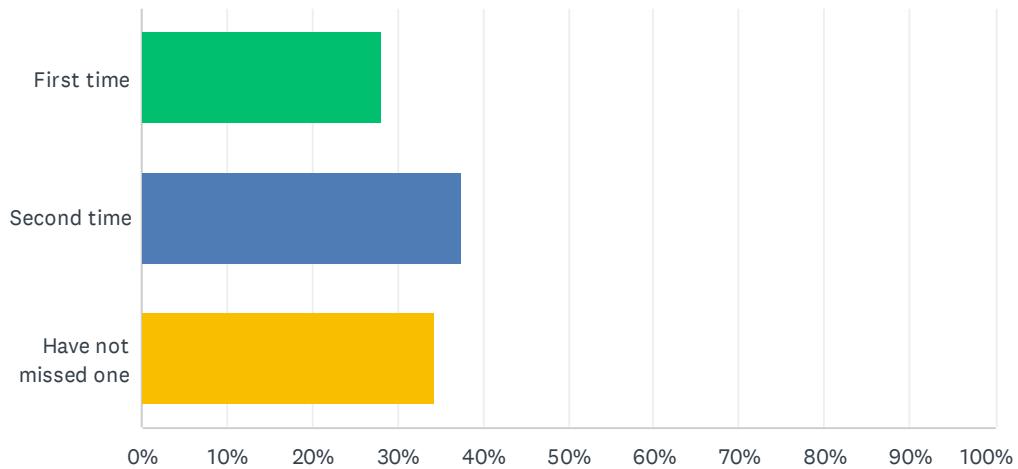


Q1 Have you attended past Miracle on Main Street events or is this your first one?

