

<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Own
<b>4. How long have you been in business in your current location?</b>	6.5 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Neutral Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	N/a since we are outside the "Old Town" area. Any traffic is great for all businesses.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very
<b>11. What do you like most about the events?</b>	People out and about in Tomball. Not a ghost town any longer.
<b>12. Does your business stay open later for the events?</b>	We have
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Slower days...Thursday, etc

**17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.** Quarterly

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**18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?** No

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**19. What are the biggest hurdles you find as a downtown business as it relates to the events?** N/a

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**20. How do you make the events work for your business? (do you do something different within your location during events?)** We advertise that we are a part of the event

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**21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?** Communication

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**22. In what ways do you think the event could be improved to better support your business?** N/a.

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**23. Do you have any other comments, questions or feedback you would like to share?** No

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<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	24 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	20 to 30 %
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	very satisfied
<b>11. What do you like most about the events?</b>	The fun with the shoppers ..They are Happy events
<b>12. Does your business stay open later for the events?</b>	yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Summer Party - June 17, 2023 (Saturday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yrs I will be this is the most successful thing in Tomball for my business
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday evenings

<p><b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b></p>	<p>Monthly</p>
<p><b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b></p>	<p>No</p>
<p><b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b></p>	<p>Getting all the food etc ready for the event</p>
<p><b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b></p>	<p>I give discounts and have great refreshments</p>
<p><b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b></p>	<p>I think the word is out when they get stamps and then get free items for restaurants All the restaurants are packed during this event</p>
<p><b>22. In what ways do you think the event could be improved to better support your business?</b></p>	<p>I love it how it is</p>
<p><b>23. Do you have any other comments, questions or feedback you would like to share?</b></p>	<p>I love this event Kudos for Megan thinking up this idea</p>

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Own
<b>4. How long have you been in business in your current location?</b>	4 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	1000% from 0 Dallas days to \$1000 days on event days
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	The new customers that see our shop
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	The other shop owners are kind of dumb
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We invite people in as the walk by
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Shops can be nice to one another and stop being petty and jealous about who be
<b>22. In what ways do you think the event could be improved to better support your business?</b>	If we could remove Jayden maybe and covy and birds of a feather it would be less drama
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	Could you see about getting Germans fest to spread out around town

<b>2. What best describes your business?</b>	Other: Art gallery
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	14 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	200
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very
<b>11. What do you like most about the events?</b>	300 + guests went through the gallery (opposed to 70) that day
<b>12. Does your business stay open later for the events?</b>	Yes, however the gallery has closed due to a very large increase in rent
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) Summer Party - June 17, 2023 (Saturday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	The gallery has closed. So, no...
<b>16. What day of the week do you prefer the events to occur?</b>	Saturday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Getting the marketing materials (cups, signs, etc, from Sip Hip Hooray.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We display artwork outside, in front of the gallery.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Display some in the inventory outside, to entice guest to come in.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	A starting point and an ending point clearly mapped out.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	Better parking



<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	3 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Somewhat Agree Understood the events = Disagree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	40% increase on an average Thursday - 10% increase on a Saturday
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very dissatisfied
<b>11. What do you like most about the events?</b>	The increase in sales, customers, we all enjoy these evenings!
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Galentines - February 9, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	St. Patrick's Day - March 11, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes, as long as under another organizer or company. I will not participate if Meagan Morris is in charge.
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday & Sunday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Not receiving flyers until the day before event, the event being the same thing every month, the expectation of alcohol, customers being open about hosting business over serving, customer's expectations of alcohol, business owners not having a say especially over legal liabilities
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	I knew the summer event being on a holiday week would not be a good turnout, so I created a summer sale event to bring more people to my store
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Yes, I have a long list of ideas!
<b>22. In what ways do you think the event could be improved to better support your business?</b>	A committee to vote, various themed events, controlled alcohol, TEDC to host alongside with a local marketing company.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I believe these events should continue and have been a wonderful thing for our community, with the exception of comments mentioned above. In my personal opinion, these events would be safe and successful under another business owner or company.

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	4.5 yr
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Somewhat Agree Enjoyed the events = Agree Understood the events = Somewhat Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	20-40%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very
<b>11. What do you like most about the events?</b>	Bring more people and new visitors
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Back to School - August 24, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes of course
<b>16. What day of the week do you prefer the events to occur?</b>	Thurs or Fri

<p><b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b></p>	<p>Quarterly</p>
<p><b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b></p>	<p>No</p>
<p><b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b></p>	<p>Balancing the amount invested and discounts offered vs. the sales volume. Lately that has declined and more and more people are not making purchases</p>
<p><b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b></p>	<p>Offer something different every time- different refreshments, different sales, etc so visitors don't always get the same thing</p>
<p><b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b></p>	<p>Block themes, promote each other to visitors,</p>
<p><b>22. In what ways do you think the event could be improved to better support your business?</b></p>	<p>A little less often to build anticipation, themes to keep it interesting ( white linen night, etc)</p>
<p><b>23. Do you have any other comments, questions or feedback you would like to share?</b></p>	<p>Like the stamp or scavenger hunt format to entice visitors to go all over the area. Would like to see the city promote with banners or signage like what you see for parades and German fest. Maybe some flyers we can put in customer shopping bags the whole month prior to event.</p>

