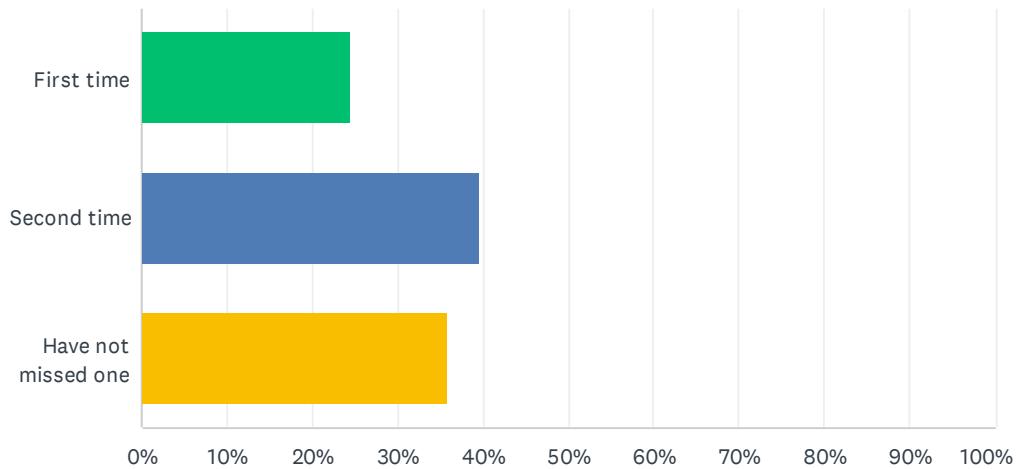


Q1 Have you attended past Miracle on Main Street events or is this your first one?