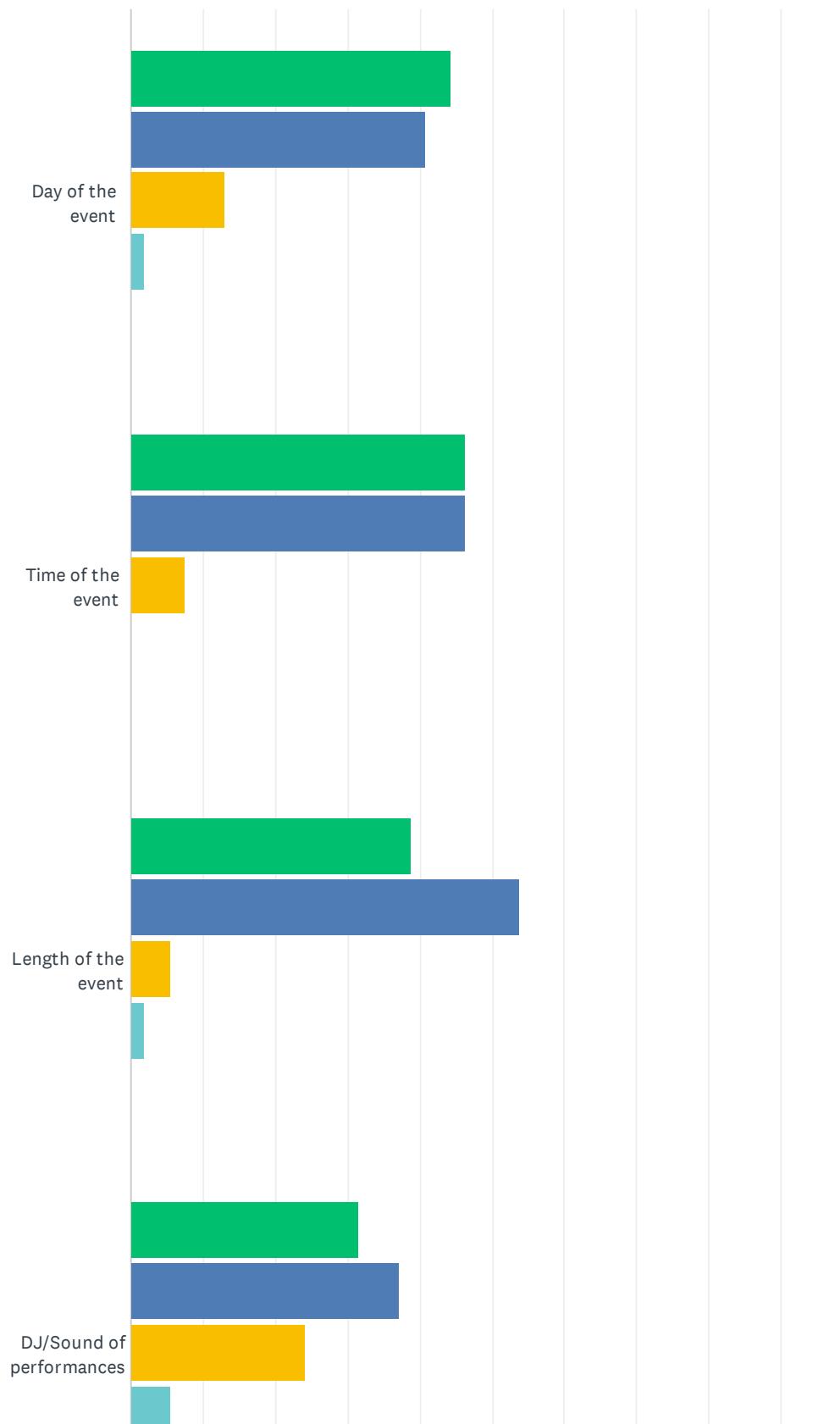
Answered: 64 Skipped: 0



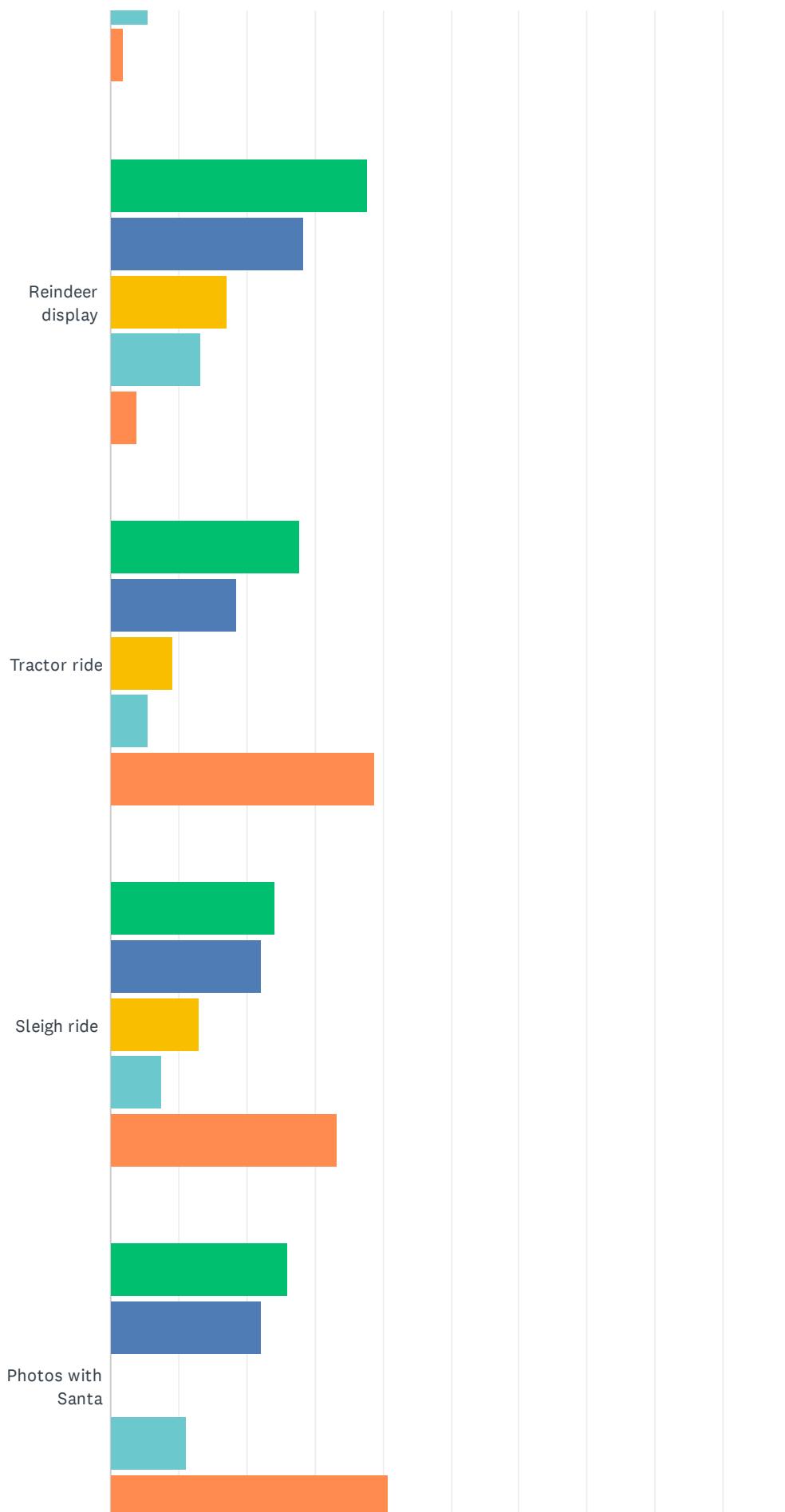
ANSWER CHOICES	RESPONSES	
First time	28.13%	18
Second time	37.50%	24
Have not missed one	34.38%	22
TOTAL		64