<b>2. What best describes your business?</b>	Other: Retail and bar
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	9 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	More than 100% on average
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Completely satisfied
<b>11. What do you like most about the events?</b>	The opportunity to meet other business owners and expose our business to new customers.
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Mother's Day - May 11, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes. Absolutely
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday or Saturday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Parking for customers and other businesses not participating
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Extend weekday hours, advertise on social media and schedule more staff
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Businesses can recommend other businesses to customers
<b>22. In what ways do you think the event could be improved to better support your business?</b>	If more businesses would open to the event and extended their hours their would be more foot traffic
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	No

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	10 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	30-40%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	They bring our community together and give to our customers
<b>12. Does your business stay open later for the events?</b>	Yes ma'am til 9:00
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Mother's Day - May 11, 2023 (Thursday) Summer Party - June 17, 2023 (Saturday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes maam
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	No public bathrooms, no signage and no trashcans
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We have our beverage center outside of our store
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	I believe you have to want to support the community and remember that events aren't always what we might want however, they bring our community together for the good and that's what's most important.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	I did like the block rep idea
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I want what is best for our town and community and will support anyway I can



<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	5
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	More than double . We do a Saturdays worth of sales in the 4 hour Thursday event.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Neutral...info was late in coming and hard to reach the person in charge
<b>11. What do you like most about the events?</b>	Increase in sales
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

<p><b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b></p>	<p>Quarterly</p>
<p><b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b></p>	<p>No</p>
<p><b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b></p>	<p>Attracting or drawing customers to our area. We have found that the open bar and partying at some stores attract lots of people, but we are modest about what we provide. Sometimes people came in just for wine and when found out we were out, they were not happy and left.</p>
<p><b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b></p>	<p>Yes, provide food as well as beverages, and provide a gift upon purchase.</p>
<p><b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b></p>	<p>Our area could meet and come up with entertainment or something exciting to have going on in our courtyard to attract customers.</p>
<p><b>22. In what ways do you think the event could be improved to better support your business?</b></p>	<p>Not sure, but communication within our group of stores and owners meeting to try to provide something in our area to attract customers, entertainment oriented.</p>
<p><b>23. Do you have any other comments, questions or feedback you would like to share?</b></p>	<p>If each small area would have a group and a representative to share what we are doing with a committee and the businesses got together to talk, agree, and divide up jobs so each area provided something to attract customers to our site besides the booze. The booze emphasis is really too much. I noticed the name change from Sip and stroll to "shop" and stroll. If someone gets hurt because they are drunk, and they get drunk, what is the store liability? They walk across main street, drunk, over to market st and back. If there is an accident, are we all liable because we served alcohol with no limit?.</p>

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	18 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Somewhat Agree Enjoyed the events = Somewhat Agree Understood the events = Somewhat Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	30 - 50 %
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Not consistent
<b>11. What do you like most about the events?</b>	New attendees
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) Mother's Day - May 11, 2023 (Thursday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Depends on the leadership
<b>16. What day of the week do you prefer the events to occur?</b>	Depends on time of year

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Restroom facilities
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Always
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	I think they do great.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	New leadership
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	<p>Since these events started, many have been unnecessarily subjected to rude, unprofessional comments via social media, group texts and emails from Meagan Morris. She is not a team player. She enjoys creating division by lying and publicly humiliating participants who may not always agree with her. She is a bully. Regarding the alcohol, many do over serve including Mrs. Morris. The event has become more about the party, too much drinking vs shopping. I feel this event has been over done and we need to create new ideas. Sadly, Mrs Morris has created division vs a community spirit.</p>

<b>2. What best describes your business?</b>	Other: Gelato - Coffee drinks
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	2 years - 2 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	20% to 40%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	Brings in new people
<b>12. Does your business stay open later for the events?</b>	yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday or Saturday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	My location
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Drawings for prizes
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	I thought the "Passport" event was great! The people seemed to have alot of fun and the retuarants got more visibility
<b>22. In what ways do you think the event could be improved to better support your business?</b>	not sure
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I appreciate all the hard work from Sip Hip Horray! Great signage etc.