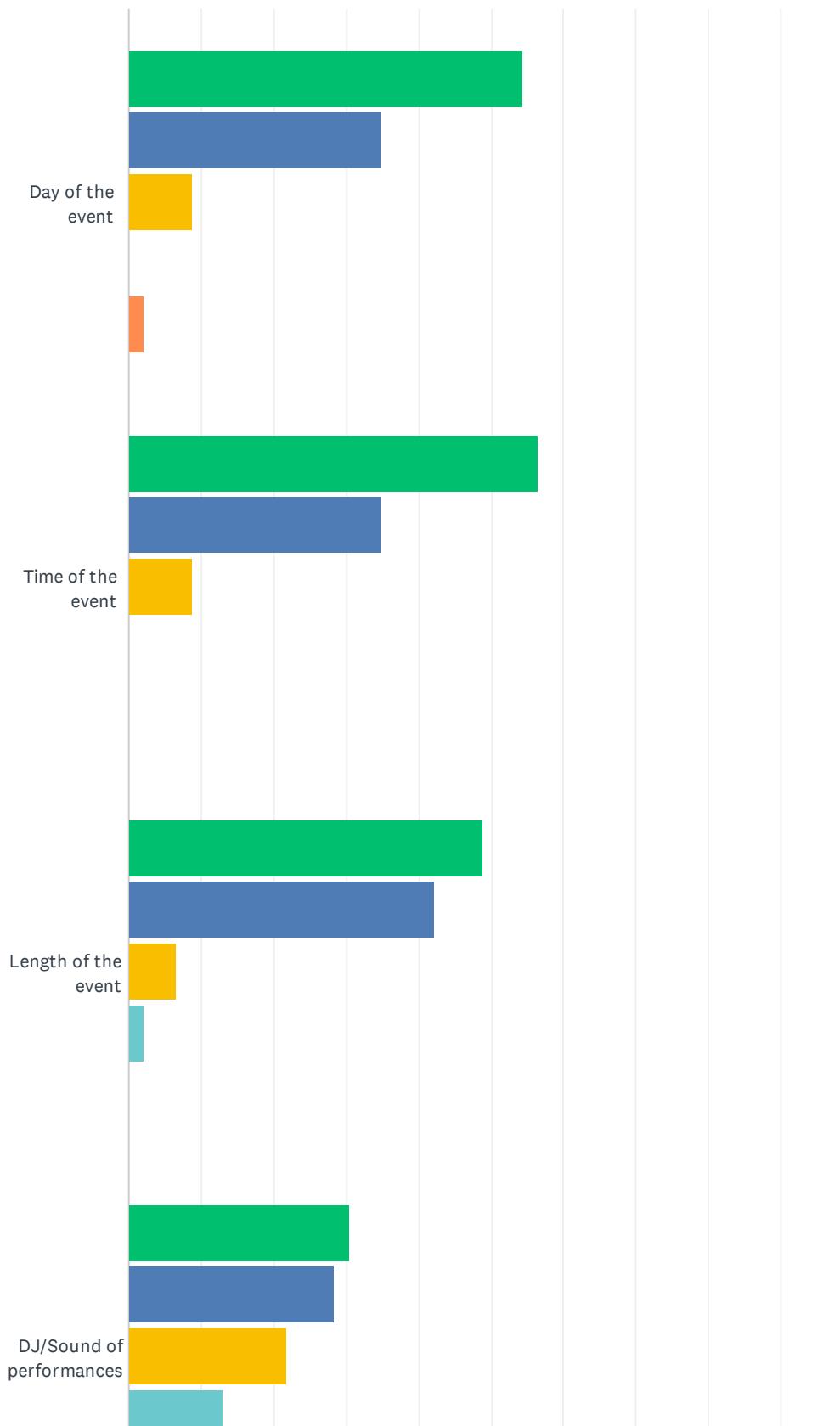
Answered: 53 Skipped: 0



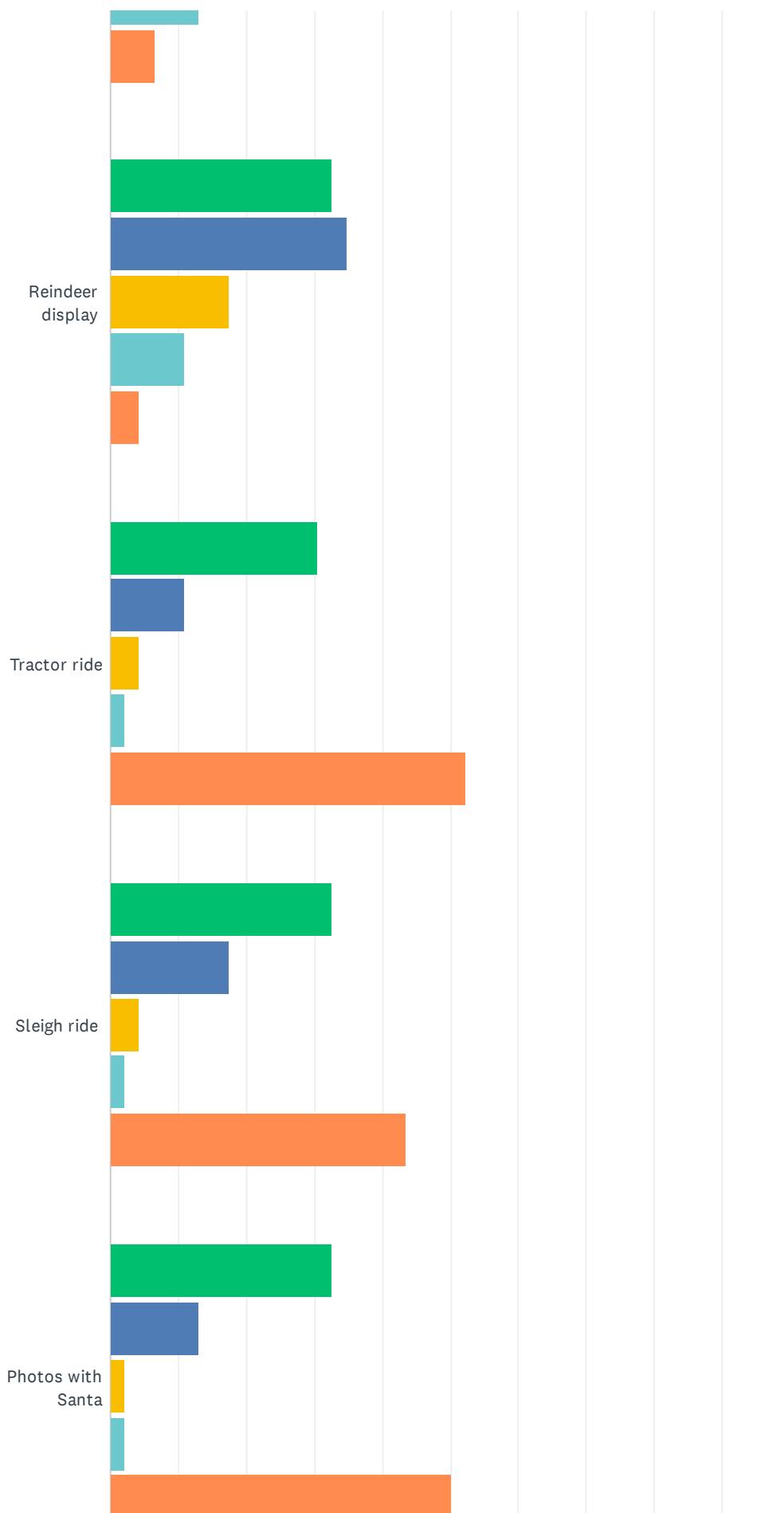
ANSWER CHOICES	RESPONSES	
First time	24.53%	13
Second time	39.62%	21
Have not missed one	35.85%	19
TOTAL		53