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

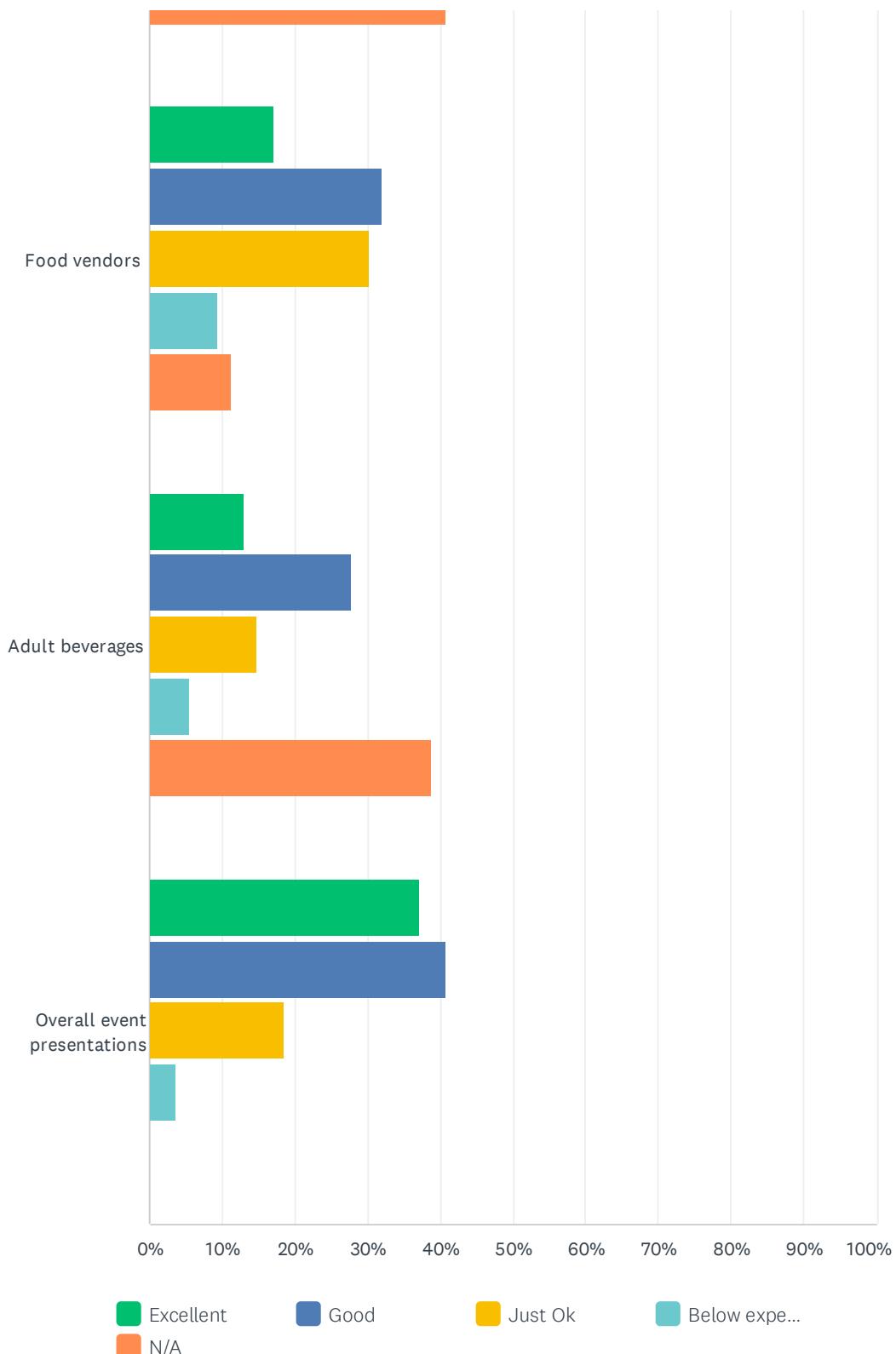
Answered: 54 Skipped: 10



Miracle on Main Street 2022



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	EXCELLENT	GOOD	JUST OK	BELOW EXPECTATIONS	N/A	TOTAL	WEIGHTED AVERAGE
Day of the event	44.44% 24	40.74% 22	12.96% 7	1.85% 1	0.00% 0	54	1.72
Time of the event	46.30% 25	46.30% 25	7.41% 4	0.00% 0	0.00% 0	54	1.61
Length of the event	38.89% 21	53.70% 29	5.56% 3	1.85% 1	0.00% 0	54	1.70
DJ/Sound of performances	31.48% 17	37.04% 20	24.07% 13	5.56% 3	1.85% 1	54	2.04
Reindeer display	37.74% 20	28.30% 15	16.98% 9	13.21% 7	3.77% 2	53	2.06
Tractor ride	27.78% 15	18.52% 10	9.26% 5	5.56% 3	38.89% 21	54	1.88
Sleigh ride	24.07% 13	22.22% 12	12.96% 7	7.41% 4	33.33% 18	54	2.06
Photos with Santa	25.93% 14	22.22% 12	0.00% 0	11.11% 6	40.74% 22	54	1.94
Food vendors	16.98% 9	32.08% 17	30.19% 16	9.43% 5	11.32% 6	53	2.36
Adult beverages	12.96% 7	27.78% 15	14.81% 8	5.56% 3	38.89% 21	54	2.21
Overall event presentations	37.04% 20	40.74% 22	18.52% 10	3.70% 2	0.00% 0	54	1.89