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	1 yr at 110 commerce and 1yr at 314 commerce
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Somewhat Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	50% increase
<b>9. Did you receive all the information that you needed prior to the events?</b>	No
<b>a. If not, what was lacking?</b>	We typically don't receive the cups, posters, flyers and yard signs until the week of the event
<b>10. How satisfied are you with the overall event organization?</b>	Love the event. I don't love that we don't get the flyers or marketing materials in advance to really help push the event in person. As a store I usually promote 4-2 weeks before an event and I can't do that if I don't have the material till the week or even the day before the event. I do wish there was a little more open communication about the event and marketing to understand how it is working and what we can do to make the event better.
<b>11. What do you like most about the events?</b>	I love seeing all the life downtown! The foot traffic downtown is great during the events.
<b>12. Does your business stay open later for the events?</b>	yes. We are only open 10-5 so we have to open specifically for the events.
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)

<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday
<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Saturday events are a challenge as it really draws the wrong crowd.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Its a great way to introduce your store to new customers. I sometimes offer a one time sale during the event.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	We really need restaurants to stay open later on these nights!
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Would love to have the materials in advance to promote the event.



**23. Do you have any other comments, questions or feedback you would like to share?**

I think the biggest misconception from the start was that it was a town event and we would really all listen and work together to advance the event. I think when businesses have had concerns or questions it is taken as questioning the event and therefore not in favor of the event which I don't believe is the case. Since our first meeting with edc, I learned that because of the grant structure this is Sip Hip's event and so from that point on I really don't feel like I can voice a concern because ultimately she is the one burdening the event. So really it's her event and we are just apart.. whether that is good or bad it really doesn't matter. In the end the event is a great event and yes they need to continue. Communication needs to be done via email only. There should be quarterly meetings to discuss not only this event but future events. As a newer store I am so over the drama I want a collective and leader that is focused on creating a community of businesses. I want to help in anyway to support any business or event. I would love to see the attacking and the sarcasm online to stop.

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<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	2.5 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	At very least 3 times declining on which sip and stroll
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	The sales
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Any day

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	I am a very small shop. I have to move my store around to accomodate all the shoppers
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We sever champagne and Jell-O shots, decorating and dressing up for the theme.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Maybe off discount coupons to restaurants and shops that we send to
<b>22. In what ways do you think the event could be improved to better support your business?</b>	For me it's perfect
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I need these events in order to keep the doors open at my struggling business on Main Street.

<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Own
<b>4. How long have you been in business in your current location?</b>	6.5 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Neutral Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	N/a since we are outside the "Old Town" area. Any traffic is great for all businesses.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very
<b>11. What do you like most about the events?</b>	People out and about in Tomball. Not a ghost town any longer.
<b>12. Does your business stay open later for the events?</b>	We have
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Slower days...Thursday, etc

**17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.** Quarterly

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**18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?** No

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**19. What are the biggest hurdles you find as a downtown business as it relates to the events?** N/a

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**20. How do you make the events work for your business? (do you do something different within your location during events?)** We advertise that we are a part of the event

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**21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?** Communication

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**22. In what ways do you think the event could be improved to better support your business?** N/a.

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**23. Do you have any other comments, questions or feedback you would like to share?** No

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<b>2. What best describes your business?</b>	Other: Flower Shop
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	7 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Neutral Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Somewhat Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	Minimal. But it's good fun and decent advertising.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	I love a community event! It's super fun for the people who love Tomball to get to come out and enjoy it with all the shop owners who also love Tomball!
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	My block of Commerce St. doesn't have lights or sidewalks. We definitely don't get incidental foot traffic- we have to be really intentional about advertising that we're participating ahead of time or nobody makes to our part of town.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We don't participate in every event because the nature of our business requires we do something special outside of our daily workload. But by picking and choosing a few of them and overlapping with flower-centric holidays, we do well! We also always invite other businesses to pop up, so our shop has plenty to offer attendees.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	No
<b>22. In what ways do you think the event could be improved to better support your business?</b>	We would love to have the cards/maps ahead of time so we can pass them out to customers as advertising.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	We love these and think they are great for the community- even if it doesn't work for our business to participate every time, we still think they are great!

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	5 Years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Neutral Sales on event days = Neutral Exposure to new customers = Neutral
<b>6. These events</b>	Have a positive impact on my business = Neutral Have a positive impact on my block = Disagree Have a positive impact on Old Town = Disagree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Disagree Enjoyed the events = Agree Understood the events = Disagree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	At first there was a noticeable increase, however as time has passed that increase has gone.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Marginal
<b>11. What do you like most about the events?</b>	N/A
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Weekdays are best.



<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Staffing and staying open as
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We drive the message through social media and stay open for the duration of the event.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	No politics have gotten in the way and many people can not stand differing opinions.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	There are far too many of these, as the old saying goes "All things in moderation" . Precious metals are extremely valuable because of there scarceness. As things become attainable, the value goes down. Sip and Strolls while they could be a good thing, but no longer stand out in a crowd.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I think the Sip & Strolls could be a good thing, but there's far too many. Also, there's too much focus on booze and not the intended message shop Tomball. I understand the name "Sip", however it seems there is now more of a focus on "Sip" and not the shop.

