in Reno and Carson | 10/15/2018 11:54 AM |
| 2 | Recreate Pondersoa | 10/15/2018 11:46 AM |
| 3 | Billboards in strategic areas - Oregon, Washington, CA areas | 10/15/2018 11:41 AM |
| 4 | I would put billboards on major freeways including Sac. Not everyone does FB. And why not market to the tourists who are already here. They have to hear it from someone in a hotel or restaurant. | 10/15/2018 11:38 AM |
| 5 | billboards, tv commercials | 10/15/2018 11:31 AM |
| 6 | more TV advertising | 10/15/2018 11:27 AM |
| 7 | create regular events throughout the year. Market in places where we get tourists - regionally or even internationally. | 10/15/2018 11:25 AM |
| 8 | Better transportation around for visitors | 10/7/2018 7:56 AM |
| 9 | Billboards on highway 50 and 80 from here to San Francisco. | 10/7/2018 2:55 AM |
| 10 | How about promoting how safe and clean our city is? Of course this requires A few officers on foot walking the board walk. The clean aspect would require a cleaning crew to sweep through everyday. | 10/4/2018 8:57 PM |
| 11 | Getting the local media (TV, Radio, Pandora) to consistently direct their listeners to go to VC. We believe that the best opportunity for customers are people that live within 2 hours. | 10/4/2018 8:51 PM |
| 12 | advertise in theme related magazine put information about Virginia City in nearby visitor centers | 10/4/2018 4:33 PM |
| 13 | I would make sure that Virginia City was on local commercials and in Casino room advertisements. | 10/4/2018 2:52 PM |
| 14 | TV RAIDO BILLBOARDS | 10/4/2018 12:39 PM |
| 15 | Market specific types of offerings: arts & culture, children's activities, historical activities, shopping options, etc. in an elegant magazine or book and place in regional hotels as much of the thriving tourism areas and cities do. Hire shuttles to run at regular times from airports and key hotels. Expand Beneath the Surface videos and billboard visibility. Create interactive walking tours with audio capability in a variety of languages. Run more television ads and short stories. Expand tourism targeting internationally, especially Asian and Hispanic. Advertise cultural components in key magazines and brochures in Lake Tahoe, Sacramento and San Francisco, etc. All of the things the VCTC currently does. | 10/1/2018 5:37 AM |
| 16 | Via, more long term outreach to Sac and Bay area, bb on 80, 50, need not to loose the real original and historical aspect | 9/30/2018 10:24 PM |
| 17 | all the above | 9/30/2018 11:13 AM |
| 18 | I would re-paint the whole town. It looks dirty. | 9/27/2018 9:11 PM |
| 19 | Billboards, TV, Radio | 9/27/2018 7:18 AM |
| 20 | Media, TV and radio ads. Social media, working with other tourism boards, Carson City, Tahoe, Reno in getting other events that pull more people to the entire area. | 9/26/2018 3:30 PM |
| 21 | Paid TV commercials and Billboards at the airport | 9/25/2018 10:29 AM |
| 22 | Target Reno Tahoe Sacramento area let them know we are here | 9/25/2018 7:26 AM |
| 23 | Make the billboards more interesting to draw in the tourists. | 9/22/2018 11:35 PM |
| 24 | Market the town as a destination not an event arena, create a draw for people to stay overnight because the town itself is interesting and cant be don in one day, work on creating an authentic identity for town not pub crawls and cheap events that attract day trippers and partiers. Play up the actual history | 9/21/2018 6:56 PM |
| 25 | Make the Visitor Center more welcoming. Customers complain regularly above the service at the Visitor Center. | 9/21/2018 4:12 PM |
| 26 | Radio and tv | 9/21/2018 12:08 PM |
| 27 | Not that it would cost much, but one idea is to print out an "ideal" day in VC for the tourists who have a hard time finding the real history of this town. | 9/21/2018 11:27 AM |
| 28 | Tv documentary for national tv. Complete the train to other end of town. | 9/20/2018 5:23 PM |
| 29 | Hire big name celebrities to come to special VC events. Put on film festivals with films that are Virginia City/Nevada related. Do a big weekend Bonanza Days event and hire any actors/actresses or others who were involved with the tv show to come promote and talk. Promote the writing history (ie Lucius Beebe Walter Van Tilburg Clark, Katy Hillyer) by putting on a big writers weekend festival and hire some writers to come and talk writing and books etc. I would do Mark Twain Days. And advertise it to any and all Twain fans everywhere. Hire Twain experts, writers to come talk and present during the time. Think of something big to put in Guinness book of world records like world's largest square dance, world's largest cheesecake, etc....Old Railroad Days. Promote railroad history and rides and talks. | 9/20/2018 5:13 PM |

