

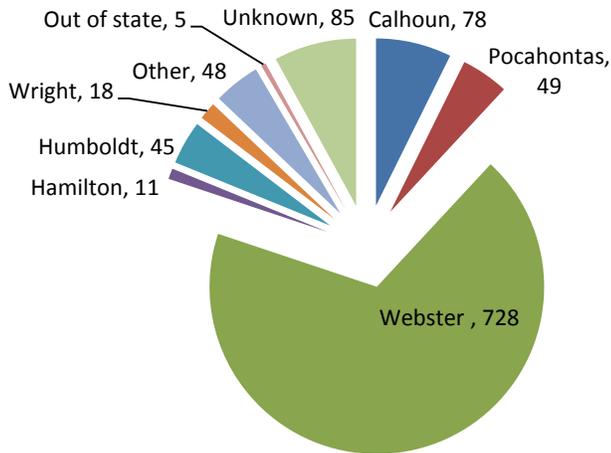


# 2014 PARTICIPANT SURVEY RESULTS

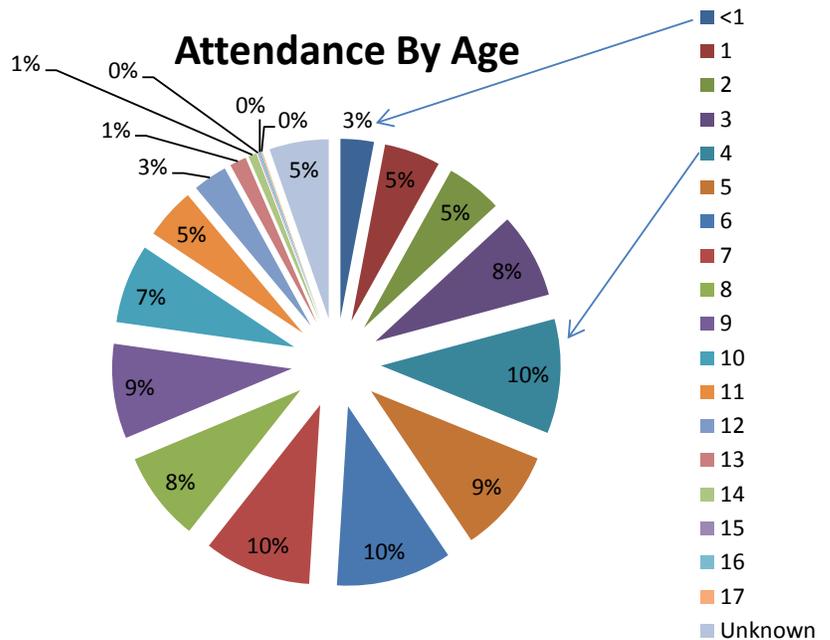
KIDZMANIA was held on Saturday, October 25<sup>th</sup> from 10:00 a.m. to 2:00 p.m. at the Crossroads Mall, Fort Dodge, Iowa. The event featured 52 booths, stage performances and 6 costumed characters including Iowa State's Cy the Cyclone and Herky the Hawkeye from the University of Iowa. Children registered for prizes in two locations. We asked for the child's name, age, town, phone number and email address. Upon the close of KIDZMANIA, 1,067 children had registered. We know that not all of the participants registered; therefore we estimate an attendance of at least 1,100 children.

## REGISTRATION DATA

### Attendance by County



### Attendance By Age





# 2014 PARTICIPANT SURVEY RESULTS

From the registrations gathered prizes were awarded and electronic surveys were sent out to those that included an email address on their registration slip. An email went out to 341 participants requesting that they take a short survey.

**Thank you for attending KIDZMANIA!**

KIDZMANIA 2014 is now history! We had a great time and hope that you did too! In an effort to improve next year's event, we are now conducting a survey. We would appreciate it if you could spare a few minutes to provide us some feedback. The information you provide will be used to make improvements as well as to secure funding for next year's event.

Thank you in advance for taking the survey! We hope to see you next year!

[Take the Survey](#)

[Facebook](#)
[Twitter](#)
[Website](#)
[Google Plus](#)
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You are receiving this email as you registered for prizes at KIDZMANIA 2014 that was held on October 28, 2014.

