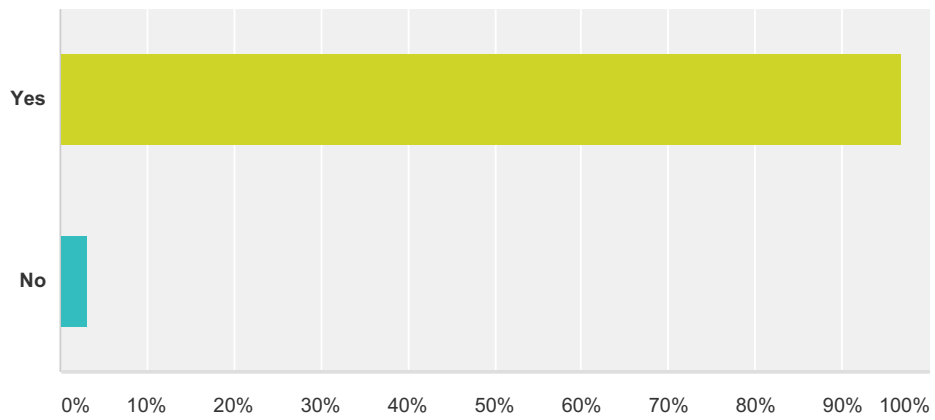


Q1 Did you attend Downtown in December on Saturday, December 13?

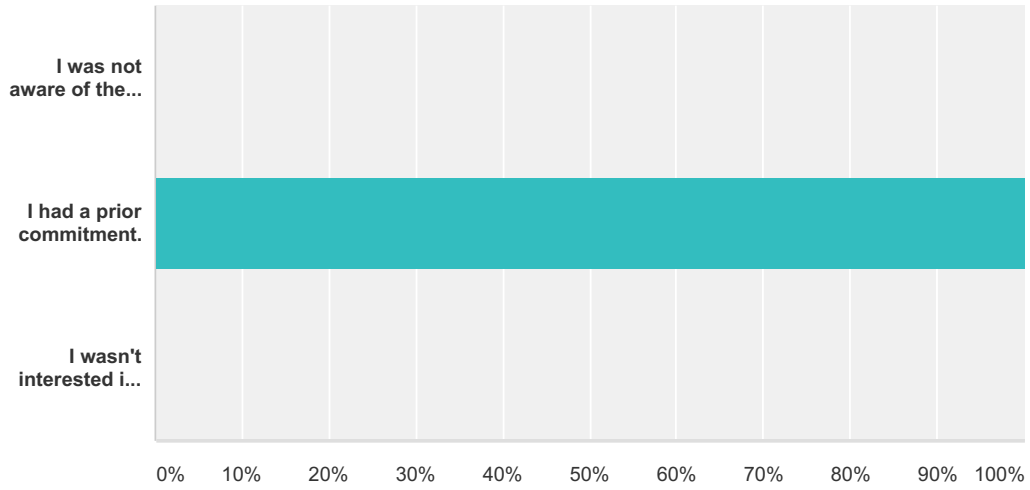
Answered: 65 Skipped: 0



Answer Choices	Responses
Yes	96.92% 63
No	3.08% 2
Total	65

Q2 If not, why not?