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

Answered: 35 Skipped: 29

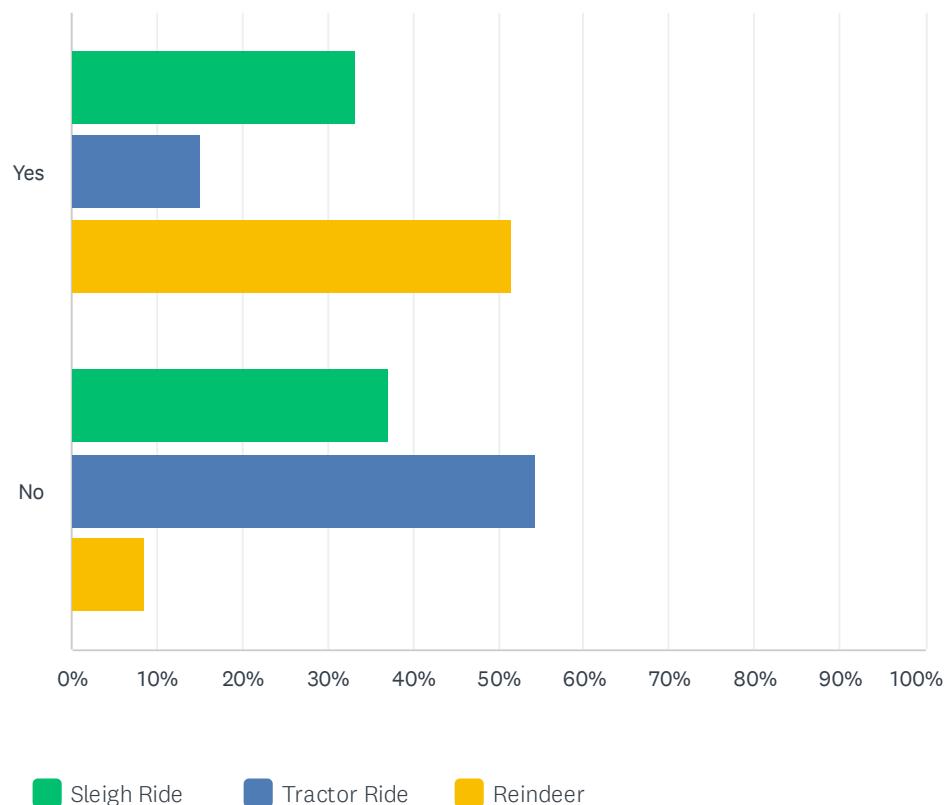
#	RESPONSES	DATE
1	Community events are nice for bringing people together	12/15/2022 6:51 AM
2	Don't like horse drawn carraiges. Cruel to horses	12/13/2022 6:21 PM
3	Great family event	12/13/2022 8:55 AM
4	Including local entertainment (dance, high school_	12/13/2022 6:37 AM
5	The heat tents and dance performance!	12/12/2022 11:49 PM
6	Loved the Lions Club Candy Cane Hunt!! Always a great lead in to MOM	12/12/2022 8:24 PM
7	It was all good	12/12/2022 6:37 PM
8	Various booths my kids could engage with	12/12/2022 3:37 PM
9	Candy cane hunt brought a lot of people together	12/12/2022 3:12 PM
10	No	12/12/2022 2:02 PM
11	Candy cane hunt for little kids and reindeer pen	12/12/2022 1:36 PM
12	The Academy of Performing Arts was AMAZING!!	12/12/2022 1:23 PM
13	The vendors	12/12/2022 7:57 AM
14	Decorations	12/11/2022 4:34 PM
15	Not really it's below expectations	12/11/2022 2:46 PM
16	Mayor's speech	12/10/2022 3:30 PM
17	Town Tradition with local folk	12/9/2022 9:45 PM
18	Great event Thank you!!!!	12/9/2022 7:30 AM
19	Bare Voices and the Mayor introducing Santa and lighting the tree	12/8/2022 11:52 PM
20	The sleigh rides	12/8/2022 9:40 PM
21	just seeing the community getting out and doing things	12/8/2022 9:38 PM
22	Just that it exists. Good to have home town things.	12/8/2022 9:34 PM
23	This year, the free hot chocolate and cider!	12/8/2022 5:36 PM
24	Love the sleigh ride and tree lighting	12/8/2022 5:24 PM
25	The set time and the variety of events.	12/8/2022 3:24 PM
26	Xmas spirit in LZ	12/8/2022 2:56 PM
27	Returning letters from Santa	12/8/2022 2:36 PM
28	I thought it was a really nice mix of vendors	12/8/2022 2:23 PM
29	Candy cane hunt is a family favorite.	12/8/2022 1:00 PM
30	I appreciated how the "community" performances were spread out so that there was always something new to look forward to	12/8/2022 11:26 AM
31	Sleigh rides, Santa presence, live performers	12/8/2022 11:09 AM

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32	Love the decorations!	12/8/2022 10:57 AM
33	The event had a lot of promise	12/8/2022 10:36 AM
34	Love the sleigh rides and Santa's welcome	12/8/2022 9:56 AM
35	No	12/8/2022 9:53 AM

Q4 Did you visit these activities?

Answered: 43 Skipped: 21



■ Sleigh Ride ■ Tractor Ride ■ Reindeer

	SLEIGH RIDE	TRACTOR RIDE	REINDEER	TOTAL	WEIGHTED AVERAGE
Yes	33.33% 11	15.15% 5	51.52% 17	33	2.18
No	37.14% 13	54.29% 19	8.57% 3	35	1.71