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Own
<b>4. How long have you been in business in your current location?</b>	8 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	+501.65%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very Satisfied
<b>11. What do you like most about the events?</b>	1. The exposure for not only our business but the overall exposure to Old Town Tomball 2. The increase in our revenue dollars has allowed us to reinvest into our business by expanding our sales floor space, cosmetic improvements, increasing our inventory as well as setting aside additional funds for exterior improvements for 2024.
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday) Back to School - August 24, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	YES!!!

16. What day of the week do you prefer the events to occur?	Thursday
17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.	Quarterly
18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?	No
19. What are the biggest hurdles you find as a downtown business as it relates to the events?	The events themselves don't present any major hurdles. The "squabbling, bickering & fighting" amongst certain business owners that goes on leading up to and after the events is extremely disheartening. For someone who watches from the outside, it's very challenging when personal issues and conflicts begin to affect something that should be focused on business and the overall health and growth of Old Town Tomball.
20. How do you make the events work for your business? (do you do something different within your location during events?)	We bring in pop-ups during the events. We have a "Med-Spa" come in and have had a "Hat Bar" come in. We are looking to add a "Permanent Jewelry" pop-up.
21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?	I think that if the restaurants offered a "coupon" for us shop owners to pass out to our customers, it might help draw groups in to the restaurants. Maybe, make it good for that night only or even come in by a certain date. Also, an idea may be for the restaurants to have an "event" menu... where it's more of a grab and go or appetizer type of menu. Something easy for the guests to snack on and enjoy.
22. In what ways do you think the event could be improved to better support your business?	I feel like the promotion online is great and extremely effective. It would be great to receive the signs and flyers at least 2 weeks out from the event.
23. Do you have any other comments, questions or feedback you would like to share?	Overall, these events have had a MAJOR impact on our business. They have allowed us to literally "get the bills paid" but they have more importantly, exposed us to customers that we probably would have never been exposed to. Even at the June event, we heard at least twice that "I had no idea all of this was here" when speaking about their first visit to Old Town Tomball.

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	11 years total in Tomball, 4 1/2 at our Market St location
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	We normally at least double, if not more our sales on a Sip & Stroll day
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	I feel like the organization is good. I know its a lot to do and I feel like it goes as smoothly as it can.
<b>11. What do you like most about the events?</b>	The increase in revenue \$\$\$ and we like to see so many people coming out to support our community.
<b>12. Does your business stay open later for the events?</b>	Yes, we typically close at 5:00 and are open until 9:00 for the events. I think the events should always be after hours and not on Saturdays when everyone is already open. The events should be in addition.
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes.
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday evenings.

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	The restaurants don't all stay open until 9:00 or later to accommodate all of these people. That is feedback we get from our customers.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Sometimes, not every time we offer some type of pop up shop. A cookie lady, spa lady or something along those lines to just make it more fun and encourage people to come.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	A few of the resturants do a great job adversting the event but I feel like many of them do not post and advertise the event and they are greatly reaping the benefits.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	I think it should be a quarterly event. Too much, is too much. I do not think we will get the quality type of people most of us are looking for if its too often. You need to make it special and monthly is not special. Most of our regulars already do not come b/c it is so busy and crazy. We will not particapte on a monthly basis.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I would like to see the event continue on a quarterly basis, Galentines, Sometime around Mother's Day (the 2 summer events are enterly too hot, who wants to walk all over Tomball when its 100 degrees for 3-4 hours, something in Sept/early Oct and then Christmas.

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	7 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Somewhat Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	30% increase during regular business hour events.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	It's a hard job and I appreciate the hard work. My one suggestion is to get the flyer out earlier. The flyers are very nice and it seems like a waste to get them two days before hand.
<b>11. What do you like most about the events?</b>	My employees like working them.
<b>12. Does your business stay open later for the events?</b>	Yes. We follow the hours of each event.
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Mother's Day - May 11, 2023 (Thursday) Summer Party - June 17, 2023 (Saturday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes.
<b>16. What day of the week do you prefer the events to occur?</b>	I like Thursdays and Saturdays

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Safety. Customers walking on Main St. at night. It get mighty dark on Main St.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Serving prosecco and rose is our go-to. Sometime we will host pop-ups as well.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	No suggestion here
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Getting the flyer out sooner would be great. We would love to pass them out in bags the week before the event to customers.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	We seem to have a gentleman who likes to stir the pot with Tomball Business owners, pls consider the source when listening to him. He does not speak for all of us even though he claims to.

<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	3 years 8 months.
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	+25%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very
<b>11. What do you like most about the events?</b>	Brings people in to discover what old town has to offer
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday



**17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.** Quarterly

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**18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?** No

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**19. What are the biggest hurdles you find as a downtown business as it relates to the events?** Parking

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**20. How do you make the events work for your business? (do you do something different within your location during events?)** Have a special and stay open later

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**21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?** Quarterly meeting

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**22. In what ways do you think the event could be improved to better support your business?** All shop participation

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**23. Do you have any other comments, questions or feedback you would like to share?** Thanks for doing this.