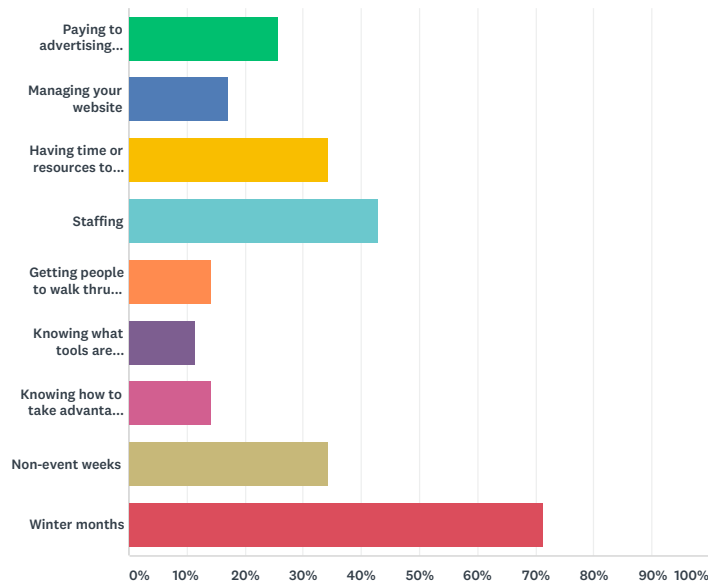
Virginia City Marketing and Special Event Survey - Merchants

| | | |
|----|---|--------------------|
| 30 | <p>The budget should not have the highest ratio being spent on wages and benefits. If there were no businesses in town, no one at the VCTC would have a job. That amount should be determined on the revenue brought to businesses. First and foremost we need all sorts of printed and visual advertising at the airport everyday, all day. We need to be on rack cards in every hotel/ motel. And send a post card type schedule to every local address to stick on the fridge for when family and friends come to visit. Contact local news stations to do a public announcement EVERY night mentioning VC. We need to create a Ponerosa Ranch/ Mini Disney land atmosphere. Hay rides, face painting, country breakfast with " cowboys/ docents" to be cooked by all restaurants who would share the costs/ profits. Perhaps involve the university or local groups for building props, etc. to help cut the cost. We need to be a destination, Not a day trip or an add on to a vacation, because they were in Tahoe. Preserve our history, but bring excitement and interactiveness for our guests. Allow Nevada Department of Tourism to help. Being "our own entity" has NOT helped us. We also need Street wide music and announcements. We also need to be in constant contact with the buses. We need to know when they are coming and let the town know, it doesn't do us any good when they show up at 8am. The businesses are not open and now you have a whole bus full of people who tell everyone they know that VC is not the place to go- They are all closed. perhaps carriage rides, outdoor concerts at the new areana or counrty fair type town. open bid the events to create a bidding war and lower costs</p> | 9/20/2018 4:54 PM |
| 31 | <p>Work with world wide promoters of large events, Vegas to Reno off road race, red bull and monster energy events..... Work current company's at TRIC to bring more training and tourism into the county. Worldwide marketing capitalizing on the Wild West theme as well as the ghost chasing culture....</p> | 9/20/2018 4:32 PM |
| 32 | <p>A big display at every Airport, more Television ads.</p> | 9/20/2018 3:50 PM |
| 33 | <p>Television Promotions, more events, complete the train into VC.</p> | 9/20/2018 2:18 PM |
| 34 | <p>Increase TV, Radio, & FaceBook advertising</p> | 9/20/2018 2:17 PM |
| 35 | <p>Feeder city TV and social media advertising VC in conjunction with Lake Tahoe and Reno. Creating 2-3 night itineraries in VC. Too many people feel like they can experience VC in a day.</p> | 9/20/2018 11:48 AM |

Virginia City Marketing and Special Event Survey - Merchants

Q5 What are your top 3 biggest marketing challenges for your business?

