

General Event Evaluation Form:

1). Please rate the extent to which you feel the performances were of the quality expected for First Night Williamsburg: (Circle one)

Excellent Good Fair Poor

Comments: _____

2). What style of music or type of performer would you like to see in the future? Check no more than three.

- | | |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Big Band | <input type="checkbox"/> Bluegrass |
| <input type="checkbox"/> Blues | <input type="checkbox"/> Classical |
| <input type="checkbox"/> Country | <input type="checkbox"/> Folk Music |
| <input type="checkbox"/> Gospel | <input type="checkbox"/> Irish Celtic |
| <input type="checkbox"/> Jazz | <input type="checkbox"/> Swing |

Other: _____

3). How can we best improve your First Night experience? Check no more than two.

- More new children's programs
- Clear room after each performance
- Increase time between performances
- More teen performances
- More food vendors
- Buses run more frequently
- Have a second swing band group

Other: _____

4). Was this a good value for your button price? (Circle one) Yes No

Comments: _____

5). Have you been to First Night here in Williamsburg before? (Circle one) Yes No

Will you return to First Night next year? (Circle one) Yes Maybe No

How far did you travel to get here? _____ Miles

Where is home? City _____

State _____

6). Did you find the maps and signs adequate? (Circle one) Yes No

Comments: _____

7). Were the First Night buses helpful in getting to your destination? (Circle one) Yes No N/A

Comment: _____

- 8). How did you hear about First Night? (Check all that apply)
- | | | | | |
|---|---|---|--|--------------------------------------|
| <input type="checkbox"/> VA Gazette | <input type="checkbox"/> The Yorktown Crier | <input type="checkbox"/> Toano Norge Wkly | <input type="checkbox"/> WMBG 740 | <input type="checkbox"/> Daily Press |
| <input type="checkbox"/> Cox LNC TV 5 | <input type="checkbox"/> Rack card | <input type="checkbox"/> Local Business | <input type="checkbox"/> Word of mouth | <input type="checkbox"/> WVEC TV 13 |
| <input type="checkbox"/> Observing the event while visiting in town | | | | <input type="checkbox"/> Internet |

Other: _____

9). Were food and drinks enjoyable? (Circle one) Yes No Unable to Judge

Where did you eat? _____

How did you feel about the price value of your
Food? (Circle one — 1- very good and 5- too high)

1 2 3 4 5

Comments: _____

What kind of food would you like to have available? (Check all that apply) — BBQ

- | | |
|--|--|
| <input type="checkbox"/> Chicken | <input type="checkbox"/> Cold sandwiches |
| <input type="checkbox"/> Fountain drinks | <input type="checkbox"/> Hamburgers/hot dogs |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Mexican |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Soup |

Other: _____

10). Have you ever visited the First Night website? www.firstnightwilliamsburg.org. (Circle one) Yes No

11). Which program did you enjoy the most?

12). Was there a program you believe did not meet the high standards of First Night? If yes, identify the program below.

13). How many different programs did you attend? _____ Plan to attend? _____

Additional Comments:

Note: First Night Williamsburg needs volunteers to host a successful New Year's Eve event. All volunteers receive free admission and have lots of fun. Visit our website to learn about volunteer opportunities. Consider volunteering during a First Night event in the future.

If you are interested in serving as a volunteer, complete your personal information on the back side of this form