Answered: 1 Skipped: 64

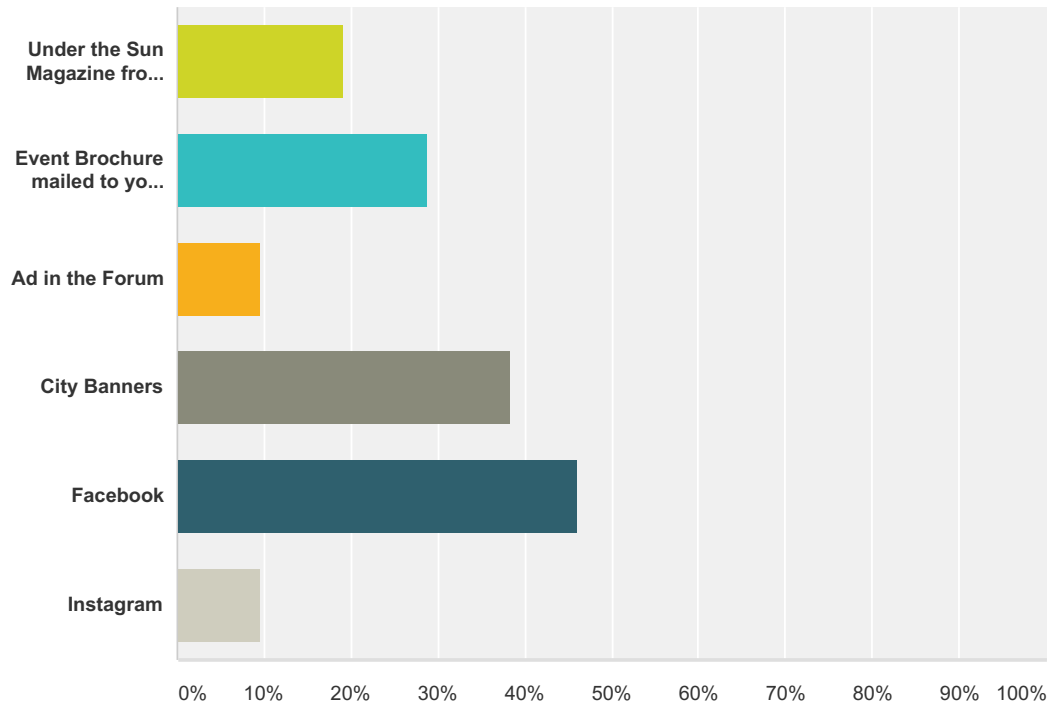


Answer Choices	Responses
I was not aware of the event.	0.00% 0
I had a prior commitment.	100.00% 1
I wasn't interested in attending this event.	0.00% 0
Total	1

#	Other (please specify)	Date
	There are no responses.	

Q3 How did you hear about the event (check all that apply).

Answered: 52 Skipped: 13



Answer Choices	Responses
Under the Sun Magazine from the City of Coral Springs	19.23% 10
Event Brochure mailed to you by the City of Coral Springs	28.85% 15
Ad in the Forum	9.62% 5
City Banners	38.46% 20
Facebook	46.15% 24
Instagram	9.62% 5
Total Respondents: 52	

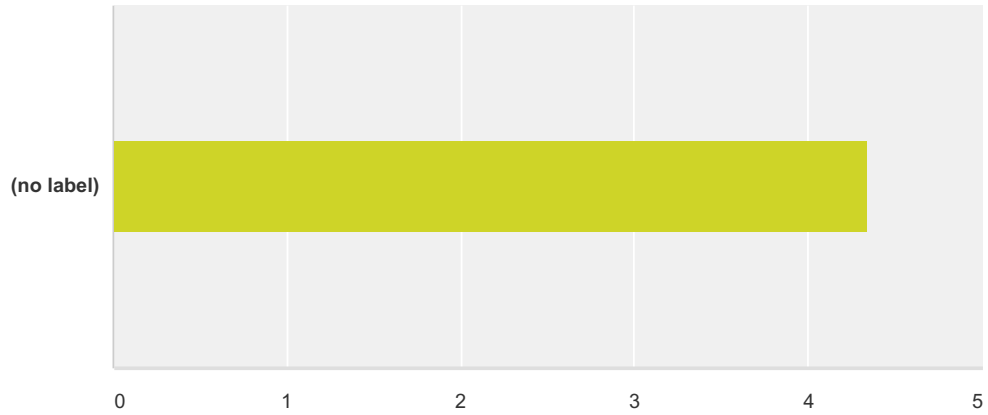
#	Other (please specify)	Date
1	someone told me	12/25/2014 4:59 AM
2	Saw in starbucks	12/23/2014 8:48 PM
3	friend	12/17/2014 8:28 AM
4	City employees	12/16/2014 1:12 PM
5	Friend of ours	12/15/2014 7:57 PM
6	City Website	12/15/2014 4:43 PM
7	Coral Springs Gymnasium flyer	12/15/2014 3:52 PM