Answered: 35 Skipped: 5



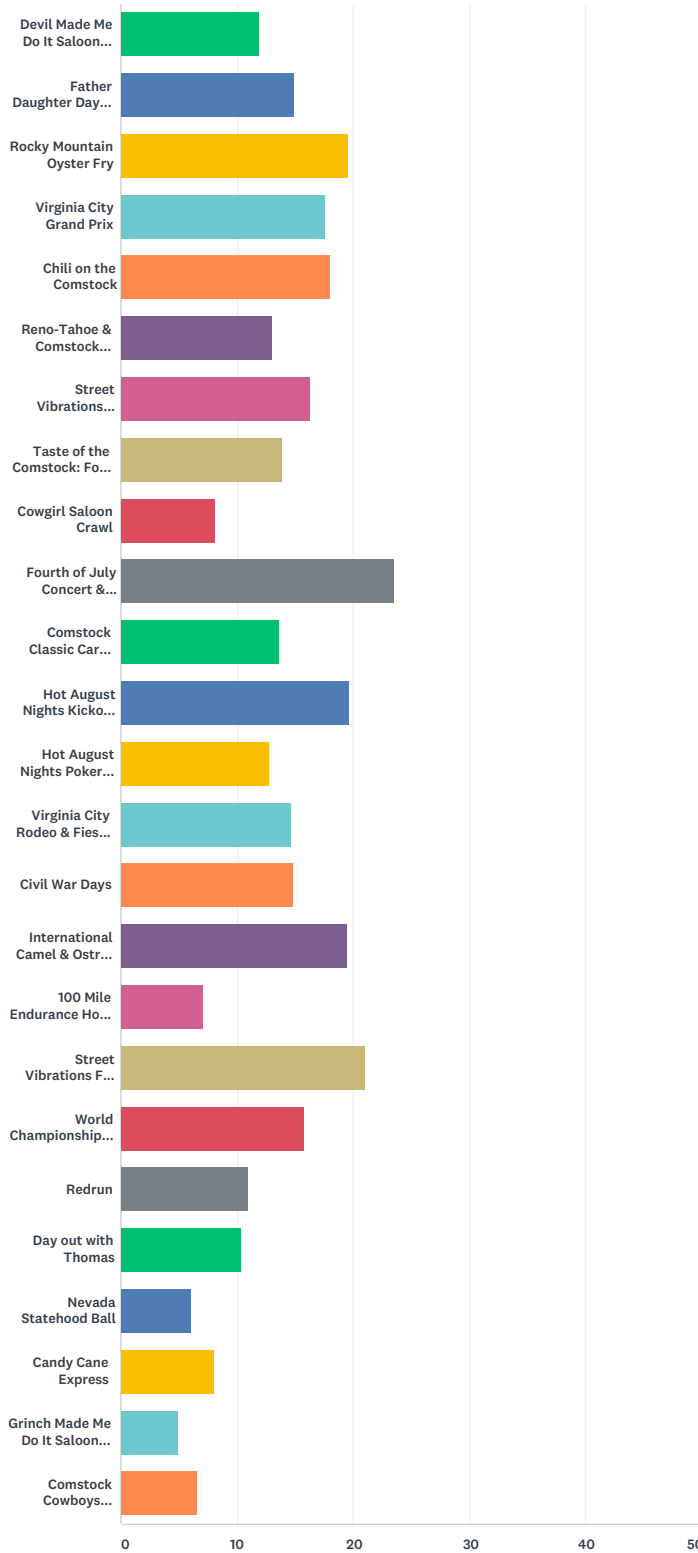
| ANSWER CHOICES | RESPONSES |
|---|-----------|
| Paying to advertising your business | 25.71% 9 |
| Managing your website | 17.14% 6 |
| Having time or resources to manage your social pages (Facebook, Instagram, Twitter, etc.) | 34.29% 12 |
| Staffing | 42.86% 15 |
| Getting people to walk thru the door | 14.29% 5 |
| Knowing what tools are available to market my business | 11.43% 4 |
| Knowing how to take advantage of the events in town to drive people to my store | 14.29% 5 |
| Non-event weeks | 34.29% 12 |
| Winter months | 71.43% 25 |
| Total Respondents: 35 | |

| # | OTHER | DATE |
|---|---|---------------------|
| 1 | Last year I spent over \$5,000 on advertising through FB, print, newspaper and I know it didn't help me. Also, I spent \$3500 on 2 events in the last 5 years having a booth at a major event in Reno to advertise. | 10/15/2018 11:38 AM |
| 2 | Closure of 'C' street at various sections rather than the whole street. | 10/4/2018 8:57 PM |
| 3 | Loosing market share and potential to big brother | 9/30/2018 10:24 PM |
| 4 | competing with vendors from out of town for business during events | 9/21/2018 6:56 PM |
| 5 | Getting people who walk thru the door to buy..I am only half-kidding here. | 9/20/2018 5:13 PM |
| 6 | lack of | 9/20/2018 4:54 PM |

Virginia City Marketing and Special Event Survey - Merchants

Q6 In addition to paid marketing, the VCTC uses special events to drive visitors to town. What are the top 3 events that you see the BEST financial return?