Q2 Please rate this year's Miracle on Main Street event on the following:

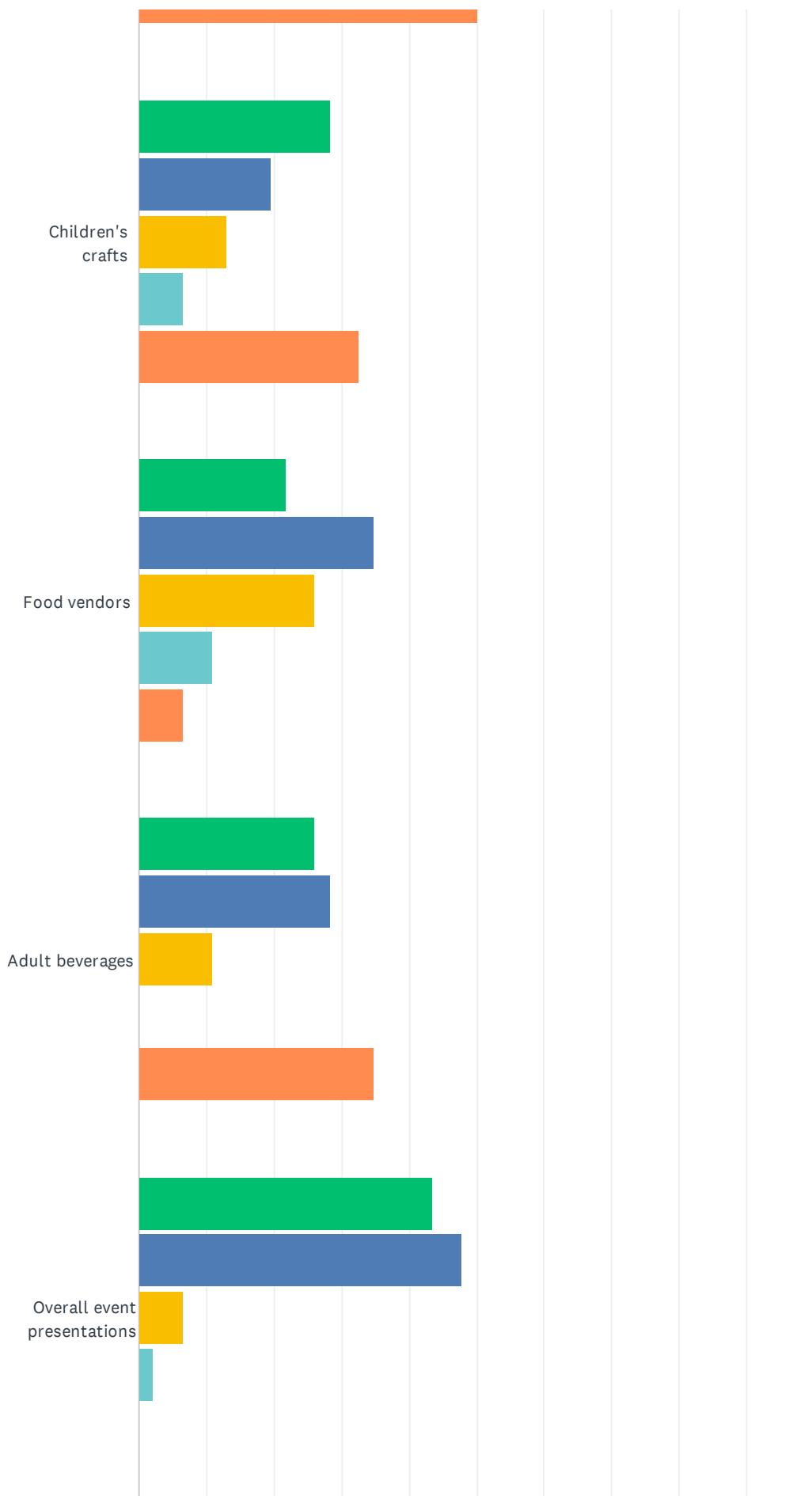
Answered: 46 Skipped: 7



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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



	EXCELLENT	GOOD	JUST OK	BELOW EXPECTATIONS	N/A	TOTAL	WEIGHTED AVERAGE
Day of the event	54.35% 25	34.78% 16	8.70% 4	0.00% 0	2.17% 1	46	1.53
Time of the event	56.52% 26	34.78% 16	8.70% 4	0.00% 0	0.00% 0	46	1.52
Length of the event	48.89% 22	42.22% 19	6.67% 3	2.22% 1	0.00% 0	45	1.62
DJ/Sound of performances	30.43% 14	28.26% 13	21.74% 10	13.04% 6	6.52% 3	46	2.19
Reindeer display	32.61% 15	34.78% 16	17.39% 8	10.87% 5	4.35% 2	46	2.07
Tractor ride	30.43% 14	10.87% 5	4.35% 2	2.17% 1	52.17% 24	46	1.55
Sleigh ride	32.61% 15	17.39% 8	4.35% 2	2.17% 1	43.48% 20	46	1.58
Photos with Santa	32.61% 15	13.04% 6	2.17% 1	2.17% 1	50.00% 23	46	1.48
Children's crafts	28.26% 13	19.57% 9	13.04% 6	6.52% 3	32.61% 15	46	1.97
Food vendors	21.74% 10	34.78% 16	26.09% 12	10.87% 5	6.52% 3	46	2.28
Adult beverages	26.09% 12	28.26% 13	10.87% 5	0.00% 0	34.78% 16	46	1.77
Overall event presentations	43.48% 20	47.83% 22	6.52% 3	2.17% 1	0.00% 0	46	1.67

Q3 Is there something that you enjoyed or valued the most about Miracle on Main Street?