Downtown in December - 2014

8	Work...	12/15/2014 9:09 AM
9	word of mouth	12/14/2014 8:01 PM
10	Friend	12/14/2014 1:31 PM
11	friend	12/14/2014 11:07 AM
12	friend	12/14/2014 5:29 AM
13	Friend, I had not heard of it, info not give out at Westchester.	12/13/2014 9:50 PM
14	from the volunteer ads	12/13/2014 9:49 PM
15	coral springs website	12/13/2014 9:23 PM
16	friend	12/13/2014 9:11 PM
17	I was walking and stumbled upon it.	12/13/2014 7:01 PM

Q4 How would you rate the event?

Answered: 64 Skipped: 1



	Poor	Fair	No opinion	Good	Excellent	Total	Weighted Average
(no label)	1.56% 1	7.81% 5	0.00% 0	35.94% 23	54.69% 35	64	4.34

Downtown in December - 2014

Q5 What was your favorite part of the event?

Answered: 60 Skipped: 5

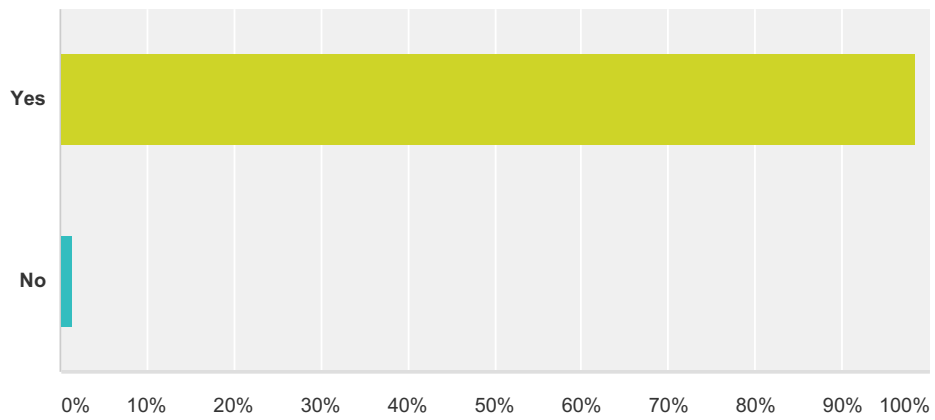
#	Responses	Date
1	Free event	12/25/2014 4:59 AM
2	The fact that it was outside	12/23/2014 8:48 PM
3	Everything!	12/23/2014 4:33 PM
4	Snow	12/21/2014 4:07 PM
5	The carolers	12/19/2014 8:49 PM
6	The whole event was very nice the pictures taken with the frozen background was not very happy I had my daughters picture taken was given a card to view the picture online and it was not there not happy about that at all.	12/19/2014 12:29 PM
7	The "snow" in the beginning and the end	12/19/2014 2:28 AM
8	everything	12/17/2014 8:28 AM
9	everything! being able to experience this with my kids was awesome! Thank you!	12/16/2014 10:23 PM
10	The snow and the movie!	12/16/2014 6:51 PM
11	Food trucks	12/16/2014 1:12 PM
12	Movie	12/16/2014 10:42 AM
13	the snow	12/16/2014 6:51 AM
14	Joy of the children. Police patrol and traffic control.	12/15/2014 7:57 PM
15	The movie	12/15/2014 7:36 PM
16	Trivia	12/15/2014 6:44 PM
17	The snow! !!!	12/15/2014 6:09 PM
18	Watching the movie on that awesome screen with my family and being with the community.	12/15/2014 5:44 PM
19	The entire part!!!	12/15/2014 5:09 PM
20	The movie in the park was a great idea. And Frozen is obviously a winner.	12/15/2014 5:04 PM
21	Snow	12/15/2014 4:53 PM
22	The movie on the lawn and the snow!	12/15/2014 4:45 PM
23	I really like how they had so many options for family. Good location, lots of help and security and the snacks and snow made it great.	12/15/2014 4:43 PM
24	Family time. The whole thing was great.	12/15/2014 4:16 PM
25	The food trucks, the hot chocolate, cookies, popcorn, the overall atmosphere was just great!	12/15/2014 4:15 PM
26	Seeing all the families enjoying themselves, especially the children. Growing up in a big city I never got to experience the small town feel, sense of community, plus the fact that the city gave out treats. It was wonderful!	12/15/2014 4:11 PM
27	The Movie & Snow	12/15/2014 4:07 PM
28	The step and repeat for the photo opportunity for the children, the complimentary hot chocolate/cookies and the fun snow for the kids.	12/15/2014 3:52 PM
29	The snow	12/15/2014 3:49 PM