Answered: 35 Skipped: 5



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|--------|-------|--------|-------|-------|
| Devil Made Me Do It Saloon Crawl | 0.00% | 0.00% | 6.25% | 0.00% | 6.25% | 0.00% | 0.00% | 12.50% | 6.25% | 0.00% | 12.50% | 0.00% | 12.50% | 0.00% | 0.00% |
| | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 1 | 0 | 2 | 0 | 2 | 0 | 0 |

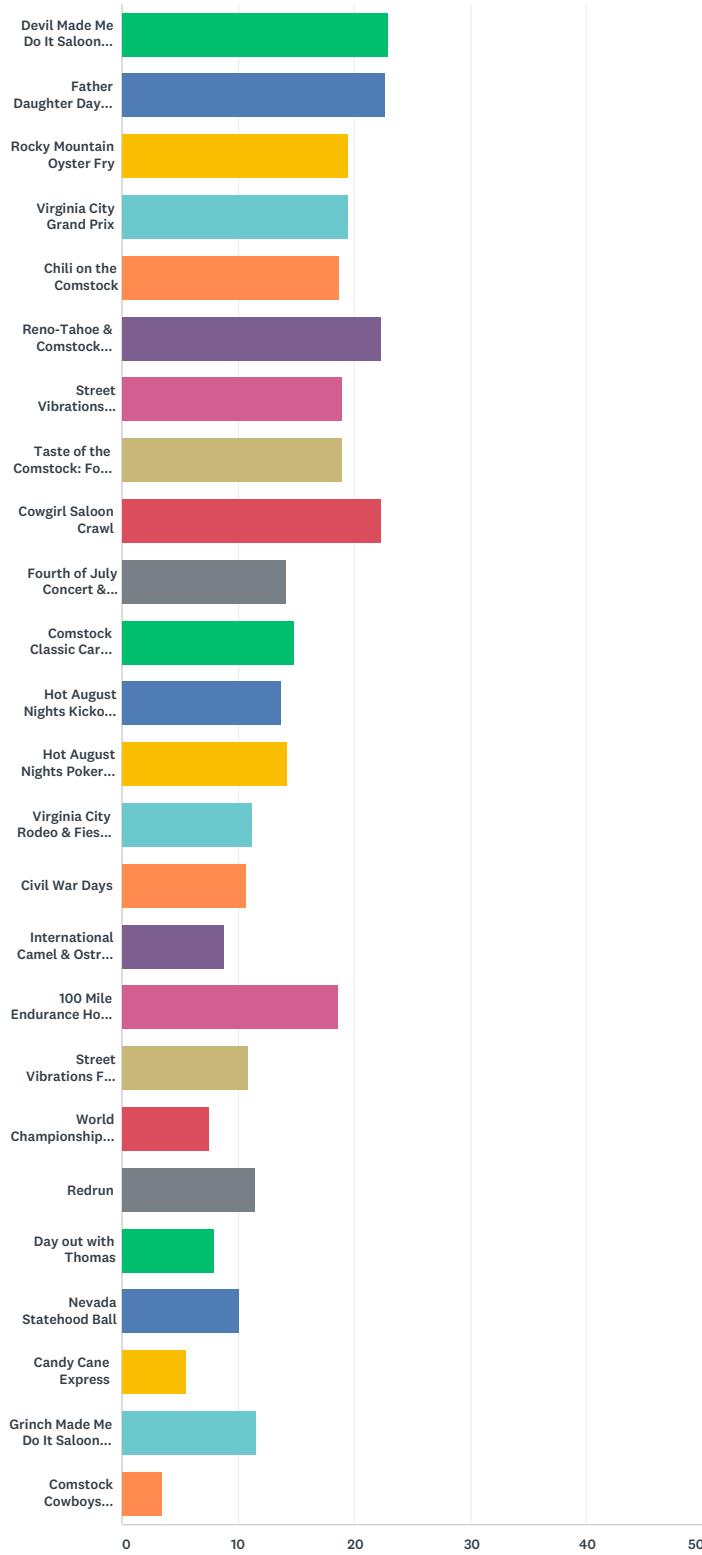
Virginia City Marketing and Special Event Survey - Merchants