Answered: 33 Skipped: 20

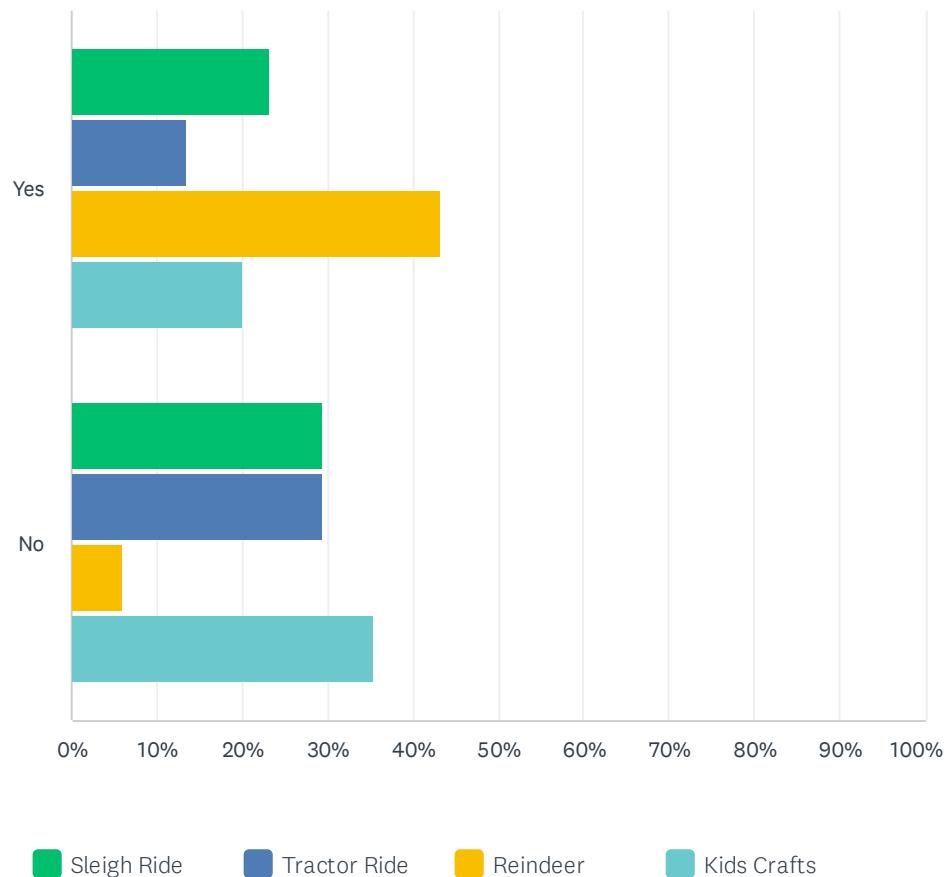
#	RESPONSES	DATE
1	Gathering as a community and the tree lighting countdown and free cider/cocoa for the kids	12/10/2021 2:32 PM
2	kids LOVED candy cane hunt! Reindeer guide was very knowledgeable, inspired my kids to read more on a subject	12/9/2021 2:12 PM
3	Sleigh rides are always fun	12/9/2021 1:18 PM
4	Felt like a hallmark movie	12/9/2021 7:00 AM
5	Thanks for setting up the sleigh ride. We really enjoyed it! Good work! The only suggestion - consider having timed tickets so people do not wait so long in line and can enjoy the event.	12/9/2021 1:48 AM
6	The performances by the LZHS choirs	12/8/2021 11:12 PM
7	Enjoyed the festive feeling, seeing a couple of vendors, listening to the music	12/8/2021 10:52 PM
8	Lots of variety of food/activities.	12/8/2021 10:28 PM
9	The lights looked beautiful and I loved the use of the red and green colored lights! Well done!	12/8/2021 7:50 PM
10	The community coming together outdoors in a colder season.	12/8/2021 5:53 PM
11	We loved craft tables. I was glad to see Ela library represented. There we're few vendors, not too many, so the kids didn't focus on shopping. We also appreciated warm drinks! Thank you for the event! We had fun!	12/8/2021 4:21 PM
12	Fun to be a part of the crowd and seeing the Christmas decorations	12/8/2021 3:12 PM
13	Couldn't hear audio from the singers. At all. But Good event thanks.	12/8/2021 2:59 PM
14	The Bear Voices and tree lighting	12/8/2021 2:13 PM
15	Sleigh ride was nice. Live music?	12/8/2021 1:48 PM
16	No	12/8/2021 6:57 AM
17	Adult beverages and decorations	12/7/2021 10:59 PM
18	Entertainment	12/7/2021 9:05 PM
19	I enjoyed seeing friends and neighbors	12/7/2021 3:44 PM
20	Santa pictures	12/7/2021 1:57 PM
21	Santa Visits were very well done! In the future though, there should be signs indicating when Santa is taking a break. Many families with young children waited 40+ minutes and didn't get to meet Santa because he had to light the tree.	12/7/2021 1:34 PM
22	The whole holiday vibe and Main Street presentation including Breezewald Park and the neighbors on Kincaid and Oak St. who specially decorated their properties	12/7/2021 1:15 PM
23	The town looked beautiful	12/7/2021 1:08 PM
24	Chance to gather and share seasonal celebrations with community	12/7/2021 12:57 PM
25	The activities for kids.	12/7/2021 12:26 PM
26	The tractor ride - but the line was confusing, too long.	12/7/2021 12:13 PM
27	It is a great time for the community to get together and celebrate. We always have a lot of fun on Main Street for these types of events	12/7/2021 12:10 PM