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<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	1994
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Neutral Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	Hard to measure
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Somewhat
<b>11. What do you like most about the events?</b>	Meeting potential new customers
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

**17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.** Quarterly

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**18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?** No

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**19. What are the biggest hurdles you find as a downtown business as it relates to the events?** Parking

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**20. How do you make the events work for your business? (do you do something different within your location during events?)** We offer sales/discounts and refreshments.

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**21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?** Not sure

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**22. In what ways do you think the event could be improved to better support your business?** Not sure

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**23. Do you have any other comments, questions or feedback you would like to share?** None at this time

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<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	15 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Neutral Sales on event days = Neutral Exposure to new customers = Neutral
<b>6. These events</b>	Have a positive impact on my business = Neutral Have a positive impact on my block = Neutral Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Somewhat Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	NA
<b>9. Did you receive all the information that you needed prior to the events?</b>	No
<b>a. If not, what was lacking?</b>	We would help them advertise if we had more notice.
<b>10. How satisfied are you with the overall event organization?</b>	It's a great idea for businesses. But it should be centered around shopping not everyone getting drunk for free. It's a huge TABC liability for businesses participating. Need a safer way to get across 2920 and regulate the amount of alcohol served and checking IDs and customers can't leave with their drinks. Start at one store gives 2 or 3 tickets and wristbands. Needs bylaws, a committee and businesses could turn in their sales tax generated to committee to show which businesses are benefiting as well as the cost they had to put into event to purchase drinks/snacks etc... We have to prove to our grants that our businesses were helped by the grants. weist
<b>11. What do you like most about the events?</b>	It brings people into Tomball and helps our small community.

<b>12. Does your business stay open later for the events?</b>	Not applicable. Our Farmers Market runs on Saturdays and 2 Wednesdays Evenings a year and one Tues. The way the focus is no oversight on the alcohol consumption makes it impossible for us to be part. We are just like the German Fest in that yes someone can drink a glass of mead or wine on-site but they can't leave our area that is barricaded off with their open beverage. This is TABC regulation as well as follows our contract with the City that requires us to follow all local, state and federal regulations.
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Not the way it's organized now. But we are open to help them how we can if they want information on how we structured our organization. We told them they could email our board for assistance.
<b>16. What day of the week do you prefer the events to occur?</b>	I think the Thursday are great.
<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	Yes
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Organization, being supportive and kind to one another and emphasizing shop and stroll not Sip and Stroll.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	When we see advertisements we try to share or if asked by the organizers.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Have a scavenger hunt. Have a committee the shops can turn to and oversight for the events. Are the area restaurants benefiting from alcohol sales when event goes on can get free drinks? It shouldn't be about the free alcohol. It's supposed to be Shop Tomball support small businesses including the restaurants. Shops can advertise drink specials at Weird Sister or Fire Ant so food businesses benefit too. A lot of their sales and profit come from alcohol sales.

**22. In what ways do you think the event could be improved to better support your business?**

Making it safer and no longer a liability issue for the businesses, event goers and the City should be paramount. What I have seen when we go is people who get upset (few shopping bags) because a store doesn't offer enough selection of alcohol or strong enough alcohol. They get mad and one woman said your stuff is ugly anyway and they stormed out. Getting drunk for free isn't the goal. If that person who's drunk leaves and gets into an accident or hurt the last business they went into is liable as well as every business participating. It is a \$10,000 dollar fine for over serving and/or 3 months in jail.

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**23. Do you have any other comments, questions or feedback you would like to share?**

Old Town Tomball businesses and restaurants need something like this. It can be made safe and efficient we just aren't there yet. It took TFM 2 years to get all our ducks in a row and make sure we had systems in place to protect the TFM organization, vendors, volunteers, customers and the City. We did it with creating bylaws, handbook rules, creating a board and vendor committees and staff.

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<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	4 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	50% as a new business
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Having headed something similar to this in Old Town Spring we must definitively are not receiving the graphics, signs or maps early enough. The dates are planned very far ahead so therefor the marketing materials should be given much earlier than a few days.
<b>11. What do you like most about the events?</b>	Meeting all the new people.
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes

<b>16. What day of the week do you prefer the events to occur?</b>	Thursday is fine
<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	People getting along. It should be a community wide event. Not one business owner down here knows everything. We all had good ideas and our ideas and suggestions should be considered.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	So far I've hosted a permanent jewelry business in my store.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Discounts. Eat here get a discount here. Even if it's 10% off. I don't understand why we don't do that on a daily anyways.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	So far it's been great. I've only been here for 2 of them.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I personally don't feel like one store owner should head the event. Yes that personal is doing all the works and I recognize that as I've done it before but they also benefit from it the most because everything is done and advertised under their business. I feel strongly about the TDEC heading it and the WHOLE town benefits from the advertising and not just one shop. I also think those who have been in charged need to share more details. Not because I'm nosey but because I want to know what they did to make it work and be so successful. I will be so sad if these events stop. I think it's amazing for town and has allowed me to survive just moving here during this slow season. I'm so thankful for this event because had I not been here for two of them so many people would have no idea that I am even here. I sure hope these events continue.