| | | | | | | | | | | | | | | | | |
|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----|
| Father Daughter Day and Dance | 6.25% 1 | 6.25% 1 | 0.00% 0 | 18.75% 3 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 6.25% 1 | 6.25% 1 | 6.25% 1 | 25.00% 4 | 0.00% 0 | 6.2 |
| Rocky Mountain Oyster Fry | 4.55% 1 | 18.18% 4 | 18.18% 4 | 13.64% 3 | 18.18% 4 | 9.09% 2 | 4.55% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.0 |
| Virginia City Grand Prix | 10.00% 2 | 5.00% 1 | 5.00% 1 | 15.00% 3 | 5.00% 1 | 25.00% 5 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 0.0 |
| Chili on the Comstock | 0.00% 0 | 0.00% 0 | 4.76% 1 | 14.29% 3 | 14.29% 3 | 14.29% 3 | 23.81% 5 | 0.00% 0 | 14.29% 3 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.0 |
| Reno-Tahoe & Comstock Odyssey Relay | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.88% 1 | 5.88% 1 | 11.76% 2 | 17.65% 3 | 5.88% 1 | 0.00% 0 | 5.88% 1 | 5.88% 1 | 0.00% 0 | 5.88% 1 | 0.0 | 0.0 |
| Street Vibrations Spring Rally | 12.50% 2 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 12.50% 2 | 6.25% 1 | 0.00% 0 | 6.25% 1 | 6.25% 1 | 6.25% 1 | 12.50% 2 | 12.50% 2 | 0.00% 0 | 6.25% 1 | 6.2 | |
| Taste of the Comstock: Food, Whiskey & Single Jack Competition | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.88% 1 | 11.76% 2 | 0.00% 0 | 11.76% 2 | 11.76% 2 | 11.76% 2 | 0.00% 0 | 5.88% 1 | 0.00% 0 | 5.88% 1 | 5.8 | |
| Cowgirl Saloon Crawl | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.88% 1 | 5.88% 1 | 11.76% 2 | 5.88% 1 | 0.00% 0 | 0.00% 0 | 5.8 | |
| Fourth of July Concert & Fireworks Spectacular | 35.48% 11 | 29.03% 9 | 19.35% 6 | 6.45% 2 | 3.23% 1 | 3.23% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 3.23% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.0 | |
| Comstock Classic Car Show | 0.00% 0 | 5.56% 1 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 11.11% 2 | 16.67% 3 | 11.11% 2 | 5.56% 1 | 5.5 | |
| Hot August Nights Kickoff & Cruise | 8.70% 2 | 8.70% 2 | 17.39% 4 | 17.39% 4 | 4.35% 1 | 4.35% 1 | 4.35% 1 | 13.04% 3 | 0.00% 0 | 4.35% 1 | 0.00% 0 | 4.35% 1 | 4.35% 1 | 4.35% 1 | 0.0 | |
| Hot August Nights Poker Run | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.00% 1 | 5.00% 1 | 5.00% 1 | 5.00% 1 | 10.00% 2 | 20.00% 4 | 10.0 | |
| Virginia City Rodeo & Fiesta del Charro | 4.76% 1 | 0.00% 0 | 9.52% 2 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 9.52% 2 | 4.76% 1 | 0.00% 0 | 19.05% 4 | 4.76% 1 | 0.00% 0 | 4.76% 1 | 4.76% 1 | 19.0 | |
| Civil War Days | 0.00% 0 | 0.00% 0 | 9.52% 2 | 0.00% 0 | 4.76% 1 | 4.76% 1 | 14.29% 3 | 4.76% 1 | 9.52% 2 | 0.00% 0 | 0.00% 0 | 4.76% 1 | 4.76% 1 | 0.00% 0 | 9.5 | |
| International Camel & Ostrich Races | 0.00% 0 | 28.00% 7 | 20.00% 5 | 0.00% 0 | 8.00% 2 | 0.00% 0 | 4.00% 1 | 12.00% 3 | 4.00% 1 | 4.00% 1 | 4.00% 1 | 0.00% 0 | 0.00% 0 | 4.00% 1 | 0.0 | |
| 100 Mile Endurance Horse Race | 0.00% 0 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.0 | |
| Street Vibrations Fall Rally | 46.43% 13 | 14.29% 4 | 17.86% 5 | 3.57% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.0 | |
| World Championship Outhouse Races | 0.00% 0 | 16.67% 3 | 0.00% 0 | 11.11% 2 | 0.00% 0 | 0.00% 0 | 11.11% 2 | 5.56% 1 | 5.56% 1 | 11.11% 2 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 5.56% 1 | 0.0 | |
| Redrun | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 0.00% 0 | 5.26% 1 | 5.26% 1 | 10.53% 2 | 5.26% 1 | 10.53% 2 | 0.00% 0 | 10.53% 2 | 0.0 | |
| Day out with Thomas | 0.00% 0 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 15.00% 3 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 15.0 | |
| Nevada Statehood Ball | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 0.0 | |
| Candy Cane Express | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 10.00% 2 | 0.00% 0 | 5.0 | |
| Grinch Made Me Do It Saloon Crawl | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.88% 1 | 11.76% 2 | |
| Comstock Cowboys Christmas in the Sierra's Concert | 0.00% 0 | 10.53% 2 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.26% 1 | 0.00% 0 | |

Virginia City Marketing and Special Event Survey - Merchants

Q7 What are the top 3 events that you see the LEAST financial return?