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28	The carriage and tractor rides are always a highlight.	12/7/2021 12:08 PM
29	I really love the tractor/sleigh rides and santa	12/7/2021 12:06 PM
30	I really like seeing the high school students perform!!!	12/7/2021 11:35 AM
31	We have 2 little ones and loved the candy cane hunt and crafts.	12/7/2021 11:33 AM
32	Loved the Lions Club candy Cane Hunt! Great event for all of the kids!	12/7/2021 11:23 AM
33	Bare voices	12/7/2021 11:14 AM

Q4 Did you visit these activities?

Answered: 38 Skipped: 15



■ Sleigh Ride ■ Tractor Ride ■ Reindeer ■ Kids Crafts

	SLEIGH RIDE	TRACTOR RIDE	REINDEER	KIDS CRAFTS	TOTAL	WEIGHTED AVERAGE
Yes	23.33% 7	13.33% 4	43.33% 13	20.00% 6	30	2.60
No	29.41% 10	29.41% 10	5.88% 2	35.29% 12	34	2.47

Q5 Do you have a suggestion for improving Miracle on Main Street?

Answered: 32 Skipped: 21

#	RESPONSES	DATE
1	More food trucks, more sleigh rides running so the lines aren't that long.	12/10/2021 2:32 PM
2	more hands-on kids stuff, like jump-in-a-bag competition, etc	12/9/2021 2:12 PM
3	Add more inclusive activities that everyone would enjoy-not just kids who celebrate Christmas. At the very LEAST, the village president should acknowledge the taxpayers who celebrate other winter holidays in our community. Thankfully they allowed the JCC table, and the Lions Club finally fixed the menorah. We can do better to make the growing families feel welcome.	12/9/2021 1:18 PM
4	Better line management (timed tickets). Not very pleasant smell from a beer stand. Add more activities. Overall, amazing job. Thank you.	12/9/2021 1:48 AM
5	Larger pours for the hot cider and hot chocolate (the cups were only 1/3 full) and warm food for purchase like brats, pretzel bites	12/8/2021 11:12 PM
6	A little longer would be nice with more vendors.	12/8/2021 10:52 PM
7	More food trucks and better sound system. We couldn't hear or see anything and we weren't that far back.	12/8/2021 10:28 PM
8	None that I can think of right now	12/8/2021 7:50 PM
9	Better sound system for choirs, we couldn't hear them at all. Bigger Christmas tree.	12/8/2021 5:53 PM
10	Have a DJ or band playing Christmas music. Make it go a little later. Have some more alcohol options. Make sure kids do not participate in 21+ Candy cane hunt.	12/8/2021 3:12 PM
11	It was crowded and hard to maneuver with strollers. Maybe Space it out more?	12/8/2021 2:59 PM
12	Everything that required a line was in one spot - tickets, games, hay ride, reindeer - it was SO congested we couldn't enjoy that area safely with our two little boys. Can parking near the Lions Den be utilized at all? Put the adult drinks and ticket over there? Just to spread out the congestion. Also, it was difficult to hear the bear voices and the mayor, even the countdown to lighting the tree.	12/8/2021 2:13 PM
13	Live music(Carolers?), tables, more xmas vendors	12/8/2021 1:48 PM
14	The candy cane hunt for the older kids was earlier than stated. We arrived earlier than posted time for age group and it was done. Craft tables were too close together and kids on top each other	12/8/2021 6:57 AM
15	Better food options and maybe put food together since it blocks people walking	12/7/2021 10:59 PM
16	Stage for all performers	12/7/2021 4:02 PM
17	Please have more religions! Looking at the newsletter it is incredible how many traditional Christmas activities there are - please please include things for all people to learn more.	12/7/2021 3:44 PM
18	Clear communication on the times that Santa is available for families with young children who can't wait around. But it was a great Santa set up!	12/7/2021 1:34 PM
19	Keep it going!!!	12/7/2021 1:15 PM
20	stage speaker needed to be louder	12/7/2021 1:08 PM
21	Include other faith, cultural and seasonal celebrations. Hanukkah, Kwanza, Dwali, Christmas and others.	12/7/2021 12:57 PM
22	The township needs consider updating their playground. I have a son with disabilities and there isn't even a swing for him to enjoy. My older son who is 2 wants to play on the equipment but it	12/7/2021 12:26 PM