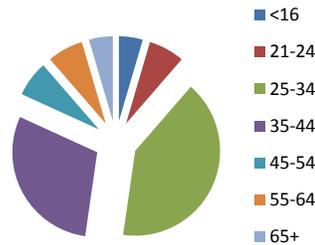
Of the 341 emails sent, 286 were valid email addresses. Of those emails:

- 70 people opened the email;
- 44 people started the survey; and
- 29 people completed the survey.

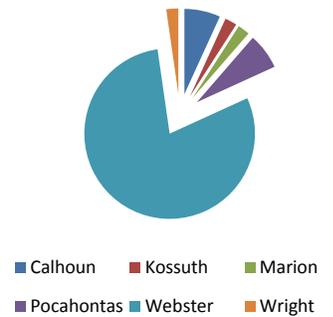
**Of the survey respondents:**

- 39 were female, 5 were male

## Age

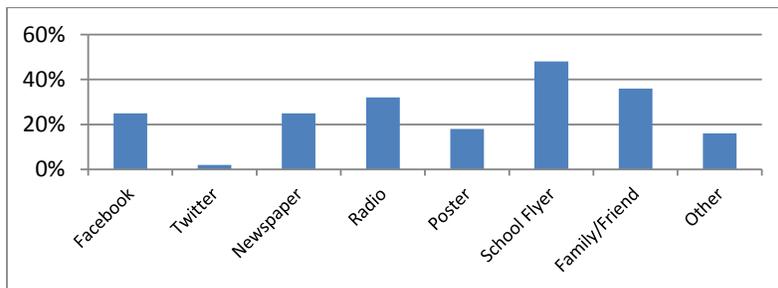


## County



The purpose of the survey was to evaluate the marketing and event quality as well as to see if the goals of increased awareness of community resources as well as increased participation in those resources were met. The following were the results of the survey:

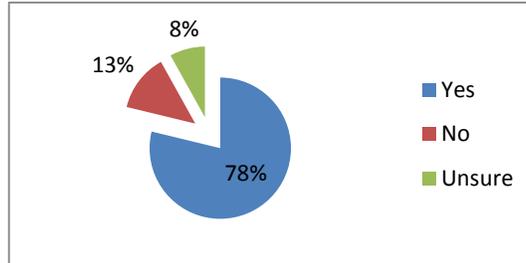
### \*How did you learn about KIDZMANIA? (44)



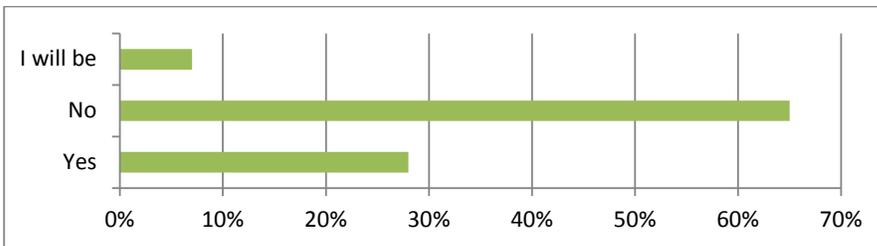


# 2014 PARTICIPANT SURVEY RESULTS

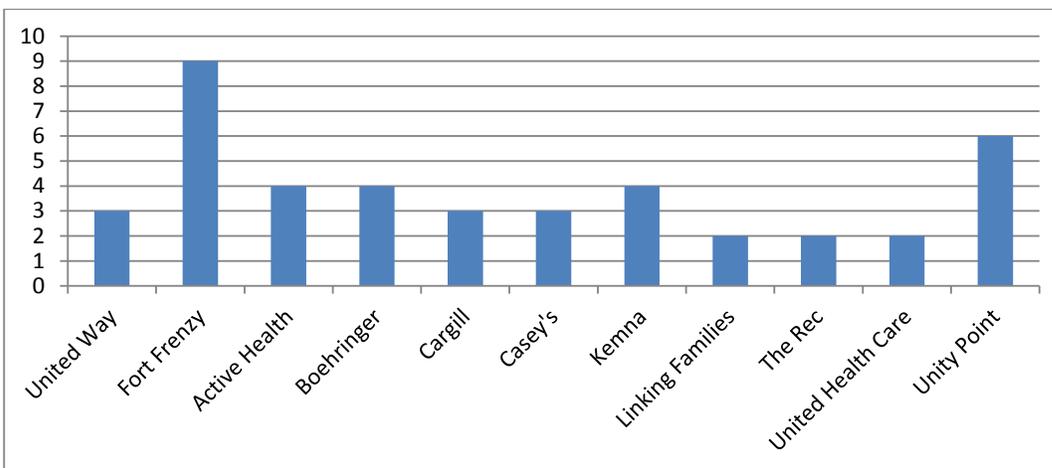
**\*By attending KIDZMANIA, did you learn about or learn more about any of the community programs, resources and businesses that were there? (40)**