Answered: 35 Skipped: 5

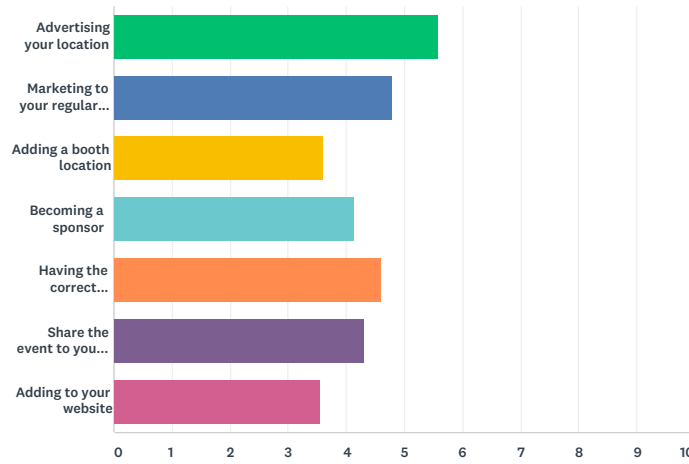


| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|----------------------------------|--------------|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Devil Made Me Do It Saloon Crawl | 52.38% 11 | 14.29% 3 | 19.05% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 4.76% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 4.76% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 |
| Father Daughter Day and Dance | 50.00% 9 | 22.22% 4 | 0.00% 0 | 5.56% 1 | 11.11% 2 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 0.00% 0 |

Virginia City Marketing and Special Event Survey - Merchants

Q8 Rank in order of importance, the biggest opportunities you see for your business during special events?

Answered: 34 Skipped: 6

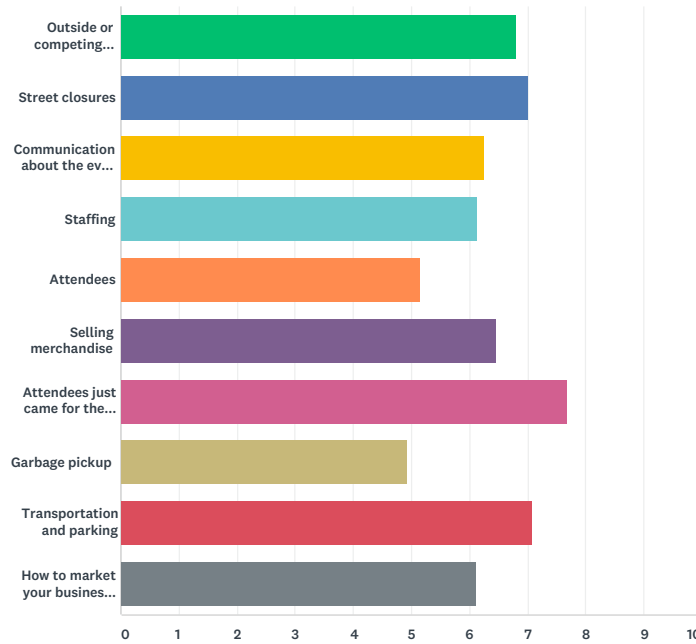


| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | TOTAL | SCORE |
|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|-------|
| Advertising your location | 41.38% 12 | 24.14% 7 | 17.24% 5 | 3.45% 1 | 0.00% 0 | 10.34% 3 | 3.45% 1 | 29 | 5.59 |
| Marketing to your regular customers | 16.00% 4 | 28.00% 7 | 12.00% 3 | 16.00% 4 | 24.00% 6 | 0.00% 0 | 4.00% 1 | 25 | 4.80 |
| Adding a booth location | 22.73% 5 | 13.64% 3 | 4.55% 1 | 4.55% 1 | 4.55% 1 | 13.64% 3 | 36.36% 8 | 22 | 3.59 |
| Becoming a sponsor | 14.29% 3 | 4.76% 1 | 14.29% 3 | 33.33% 7 | 23.81% 5 | 0.00% 0 | 9.52% 2 | 21 | 4.14 |
| Having the correct merchandise | 20.00% 5 | 24.00% 6 | 16.00% 4 | 12.00% 3 | 0.00% 0 | 20.00% 5 | 8.00% 2 | 25 | 4.60 |
| Share the event to your business Facebook or other social media channels | 14.81% 4 | 14.81% 4 | 18.52% 5 | 11.11% 3 | 22.22% 6 | 14.81% 4 | 3.70% 1 | 27 | 4.30 |
| Adding to your website | 4.55% 1 | 13.64% 3 | 22.73% 5 | 9.09% 2 | 9.09% 2 | 22.73% 5 | 18.18% 4 | 22 | 3.55 |

Virginia City Marketing and Special Event Survey - Merchants

Q9 Rank in order of importance, the biggest challenges for your business during events?