<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	Almost 1 year
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	During events a 50-80% increase in sales during event day!
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	I think it's vital! And I enjoy every one!
<b>11. What do you like most about the events?</b>	Increased traffic and increased exposure
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Absolutely yes
<b>16. What day of the week do you prefer the events to occur?</b>	I am open to Thursday or Saturday they both work for us

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	Yes
<b>a. If yes, please specify which items and suggest appropriate quantities for your business.</b>	Cups
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	I haven't experienced any hurdles
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	I provide sips, snacks, and discounts throughout the store
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Maybe restaurants do a taste test of food or something like Pop ups outside or inside some stores.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Advertisement is the biggest help
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I am a new business in Tomball. I have gotten to experience first hand the power of sip & stroll. It has gotten my business name out there much faster than I possibly could have without spending a fortune on advertising

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	1.5 Years On Main, 6.5 Years In Old Town
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Neutral Sales on event days = Increase Exposure to new customers = Neutral
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Disagree Enjoyed the events = Agree Understood the events = Somewhat Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	200%
<b>9. Did you receive all the information that you needed prior to the events?</b>	No
<b>a. If not, what was lacking?</b>	Fliers were late, cup size and qty were inconsistent, maps were inaccurate.
<b>10. How satisfied are you with the overall event organization?</b>	Input and feedback from store owners was rarely considered. Communication with participating business was inconsistent. Feedback was ignored and not received.
<b>11. What do you like most about the events?</b>	Additional sales
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes

<b>16. What day of the week do you prefer the events to occur?</b>	Typically Thursday
<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	Yes
<b>a. If yes, please specify which items and suggest appropriate quantities for your business.</b>	Cups- 100 would suffice.
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	The audience and custome profile is inconsistent.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We bring in small businesses for pop ups in our store
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	No
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Don't dismiss feedback and ideas from store owners
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	These events are good for the retail businesses in Old Town. BUT the program needs oversight from someone that can be diplomatic, open minded and willing to consider others feedback.

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<b>2. What best describes your business?</b>	Other: We are a non-profit ministry with a Coffee Shop Cafe
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<b>3. Do you rent or own your space?</b>	Own
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<b>4. How long have you been in business in your current location?</b>	2018
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<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Neutral Sales on event days = Neutral Exposure to new customers = Neutral
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<b>6. These events</b>	Have a positive impact on my business = Neutral Have a positive impact on my block = Neutral Have a positive impact on Old Town = Neutral
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<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Somewhat Agree Enjoyed the events = Somewhat Agree Understood the events = Somewhat Agree
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<b>8. What percentage increase have you seen in sales at your business during the events?</b>	We are usually closed, so don't have any information to share.
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<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
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<b>10. How satisfied are you with the overall event organization?</b>	I hear it is going really well.
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<b>11. What do you like most about the events?</b>	Brings people out as a community
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<b>12. Does your business stay open later for the events?</b>	No, not at this time, but we may consider it in the future.
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<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Mother's Day - May 11, 2023 (Thursday)
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<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
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<b>15. Do you plan to participate in the events in the future?</b>	If we could staff it, we might.
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<b>16. What day of the week do you prefer the events to occur?</b>	Thursdays or Fridays
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<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	N/A
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	N/A
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Maybe coordinate bites that build a meal? Like each place has a mini course and you go from one cafe to the next building your meal.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Not sure.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	No, but I am grateful. Kelly Hall

<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	1 year and 7 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	on average my sales increase by 45% on all Thursday events. Saturday events are 20%. I much prefer Thursdays.
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	the marketing is amazing, and the event brings in so much business and the energy is fun!
<b>12. Does your business stay open later for the events?</b>	No, we close at 9pm and that seems to be just fine.
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Absolutely. My staff fight for these shifts as they make good money in tips these nights.
<b>16. What day of the week do you prefer the events to occur?</b>	Thursdays are better increased sales. We already have the weekend business in Tomball on Saturdays

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	None, we get increased sales and don't have to do any of the work. its a win win
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Increase staff levels to accommodate guests, we still come out ahead on revenue and profit.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Select captains from each industry to help pass out fliers, posters and cups. Everything else is up to the individual shop owner.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	I think we need to market in all the local papers and neighborhoods. Try and get the news out for an event. Need more awareness outside of downtown.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I would like to volunteer to help keep this event any way I can.