**\*Have you contacted, enrolled, participated or done business with any of the organizations that had booths at KIDZMANIA? (40)**



**\* What sponsors do you recall from the event? (23)**

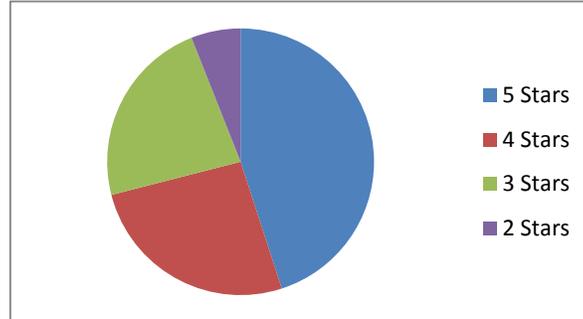


**\*\*Supporting sponsors were all named once and digity was mentioned 5 times.**

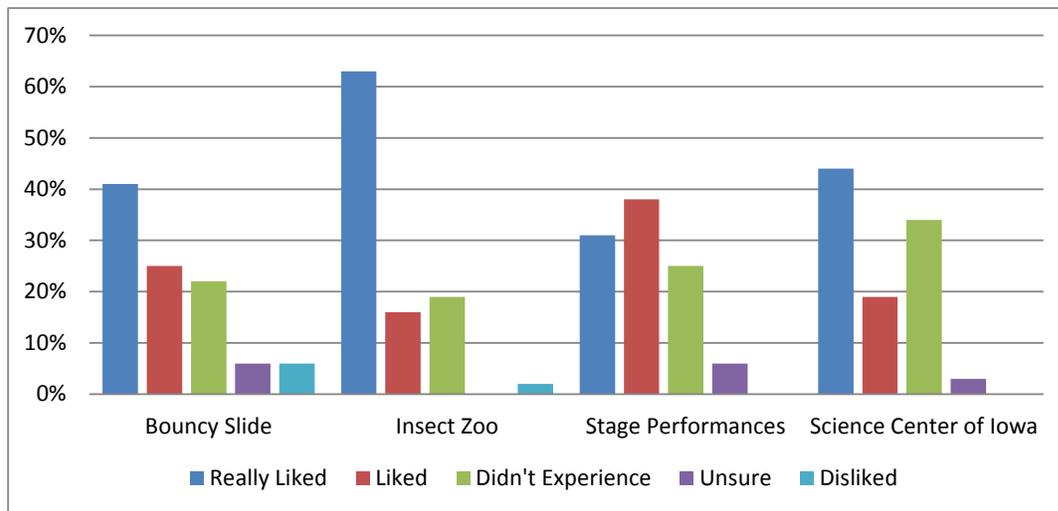


# 2014 PARTICIPANT SURVEY RESULTS

\*Overall, how satisfied were you with KIDZMANIA? Rate from 1 (poor) to 5 (excellent). (31)



\*Rate each of the following (32):