Answered: 39 Skipped: 1

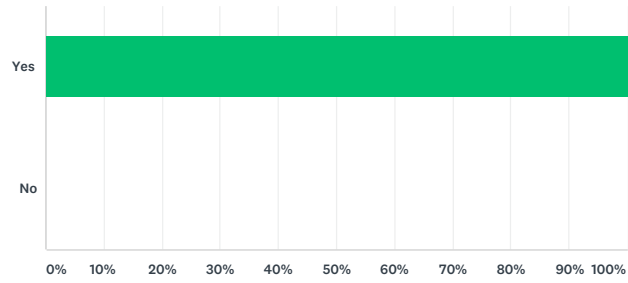


| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | TOTAL | SCORE |
|---|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|-------|
| Outside or competing vendors | 37.50% 9 | 0.00% 0 | 16.67% 4 | 4.17% 1 | 12.50% 3 | 0.00% 0 | 4.17% 1 | 8.33% 2 | 8.33% 2 | 8.33% 2 | 24 | 6.79 |
| Street closures | 35.71% 10 | 7.14% 2 | 14.29% 4 | 10.71% 3 | 3.57% 1 | 0.00% 0 | 10.71% 3 | 0.00% 0 | 7.14% 2 | 10.71% 3 | 28 | 7.00 |
| Communication about the event beforehand | 8.70% 2 | 21.74% 5 | 13.04% 3 | 8.70% 2 | 4.35% 1 | 13.04% 3 | 13.04% 3 | 8.70% 2 | 0.00% 0 | 8.70% 2 | 23 | 6.26 |
| Staffing | 13.64% 3 | 9.09% 2 | 13.64% 3 | 4.55% 1 | 22.73% 5 | 13.64% 3 | 0.00% 0 | 9.09% 2 | 9.09% 2 | 4.55% 1 | 22 | 6.14 |
| Attendees | 10.00% 2 | 10.00% 2 | 0.00% 0 | 20.00% 4 | 0.00% 0 | 15.00% 3 | 5.00% 1 | 20.00% 4 | 10.00% 2 | 10.00% 2 | 20 | 5.15 |
| Selling merchandise | 5.88% 1 | 17.65% 3 | 5.88% 1 | 11.76% 2 | 29.41% 5 | 23.53% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 5.88% 1 | 17 | 6.47 |
| Attendees just came for the event | 22.22% 6 | 29.63% 8 | 14.81% 4 | 11.11% 3 | 3.70% 1 | 3.70% 1 | 7.41% 2 | 0.00% 0 | 3.70% 1 | 3.70% 1 | 27 | 7.67 |
| Garbage pickup | 0.00% 0 | 22.22% 4 | 5.56% 1 | 0.00% 0 | 11.11% 2 | 11.11% 2 | 16.67% 3 | 5.56% 1 | 16.67% 3 | 11.11% 2 | 18 | 4.94 |
| Transportation and parking | 15.38% 4 | 15.38% 4 | 30.77% 8 | 7.69% 2 | 0.00% 0 | 7.69% 2 | 11.54% 3 | 7.69% 2 | 3.85% 1 | 0.00% 0 | 26 | 7.08 |
| How to market your business to the attendee | 10.00% 2 | 20.00% 4 | 10.00% 2 | 20.00% 4 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 15.00% 3 | 15.00% 3 | 5.00% 1 | 20 | 6.10 |

Virginia City Marketing and Special Event Survey - Merchants

Q10 Do you believe our special events drive visitors to town?

Answered: 40 Skipped: 0

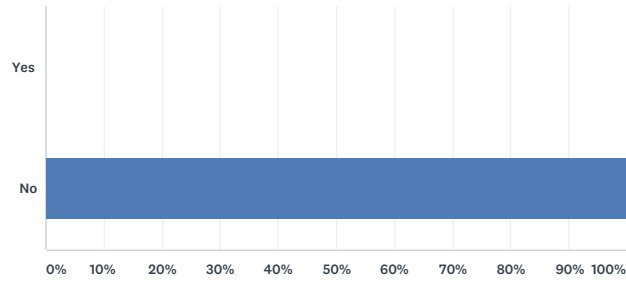


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Yes | 100.00% | 40 |
| No | 0.00% | 0 |
| TOTAL | | 40 |

Virginia City Marketing and Special Event Survey - Merchants

Q11 Do you believe that we should stop all special events and move those funds to paid advertising?

