

MERCHANT FEEDBACK
 MARKETING EVENT EVALUATION
 EVENT:
 DATE:

Business Name: _____
 Person responding: _____

Type of business (circle one): Restaurant Retail Service

	CIRCLE ONE									
	Strongly Disagree				Neutral					Strongly Agree
	1	2	3	4	5	6	7	8	9	10
My business was open for the entire festival. (10=open for entire event; 1=closed for entire event; scale your answer for partial opening)										
My business participated in the event via special promotion, part of planning team, sponsor, etc.										
Foot traffic into my business increased for the whole weekend versus the same weekend last year.										
Communication to me about this event by the Gaffer District staff was timely and effective.										

Most positive feature of event: _____

Suggested improvements: _____

OVERALL VALUE RATING OF THIS YEAR'S EVENT TO YOUR BUSINESS

Poor	Fair	Good	Excellent	Outstanding	Can't comment
1	2	3	4	5	X

Please send surveys to Corning's Gaffer District Administrative Office, 114 Pine Street, Suite 202 or fax to 936-3112 or email answers to kristen@gafferdistrict.com