# 2014 PARTICIPANT SURVEY RESULTS

## \*What did you/your family like most about KIDZMANIA? (21)

- all
- The insect zoo
- Spending time with our family.
- My kids had amazing time with all the things they were able to do. They came home and told their dad all about it and made the bird feeders they got. You even had things my almost 2 year olds enjoyed I loved that
- My kids love the insect zoo. It is set up nicely so many people are able to view at the same time. My son loved being able to put the tire on and off the car set up. I like the opportunity for kids to see occupations and the importance of attending school/college in order to peruse them! Career-college readiness is so important and I like how it is incorporated into KIDZMANIA.
- I have a 2 year old so everything fun for her like the insect zoo, bouncy slide, tattoos, balloons and entertainment. It was a good time.
- The bouncy slide and face painting.
- Insect zoo and slide.
- The activities for the kids. The hot dogs were a nice bonus.
- My kids age from 3-11 and even my 11 year old had fun with the variety of booths and interesting things to see and do.
- The Stage shows and that everything was free
- The stage performances, MCAC, Hollingsworth. The science center science items, Mama bear and papa bear.
- CY & Cheerleaders, Bug Zoo Balloon animals.
- We enjoyed the fire house and touring the fire truck.
- Things for kids to do.
- The different games and activities.
- I attended with my daughter and three of my grandchildren ages 7 and under. One of my grandsons and I spent a great deal of time at the bug zoo where he "petted" a tarantula and had to look and read about each exhibit. All of the children liked Community & Family Resources art creation activity, the Boy Scouts tent and exhibit, the many Iowa Central program activities. The balloon artist was a hit with all my grandchildren and I believe the man deserves a gold star for his wonderful creations. The overall success of the day would be a 5 from the variety of activities and the expense--nonexistent for participants. (I put this in because on the previous screen I had difficulty with the overall score and wanted to be sure to have that it was a 5 star day included.
- Insect zoo
- Insect zoo & balloon guy
- Candy, strawberry banana smoothie blender bike, Cy the Cyclone and ISU Insect Zoo.
- It brings our community together.



# 2014 PARTICIPANT SURVEY RESULTS

## \*What did you like least? (20)

- none
- There wasn't much order for lines.
- Nothing
- The long lines for many of the events. I know that is somewhat out of your control with the number of families that attend.
- The lines for the balloons and slide.
- The lines.
- Very long lines wanted Herky to stop and take a picture with us.
- How long the wait was for the bouncy slide.
- Long lines and lots of waiting for small kids. Popular booths like the balloon animals , face painting, and especially the bounce slide should have multiples, so line go faster and kids can ride more than once.
- The long line for the bouncy slide so my kids couldn't do it and we never knew about the insect thing.
- The booths were too crowded together and you couldn't get to the activity you wanted to do.
- The line on bouncy slide.
- There were some tables we weren't able to visit because they were too crowded.
- The craft booths where kids could make things there were a lot of those need to cut those down and only have a few of those crafts for kids.
- Too many people and a lot of booths just passing out candy.
- Probably the fact that there were so many things to see and do but impossible to get to everything before the grandchildren tuckered out.
- The time it took to wait for a balloon animal.
- Chaos, hard to navigate.
- Nothing (2)

## \*How do you think KIDZMANIA could be improved? (20)

- ??
- Make entrance/exit lines for bigger attractions like the bouncy slide
- Maybe more space for a double stroller side by side could get through without worrying about hitting someone.
- My kids were a bit disappointed they were not able to get a balloon Creation. The lines for this are so long and with small children, they just could not stand still that long. Is there any way in the future to have several premade so if a family with four kids came up he could



# 2014 PARTICIPANT SURVEY RESULTS

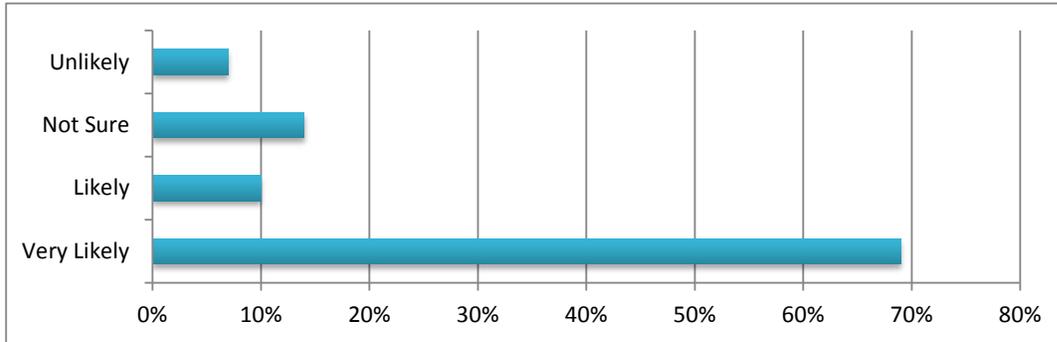
make one in front of them and they have 3 more already made to hand to the four children instead of making four in a row for the family? As a parent, I did not know where we were supposed to start. The parking lots were packed so we came in near JCPennys. We spent the first 20 minutes trying to get through people to find the head table. I don't remember seeing this on the flyer my children brought home from school. Over all this was an amazing event, thanks for all you do!