Answered: 38 Skipped: 2



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 0.00% | 0 |
| No | 100.00% | 38 |
| TOTAL | | 38 |

Virginia City Marketing and Special Event Survey - Merchants

Q12 If you could change ONE THING about the special events held in town, what would it be?

Answered: 34 Skipped: 6

| # | RESPONSES | DATE |
|----|---|---------------------|
| 1 | No challenges. Customers always come in due to high population of visitors during special events | 10/15/2018 11:54 AM |
| 2 | stop having outside or competing vendors | 10/15/2018 11:50 AM |
| 3 | I think the VCTC does a great job | 10/15/2018 11:46 AM |
| 4 | stree closures | 10/15/2018 11:43 AM |
| 5 | don't put vendors in the center of town, only | 10/15/2018 11:38 AM |
| 6 | have the bars promote the bars. Pub crawls should not be on family days. please tell the car show people to bring umbrellas or covering of some type - they impact our store entrances. No respect for merchants. parked all over our streets - they could put up tarps. More trash cans please. | 10/15/2018 11:31 AM |
| 7 | arrange event - timing, place - as to create a flow throughout town | 10/15/2018 11:25 AM |
| 8 | Have resources to be able to set up additional locations during events and peak seasons | 10/7/2018 7:56 AM |
| 9 | Closing 'C' street from Flowery to the 'Way it was museum' | 10/4/2018 8:57 PM |
| 10 | Outside vendor placement should not be in a location that takes business away from year round brick and mortar VC businesses. | 10/4/2018 8:51 PM |
| 11 | keep up the good work really do the best you can | 10/4/2018 4:33 PM |
| 12 | With Drinking and Driving so prevent and topic of concern I would like to see more room availability. That being said the hotels are probably not at capacity | 10/4/2018 2:52 PM |
| 13 | The amount of saloon crawls. Focus those efforts into a family event. A carnival with all types of local (Reno,sparks,Carson,VC Tahoe) vendors. A large 1800s style haunted house on the fair grounds. Attractions that suite all ages. | 10/4/2018 2:45 PM |
| 14 | Hold people longer | 10/4/2018 12:39 PM |
| 15 | Reduce the focus on bar or alcohol related events to prioritize history and culture. | 10/1/2018 5:37 AM |
| 16 | Do not close Taylor street, let people get to the F street marketplace | 9/30/2018 10:24 PM |
| 17 | More concerts | 9/27/2018 9:11 PM |
| 18 | Cease Desist VENDORS that compete with Local Shops!!!!!! We are here ALL YEAR, they come in for a couple days & take a few hundred of OUR PROFITS!!!! They don't contribute to VC or pay taxes in Storey!!! | 9/27/2018 7:18 AM |
| 19 | Calm down with the bar crawls. Yes, we have a lot of bars in town, but they are not the only thing Virginia City has to offer. There is a negative side, bad drunks, accidents and petty acts of vandalism or theft to promoting too many bar crawls. | 9/26/2018 3:30 PM |
| 20 | The VCTC does a great job of selling Virginia City and bringing visitors to town. However, by not having a "real" merchants group or chamber of commerce in town to support the VCTC's efforts has created an entitled business district mentality. The merchants as a whole need to contribute (have skin in the game) and be proactive in finding solutions vs. just complaining about receiving free advertising and special events. ? | 9/25/2018 10:29 AM |
| 21 | don't always close the streets. | 9/25/2018 7:26 AM |
| 22 | Street closure from flowery to end of town so all merchants have fair game of foot traffic | 9/22/2018 11:35 PM |
| 23 | no more saloon crawls | 9/21/2018 6:56 PM |
| 24 | crowd control and blocking boardwalks and walkways. | 9/21/2018 4:12 PM |
| 25 | No outside food vendors | 9/21/2018 12:08 PM |
| 26 | Each event is different and presents its own challenge. We did notice and appreciate the effort this year to bring people back up to town from the camel races. | 9/21/2018 11:27 AM |
| 27 | Free outside booths for all events, to the merchants. Or reduced price for booths. | 9/20/2018 5:23 PM |
| 28 | They would be longer...Friday thru Tues and go into the evening. | 9/20/2018 5:13 PM |
| 29 | more family geared | 9/20/2018 4:54 PM |
| 30 | Close the street more often. | 9/20/2018 4:32 PM |
| 31 | Add more for the winter months. | 9/20/2018 3:50 PM |
| 32 | Merchants do not pay for outside booths during any events and off site events. | 9/20/2018 2:18 PM |
| 33 | Get rid of Liquid Blue and do the events internally | 9/20/2018 2:17 PM |
| 34 | Focusing on multi-day events and activities to extend visitors overnight. It seems many visitors are day-trippers. Can you tell that I'm representing hotels? | 9/20/2018 11:48 AM |