<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	4 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	50% as a new business
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Having headed something similar to this in Old Town Spring we must definitively are not receiving the graphics, signs or maps early enough. The dates are planned very far ahead so therefor the marketing materials should be given much earlier than a few days.
<b>11. What do you like most about the events?</b>	Meeting all the new people.
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes

<b>16. What day of the week do you prefer the events to occur?</b>	Thursday is fine
<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	People getting along. It should be a community wide event. Not one business owner down here knows everything. We all had good ideas and our ideas and suggestions should be considered.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	So far I've hosted a permanent jewelry business in my store.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Discounts. Eat here get a discount here. Even if it's 10% off. I don't understand why we don't do that on a daily anyways.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	So far it's been great. I've only been here for 2 of them.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	I personally don't feel like one store owner should head the event. Yes that personal is doing all the works and I recognize that as I've done it before but they also benefit from it the most because everything is done and advertised under their business. I feel strongly about the TDEC heading it and the WHOLE town benefits from the advertising and not just one shop. I also think those who have been in charged need to share more details. Not because I'm nosey but because I want to know what they did to make it work and be so successful. I will be so sad if these events stop. I think it's amazing for town and has allowed me to survive just moving here during this slow season. I'm so thankful for this event because had I not been here for two of them so many people would have no idea that I am even here. I sure hope these events continue.

<b>2. What best describes your business?</b>	Other: Wine tasting room
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	2 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Agree Have a positive impact on my block = Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	50%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very satisfied
<b>11. What do you like most about the events?</b>	It brings new people out to Tomball
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Halloween - October 29, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursdays are great

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Advertising
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We give discounts as an incentive
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Possibly partner restaurants/bars with a specific shop
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Advertising
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	None

<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	5 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	25%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Satisfied
<b>11. What do you like most about the events?</b>	Increased business
<b>12. Does your business stay open later for the events?</b>	No
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) Mother's Day - May 11, 2023 (Thursday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

**17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.** Quarterly

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**18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?** No

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**19. What are the biggest hurdles you find as a downtown business as it relates to the events?** None

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**20. How do you make the events work for your business? (do you do something different within your location during events?)** Increase staff

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**21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?** No comment

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**22. In what ways do you think the event could be improved to better support your business?** No comment

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**23. Do you have any other comments, questions or feedback you would like to share?** No

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<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	5 years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	25%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Satisfied
<b>11. What do you like most about the events?</b>	Increased business
<b>12. Does your business stay open later for the events?</b>	No
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) Mother's Day - May 11, 2023 (Thursday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

**17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.** Quarterly

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**18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?** No

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**19. What are the biggest hurdles you find as a downtown business as it relates to the events?** None

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**20. How do you make the events work for your business? (do you do something different within your location during events?)** Increase staff

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**21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?** No comment

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**22. In what ways do you think the event could be improved to better support your business?** No comment

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**23. Do you have any other comments, questions or feedback you would like to share?** No

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<b>2. What best describes your business?</b>	Other: Salon
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	September 2022
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Neutral Sales on event days = Neutral Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Neutral Have a positive impact on my block = Agree Have a positive impact on Old Town = Agree
<b>7. Event attendees</b>	Are a good fit for my business = Somewhat Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	Maybe 5%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Pretty satisfied
<b>11. What do you like most about the events?</b>	The social aspect, the energy
<b>12. Does your business stay open later for the events?</b>	No. We did once and people were intoxicated so we decided to not do that again
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Christmas - December 3, 2022 (Saturday) St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Just depends on what changes are going to be made. If we are asked to pay then no.
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday. It's our late night

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	We don't gain a lot of clients. Just exposure.
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We always serve something different from wine, hand out goody bags with samples and candy.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	No
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Idk
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	No

<b>2. What best describes your business?</b>	Retail
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	2 Years
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	<a href="https://www.canva.com/design/DAFr0tTds4s/8yVoDmaXZyGxHKlaeOXC_A/edit?utm_content=DAFr0tTds4s&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton">https://www.canva.com/design/DAFr0tTds4s/8yVoDmaXZyGxHKlaeOXC_A/edit?utm_content=DAFr0tTds4s&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton</a>
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	N/A
<b>11. What do you like most about the events?</b>	Growth for the entire town
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	St. Patrick's Day - March 11, 2023 (Saturday) Mother's Day - May 11, 2023 (Thursday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

<p><b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b></p>	<p>Quarterly</p>
<p><b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b></p>	<p>Yes</p>
<p><b>a. If yes, please specify which items and suggest appropriate quantities for your business.</b></p>	<p>Cups</p>
<p><b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b></p>	<p>Unity</p>
<p><b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b></p>	<p>We hire a TABC bartender and typically invite in a smaller, local business, to do a pop up to help foster those companies as well.</p>
<p><b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b></p>	<p>The passport cards have historically been very helpful and get the restaurants sharing much better during those events</p>
<p><b>22. In what ways do you think the event could be improved to better support your business?</b></p>	<p>Less of them with more impact.</p>
<p><b>23. Do you have any other comments, questions or feedback you would like to share?</b></p>	<p>My concern with the board is if I can be on the board and also apply for funding to help with the event. Also, if I am going to be stuck on a board with unqualified individuals whom bullied their way onto the board. Also, is the board the first step in this becoming another Groovefest?</p>

<b>2. What best describes your business?</b>	Other: Bar
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	8-9 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	300% increase on sip & stroll days!
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	I have loved participating in these events! They are so much fun, drastically increase our sales, and our little business gets so much exposure! I couldn't be happier with the success!
<b>11. What do you like most about the events?</b>	The themes are fun, but I love having more foot traffic than usual!
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday) Mother's Day - May 11, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursdays are great since that's not a day we're usually busy.

