

# wayzata ART EXPERIENCE

## 6<sup>th</sup> Annual Wayzata Art Experience Feedback Survey

Thank you for your participation in the 6<sup>th</sup> Annual Wayzata Art Experience! Please take a few moments to fill out this short survey and return it to the Wayzata Chamber Office.

If you would like to do so, feel free to leave your name: \_\_\_\_\_

1. Approximately how many art shows have you participated in during your career?

- Less than 10  
 11-50  
 51-100  
 Over 100

2. Have you participated in the Wayzata Art Experience before? \_\_\_\_\_

3. If you are a past participant, do you feel this year's show was better, worse or the same as previous years you have participated? \_\_\_\_\_

4. Type of Media? \_\_\_\_\_

5. Overall, how would you rate the Wayzata Art Experience as a 6<sup>th</sup> year event?

- Excellent  
 Good  
 Average  
 Poor

6. Approximately what were your dollars sales at the Wayzata Art Experience? \_\_\_\_\_

7. This year's planning committee used the following promotional tactics:

- Postcard mailing to 5,000 households – income \$125,000 + in the Lake Minnetonka Area
- Multiple postcard distribution to all Wayzata Businesses
- Cable Television Advertising on CNN, FOX News, HGTV, BRAVO and TLC
- Print and Online Advertising with Minneapolis/St. Paul Magazine
- Advertising with the Star Tribune
- Advertising with Vita.MN Magazine
- Advertising with Lakeshore Weekly News
- Advertising with [www.Wayzata.com](http://www.Wayzata.com)
- Press Releases to multiple local and Twin Cities wide based media outlets
- Event Signage throughout Wayzata in the weeks leading up to the event
- Wayzata Chamber and City of Wayzata Communications

(Continued on Reverse)

What other specific advertisements would you like to see in the future?

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8. Please check - agree/disagree with the following statements about the WAE:

	Completely Agree	Agree	Neutral	Disagree	Completely Disagree
Overall, the quality of art and artists was high					
The WAE is a good size					
The WAE could not support more artists					
There was a wide variety of art available					
Downtown Lake Street was a good location					
The date was too early in the season					
The WAE was well organized					
The WAE was well run					
Any complaints I had were dealt with quickly					
I would return to WAE					

9. Please list any other comments about the Wayzata Art Experience you feel will help us in the future: \_\_\_\_\_

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**THANK YOU FOR YOUR FEEDBACK!**

Please Return to the Greater Wayzata Area Chamber of Commerce Office:

Wayzata Art Experience  
 Attn: Andrea Bader  
 402 E. Lake Street  
 Wayzata, MN 55391  
 Fax: 952.473.6266  
 abader@wayzatachamber.com