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

Answered: 38 Skipped: 26

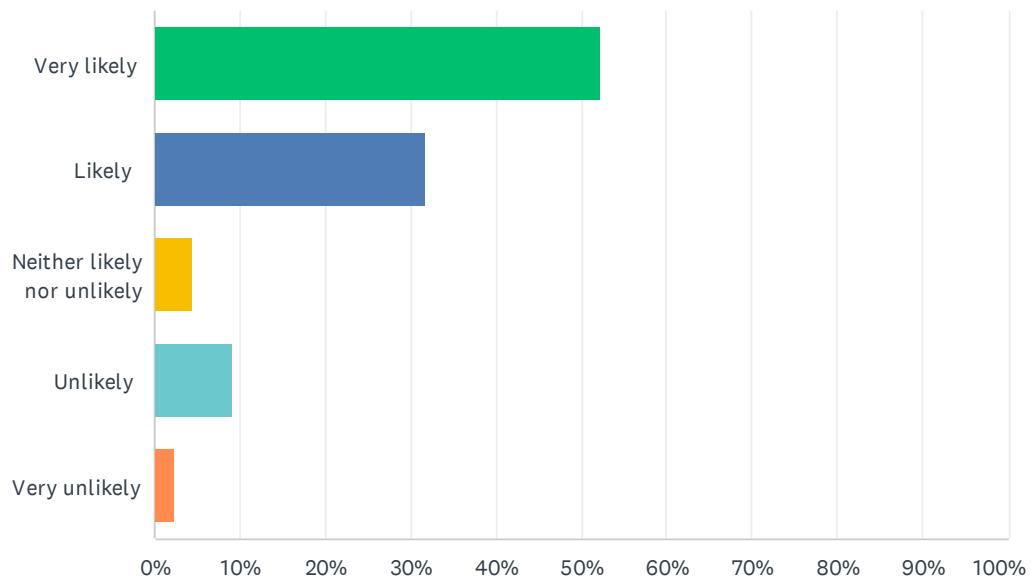
#	RESPONSES	DATE
1	shorter lines for the rides, larger tree	12/15/2022 6:51 AM
2	No horse drawn carriages	12/13/2022 6:21 PM
3	No	12/13/2022 6:37 AM
4	No	12/12/2022 11:49 PM
5	More food and beverage vendors, more holiday themed crafters/vendors	12/12/2022 8:38 PM
6	No	12/12/2022 8:24 PM
7	No	12/12/2022 6:37 PM
8	Parking sucked!!!!	12/12/2022 3:53 PM
9	There needed to be more / better communication about the event. We missed the candy cane hunt because we didn't know there were start times and waves by age group. We also missed the performances as I didn't know they were insides building (still not sure where).	12/12/2022 3:37 PM
10	A loud speaker system announcing/promoting the event and vendors	12/12/2022 3:12 PM
11	Longer hours. Better food vendors. Heated food tent to sit and eat	12/12/2022 2:02 PM
12	Later hours, additional seating, more evening band/music. Additional activities	12/12/2022 1:48 PM
13	Need a heated tent when weather is so cold, to eat drink, do kids activities	12/12/2022 1:36 PM
14	I think it's a really nice event	12/12/2022 1:23 PM
15	Food vendors offering food that fills you for dinner and enough hot apple cider to fuel the crowd. They ran out too early	12/12/2022 7:57 AM
16	No	12/11/2022 4:34 PM
17	The tractor/sleigh ride would be nice if they had more to see then just the trees that they put on the side of the street. Also if you had more activities to do and more music performance. The Christmas tree in the corner there I would look nicer if it was a bigger one more nicer decorated.	12/11/2022 2:46 PM
18	Lights and Lighting were great	12/10/2022 3:30 PM
19	More hot drink availability, shorten mayor speech prior to tree lighting. It was way too long, boring, said without enthusiasm and took place at the wrong time.	12/9/2022 9:45 PM
20	All good	12/9/2022 7:30 AM
21	No	12/8/2022 11:52 PM
22	Nothing. Love it	12/8/2022 9:40 PM
23	warmer weather, lol	12/8/2022 9:38 PM
24	Bigger warming tent. Maybe some activity inside of tents	12/8/2022 9:34 PM
25	It was very cramped. If there was a way to spread things out more, I'd feel more comfortable.	12/8/2022 5:36 PM
26	It would be great to have some warming stations. We have only missed one year but every other has been bitter cold. Would be nice to have a few places to warm up. Heaters or something	12/8/2022 5:24 PM
27	Can we get a bigger tree?	12/8/2022 3:24 PM

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28	Start a little earlier end it with the tree lighting. Too cold to be there after dark	12/8/2022 2:56 PM
29	More food offerings	12/8/2022 2:36 PM
30	The music from the speakers were WAAYYYYY too loud. We could not enjoy getting even remotely close to the reindeer because the speakers were so loud. I considered it dangerous volume for little kids and babies.	12/8/2022 2:23 PM
31	Sleigh rides started an hour late. We were told they were on the loop so we waited in line for an hour and found out we were the first ride. Please list times for when the sleigh rides will begin so people don't wait so long. Otherwise always a good event. Thank you.	12/8/2022 1:00 PM
32	More warming areas - especially for families with small kids	12/8/2022 11:26 AM
33	Better set and process for Santa pictures or to even meet Santa. Need of warming stations.	12/8/2022 11:09 AM
34	More food vendors, if possible	12/8/2022 10:57 AM
35	Not so many church booths everywhere. The poor reindeer were stuck on a tiny darkly lit area that hardly anyone could see. They were in a very small cages area too for how large of animals they are.	12/8/2022 10:36 AM
36	Raised platform for the APA dancers. Viewing area is too small so kids are blocked from viewing. Somehow shortening the wait times of the sleigh rides. Spend most of the time standing waiting in line missing most of the other activities.	12/8/2022 10:23 AM
37	More food options	12/8/2022 9:56 AM
38	No	12/8/2022 9:53 AM