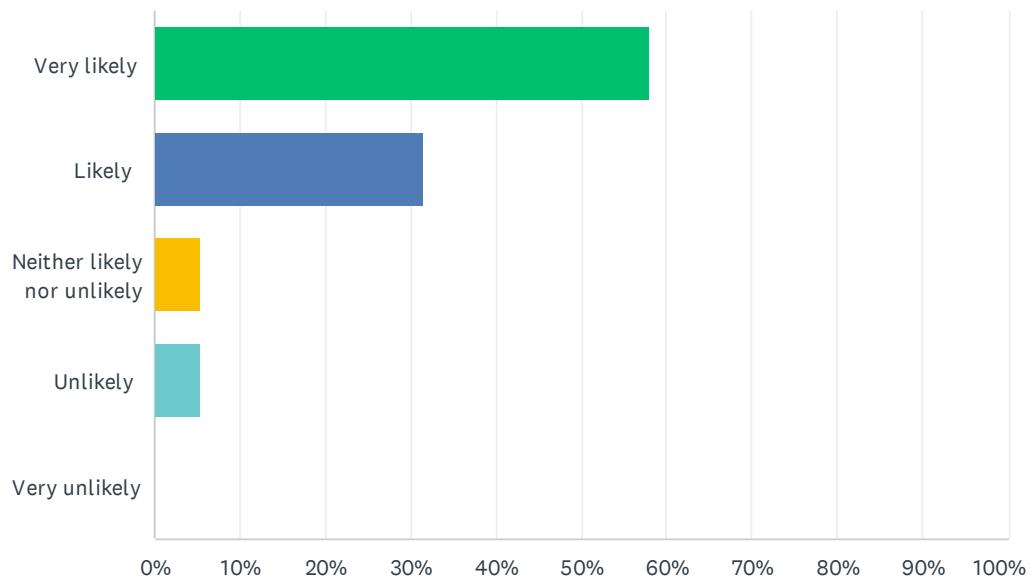
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is crowded with older children who don't pay attention to the littles. It might be worth a look to expand the playground since so many community events are hosted in that area and a playground is a great way to meet others but if families feel excluded or it's not safe they might not continue to attend these events. I understand the playground is not part of miracle of main but so many kids play on it during the events. I hope that someday my son with Down syndrome will have something to play on there.

23	Better line system for the sleigh and tractor ride and Santa. The lines stretch into main street blocking and creating crowds. Unclear which line is for which and very long waits.	12/7/2021 12:13 PM
24	More things to do, the line for the sleigh ride and tractor ride was really long all night. We didn't even try with our kids.	12/7/2021 12:10 PM
25	Try to incorporate and acknowledge other celebrations of the season. Chanukah, Diwali, Kwanzaa	12/7/2021 12:08 PM
26	More food vendors	12/7/2021 12:06 PM
27	Maybe longer	12/7/2021 11:47 AM
28	The audio was low so it was hard to hear the Bare Voices. If the performers could be on a platform it would help to see. And I would love to see more organizations perform but we got there at 4.15 so maybe I missed them.	12/7/2021 11:35 AM
29	Heaters under the tents would be nice but we knew it was cold and dressed appropriately. The kids hands got cold doing crafts though	12/7/2021 11:33 AM
30	Possibly a couple warming area fire pits. When advertising, mention the candy cane hunt	12/7/2021 11:23 AM
31	PA system for performers needs to be amped up. Possibly look for sponsor on individual mics.	12/7/2021 11:16 AM
32	It was great	12/7/2021 11:14 AM

Q6 Based on your experience this year, will you attend next year's event?