Downtown in December - 2014

30	Everything	12/15/2014 3:44 PM
31	Movie	12/15/2014 3:36 PM
32	The idea of the event	12/15/2014 3:32 PM
33	snow	12/15/2014 11:07 AM
34	All of the festivities.....the BIG screen, location, food trucks, pictures, hot chocolate/cookies and SNOW! Wow! I would have all of the movies at this site.	12/15/2014 9:09 AM
35	the family time	12/14/2014 8:01 PM
36	The movie and the cookies	12/14/2014 7:28 PM
37	The Snow was a special treat and exceptional!	12/14/2014 5:58 PM
38	Everything	12/14/2014 5:37 PM
39	The pictures	12/14/2014 2:53 PM
40	Time, movie and snow affect	12/14/2014 1:31 PM
41	movie	12/14/2014 12:21 PM
42	Movie	12/14/2014 11:41 AM
43	Food trucks	12/14/2014 11:07 AM
44	Sno cones, movie!	12/14/2014 9:56 AM
45	Movie	12/14/2014 8:50 AM
46	The movie	12/14/2014 5:29 AM
47	Free hot cocoa	12/13/2014 11:07 PM
48	Movie	12/13/2014 10:14 PM
49	That it was family based...it focused on time with family and that is always a good thing.	12/13/2014 10:01 PM
50	Loved the free hot chocolate, photographers and of course the snow. Just a great family event, easy to park, and it should be an annual event according to my daughter!	12/13/2014 9:50 PM
51	The snow	12/13/2014 9:49 PM
52	free stuff	12/13/2014 9:34 PM
53	Everything. Whats not to love about frozen.	12/13/2014 9:28 PM
54	watching the movie with the family and seeing neighbours	12/13/2014 9:23 PM
55	Watching the moviet	12/13/2014 9:11 PM
56	Watching the movie	12/13/2014 9:09 PM
57	Free cookies and cocoa and also the free picture stand	12/13/2014 8:24 PM
58	Free treats	12/13/2014 7:56 PM
59	The movie	12/13/2014 7:49 PM
60	Movie and Food Trucks	12/13/2014 7:01 PM

Q6 Would you attend another event like this one?

Answered: 64 Skipped: 1



Answer Choices	Responses	
Yes	98.44%	63
No	1.56%	1
Total		64

Downtown in December - 2014

Q7 Please provide any suggestions for improving future City events:

Answered: 36 Skipped: 29

#	Responses	Date
1	If there are pictures taken and your given a card to view the picture it should be there.....	12/19/2014 12:29 PM
2	Additional pre-event activities - - also maybe consider a "snow pile" for kids to play in like at Christmas on Las Olas.	12/19/2014 2:28 AM
3	better/more choices in food trucks--there wasn't much of a selection	12/17/2014 8:28 AM
4	nothing else needs to be improved only that it would be better if you guys did it more often.	12/16/2014 10:23 PM
5	NEED MORE SPACE!!! MORE FOOD!!!!	12/16/2014 6:51 PM
6	More organization with lines and seating	12/16/2014 1:12 PM
7	more kids activities.	12/16/2014 6:51 AM
8	Maybe larger venue.	12/15/2014 7:57 PM
9	I would love if you could do a monthly movie. It makes a great date night.	12/15/2014 7:36 PM
10	Larger venue! More trash bins..... so many people left their garbage... but more bins will only help the least rude of them!	12/15/2014 6:09 PM
11	More food trucks PLEASE! Aksi, Sunrise does a snow day that I'd love to see here, and more movie nights!	12/15/2014 5:44 PM
12	Difficult to hear from back "rows" & many chairs in front of blankets,blocking the view. Been to other outside movie events & blankets are told to set up in the front & chairs behind them. Poor speaker system. 6yr old fell asleep & chose to go home	12/15/2014 5:29 PM
13	Excellent event for families!!!	12/15/2014 5:09 PM
14	More to do while waiting. Bigger area for all of the crowd and something the make the lines more manageable. We didn't get to do anything because toddlers are too impatient. We had to leave before the movie because there simply wasn't enough fun there to draw her in.	12/15/2014 5:04 PM
15	More bathrooms and food trucks	12/15/2014 4:53 PM
16	Try to limit smoking and some strollers were in the way and we couldn't lie down to watch the movie. Had to sit up, other than that, loved it!!	12/15/2014 4:45 PM
17	possibly bigger trash cans or more trash cans. The only bad thing I saw was all the litter left after. I tried to throw my trash away and had to place it next to the trash can since all were overflowing. I know it may not stop some people from leaving their mess behind but it can possibly help make less of it to clean up.	12/15/2014 4:43 PM
18	Move the snow to a diff location next time lol.	12/15/2014 4:16 PM
19	Since now you know the turnout would be so great, maybe have both sides of the venue accessible with food/bathrooms so it's easier to maneuver thru all the crowds and lines aren't so long.	12/15/2014 4:15 PM
20	There was no definite way to know the expected attendance, so it is hard for the city to plan for enough food trucks. Seeing the success that Downtown in December had perhaps moving it to the sportsplex or Mullins parl may have worked better. However, I personally enjoyed it as it was.	12/15/2014 4:11 PM
21	Need more food trucks. Also Food trucks that cater to Vegetarians:)	12/15/2014 4:07 PM

Downtown in December - 2014

22	My only suggestion would be the initial timing of the snow flurries. I found that so many people ran to where they were blowing out right as parents had their kids settled in their spots that it was a little hectic for the parents as well as families who sat near the machines. My daughter and I were personally surrounded by all the happy children like white on rice, LOL. We did not mind, however the nice family next to us was concerned for their belongings as people trampled by. Another minor thing would be to provide additional bathrooms. Although, the staff keeping the bathrooms clean and stocked were phenomenal, we did find ourselves facing a long line. We did decide to use a single bathroom alongside the white trailer so I do think additional individual ones would be beneficial for us parents for kids who wish to avoid any accidents ;) However, it was a fantastic event that my daughter and I enjoyed very much! Happy Holidays!!	12/15/2014 3:52 PM
23	For the food portion, I would have more. Food trucks.	12/15/2014 3:36 PM
24	There could have been more food trucks the lines were quite long.	12/15/2014 3:33 PM
25	Larger location. More food trucks. Move the snow machines in to multiple locations so the one area doesn't get too crowded. Larger location.	12/15/2014 3:32 PM
26	I noticed a lot of trash at the end. Maybe more trash cans around....everything else was a total hit. Just fabulous.....movies in the park will never be the same. :)	12/15/2014 9:09 AM
27	Not enough food trucks. Very long line. More activities for children. The only activity was the movie 7pm and the event started at 5:30	12/14/2014 7:28 PM
28	After 15 years residing in Coral Springs, this was my first time attending with my wife and 5 year old daughter. We enjoyed the event and my wife and I were surprised that the event was well coordinated and I will come again and again. I think there should be more snow machines :)	12/14/2014 5:58 PM
29	a little more organization	12/14/2014 2:53 PM
30	More food trucks and more kids activities before the movies start	12/14/2014 1:31 PM
31	more food trucks.	12/13/2014 9:49 PM
32	more food trucks and your vendors should have enough food.	12/13/2014 9:23 PM
33	Don't put the snow machine in front of the crowd. It's best on the closed street.	12/13/2014 8:24 PM
34	Great event!!!!	12/13/2014 7:56 PM
35	Play equipment, or something, to keep the kids occupied until the movie	12/13/2014 7:49 PM
36	The City should do this every Saturday in my opinion. It's fun and gives us something to do.	12/13/2014 7:01 PM