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

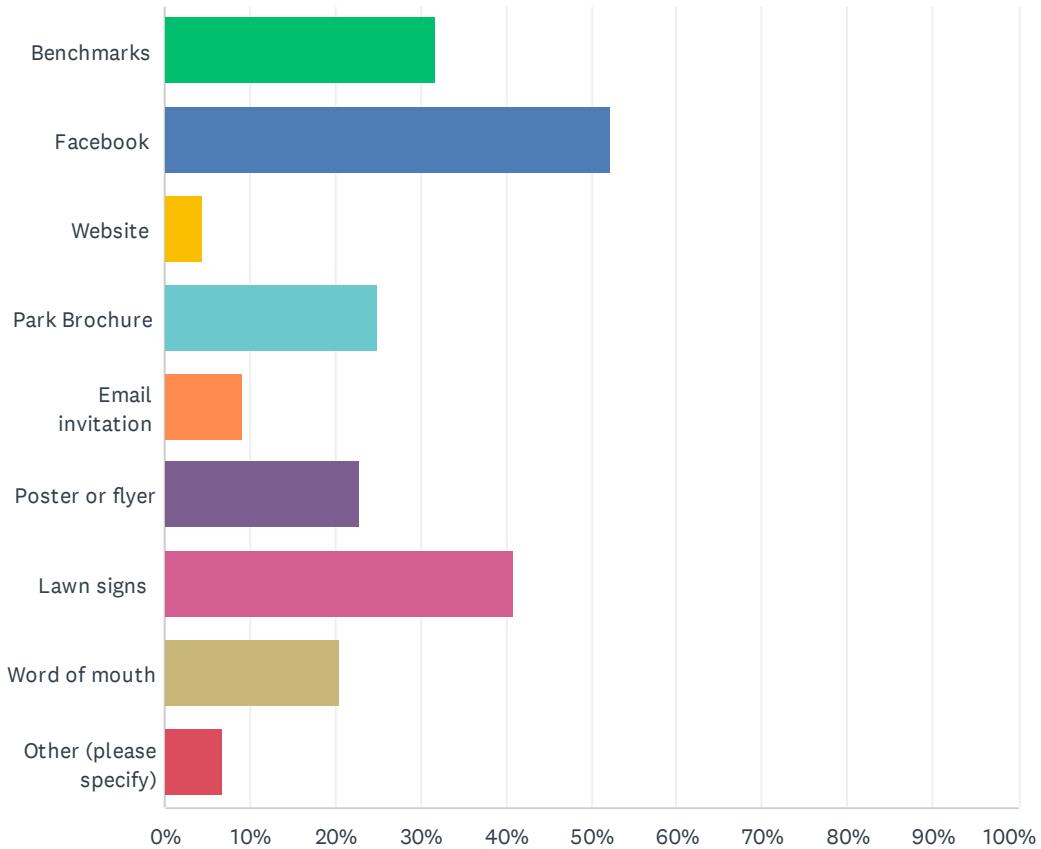
Answered: 44 Skipped: 20



ANSWER CHOICES	RESPONSES	
Very likely	52.27%	23
Likely	31.82%	14
Neither likely nor unlikely	4.55%	2
Unlikely	9.09%	4
Very unlikely	2.27%	1
Total Respondents: 44		

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

Answered: 44 Skipped: 20



ANSWER CHOICES	RESPONSES	
Benchmarks	31.82%	14
Facebook	52.27%	23
Website	4.55%	2
Park Brochure	25.00%	11
Email invitation	9.09%	4
Poster or flyer	22.73%	10
Lawn signs	40.91%	18
Word of mouth	20.45%	9
Other (please specify)	6.82%	3
Total Respondents: 44		

#

OTHER (PLEASE SPECIFY)

DATE

Miracle on Main Street 2022

1	Participant	12/12/2022 11:49 PM
2	Lions Club sign board	12/12/2022 8:24 PM
3	Lions Club	12/12/2022 3:12 PM