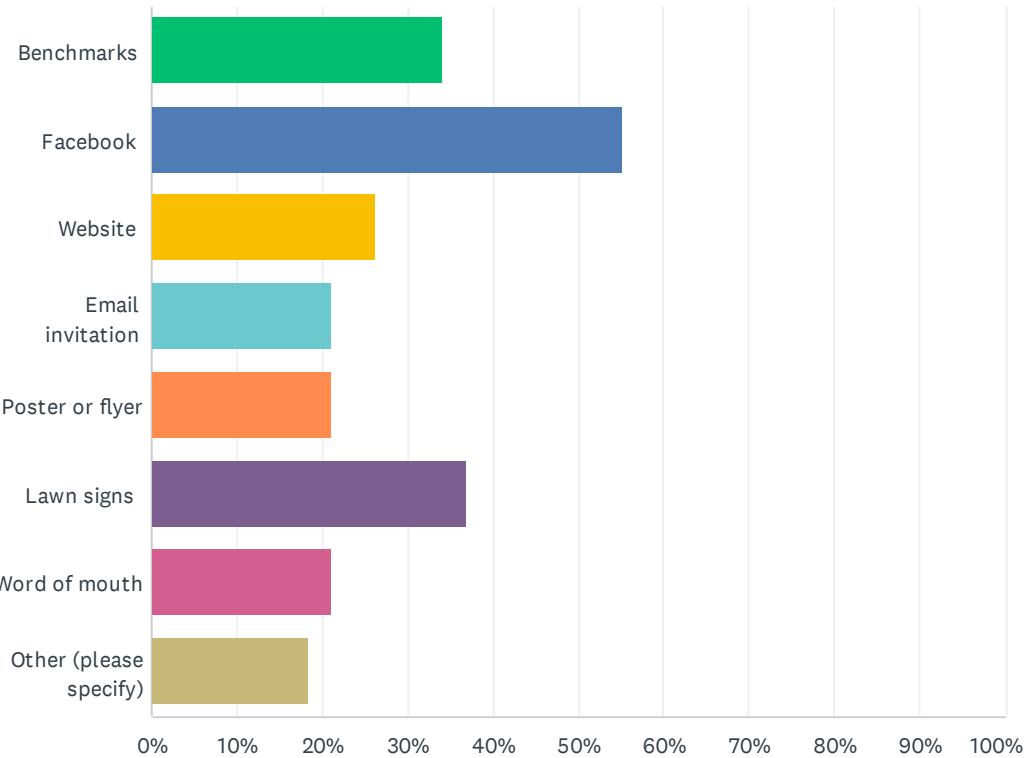
Answered: 38 Skipped: 15



ANSWER CHOICES	RESPONSES	
Very likely	57.89%	22
Likely	31.58%	12
Neither likely nor unlikely	5.26%	2
Unlikely	5.26%	2
Very unlikely	0.00%	0
Total Respondents: 38		

Q7 How did you hear about Miracle on Main Street? (please check all that apply)

Answered: 38 Skipped: 15



ANSWER CHOICES		RESPONSES
Benchmarks		34.21% 13
Facebook		55.26% 21
Website		26.32% 10
Email invitation		21.05% 8
Poster or flyer		21.05% 8
Lawn signs		36.84% 14
Word of mouth		21.05% 8
Other (please specify)		18.42% 7
Total Respondents: 38		

#	OTHER (PLEASE SPECIFY)	DATE
1	Village newsletter via email	12/9/2021 2:12 PM
2	Very publicized as a Christmas only event	12/9/2021 1:18 PM
3	Performer	12/9/2021 7:00 AM

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4	Village newsletter	12/8/2021 10:52 PM
5	Email	12/8/2021 3:12 PM
6	Village of Lake Zurich e-mails	12/8/2021 2:31 PM
7	I am chairman of the Lions Candy Cane Hunt which leads off the event	12/7/2021 11:23 AM