- Entertainment by the lines when kids are waiting for distraction :) (someone walking around completing balloon animals, giving tattoos, clowns, etc.)
- Have lines better organized. It was crowded and hard to get around in some areas.
- More activities less booths.
- Management of the lines for waiting. More than one balloon artist.
- Stated above.
- Have it longer hours than the couple.
- I think everybody worked hard on making this happen and they did an awesome job. Thank you!
- A few more kid friendly businesses.
- You could encourage people to move on when others are waiting. Some tables seemed to allow some people to linger longer than necessary because of the activity they had set up.
- Could be improved by have like more other vendors out there for kids and parents like example like 31, Tupperware, and wood crafts that has like magnets for fridge and other wood frames ,and more other vendors like that and the crafts for kids to do have less for a lot of those lines took too long and had to wait long before could do a craft and more balloon artist to make balloon animals and thing for kids for the two that were there, there was a long line for each so have more balloon artist out there and have time go longer for like example let say a child gets a balloon and it should come apart can maybe go back and get it fixed so have it go a little longer the one that had the hot dogs that was good need to do more booths like that and have more food vendors and then if having more bouncy slides have another one for the one this year line was long and had to wait long so have another one next year and then more business to sign up for things and to offer discounts or something at those too and good deals to those places too and the entertainment cut that down and have games for kids that can earn prizes or something for kids to earn at the games.
- I think you should try two days over a whole weekend if possible. I know that would be harder but there are just too many people to enjoy everything.
- I don't have any suggestions. My husband is a member of Golden K and stayed for the entire time and I know they had trouble with power because of cooking all the hot dogs and the vending machine using so much power. They had to unplug the pop machine to keep their rosters going,
- Get more things/activities for children to do.
- More candy, free pizza, more fun and cake.
- Try to get new booths every year.

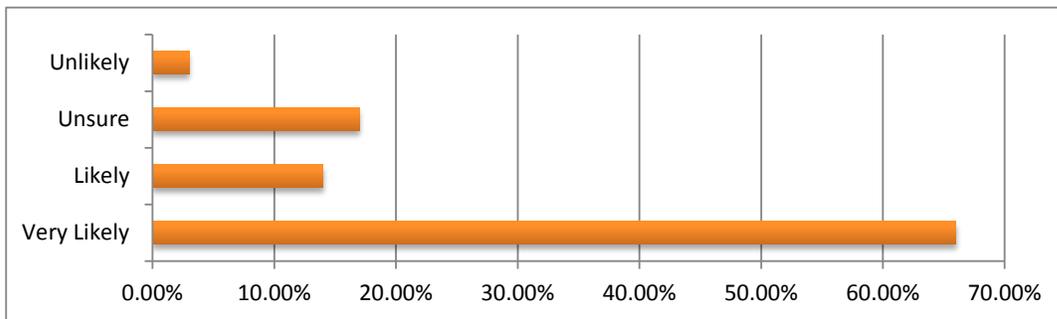


# 2014 PARTICIPANT SURVEY RESULTS

**\*How likely are you to attend KIDZMANIA next year? (29)**



**\*Would you recommend KIDZMANIA to family and friends? (29)**



## Testimonials (5)

- I think KIDZMANIA was fantastic! My kids did get to enjoy it for the things they got to do and I'm glad I found out about it.
- Awesome activities and performances for the kids. Will definitely bring my family to attend the next KIDZMANIA!!
- KIDZMANIA I think was a great event. My children were very excited to see CY & the ISU Cheerleaders around the event & get their pictures taken with CY. My kids' last stop was the balloon animals. We had a great family outing without spending money. Thank you so much to Linking Families and Communities and all the businesses that took time out of their schedules to put this on.
- Hopefully next year is even funner!!!!!!!!!!!!
- KIDZMANIA was a blast! I cannot wait for next year! All families should come to family friendly KIDZMANIA!