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Quarterly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Parking
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We don't usually do anything different other than have free samples and specials.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Having discount cards or offers (when someone makes a purchase at a shop, they can bring that card to the restaurant to redeem).
<b>22. In what ways do you think the event could be improved to better support your business?</b>	I think everything is working perfectly with the current format.
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	These events are very necessary for a new business like mine, especially one not located on Main Street or by the Depot. We've gained so much exposure due to these events, which wouldn't have happened had it not been for these events. I say leave the format as is! We get free cups, signs, maps, and marketing. I have absolutely no complaints! :)

<b>2. What best describes your business?</b>	Restaurant
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	1.5 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	100% Business doubles
<b>9. Did you receive all the information that you needed prior to the events?</b>	No
<b>a. If not, what was lacking?</b>	We were brand new and had just moved in, so nobody's fault
<b>10. How satisfied are you with the overall event organization?</b>	Satisfied
<b>11. What do you like most about the events?</b>	Meeting all of the new people and showing them our space
<b>12. Does your business stay open later for the events?</b>	Yes
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Halloween - October 29, 2022 (Saturday) Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	St. Patrick's Day - March 11, 2023 (Saturday) Summer Party - June 17, 2023 (Saturday) Back to School - August 24, 2023 (Thursday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes

<b>16. What day of the week do you prefer the events to occur?</b>	Thursday or Friday nights
<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	Parking for customers
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	We offer samples and make our space very fun with disco lights,music, bubbles,etc
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	Share each other's Promos on social media
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Organized under a committee run by chamber or other city entity
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	We would love them to be monthly and organized,like first Thursday every month...aomething easy for people to remember



<b>2. What best describes your business?</b>	Other: Boutique and a Bar
<b>3. Do you rent or own your space?</b>	Rent
<b>4. How long have you been in business in your current location?</b>	9 months
<b>5. How do you feel the events affect your business?</b>	Foot traffic in my business = Increase Sales on event days = Increase Exposure to new customers = Increase
<b>6. These events</b>	Have a positive impact on my business = Strongly Agree Have a positive impact on my block = Strongly Agree Have a positive impact on Old Town = Strongly Agree
<b>7. Event attendees</b>	Are a good fit for my business = Agree Seem to be a good size audience for the event = Agree Enjoyed the events = Agree Understood the events = Agree
<b>8. What percentage increase have you seen in sales at your business during the events?</b>	200% - 450%
<b>9. Did you receive all the information that you needed prior to the events?</b>	Yes
<b>10. How satisfied are you with the overall event organization?</b>	Very, I do next to nothing and get a ton of new customers or a night that would typically be slow.
<b>11. What do you like most about the events?</b>	It helps make Tomball a place people want to come for fun.
<b>12. Does your business stay open later for the events?</b>	We are already open till 12am / 2am depending on the day.
<b>13. Please rank your top three MOST successful/profitable Shop and Stroll events, in order of preference.</b>	Christmas - December 3, 2022 (Saturday) Galentines - February 9, 2023 (Thursday) St. Patrick's Day - March 11, 2023 (Saturday)
<b>14. Please rank your top three LEAST successful/profitable Shop and Stroll events, in order of preference. - Copy</b>	Mother's Day - May 11, 2023 (Thursday) Summer Party - June 17, 2023 (Saturday)
<b>15. Do you plan to participate in the events in the future?</b>	Yes
<b>16. What day of the week do you prefer the events to occur?</b>	Thursday

<b>17. Please provide your feedback on preference of the frequency of the Sip and Stroll events.</b>	Monthly
<b>18. Are there any printed marketing materials, such as map cards or cups, that you consistently run out of during the event?</b>	No
<b>19. What are the biggest hurdles you find as a downtown business as it relates to the events?</b>	People being able to find us because of our location
<b>20. How do you make the events work for your business? (do you do something different within your location during events?)</b>	Depending on the event we might have special treats but other than that we don't do much different.
<b>21. Do you have any ideas on how restaurants and shops can collaborate more effectively during these events to enhance the overall experience for attendees?</b>	I think we have been doing great honestly. Allot of the local shops lets everyone know we are open late and have a full service bar.
<b>22. In what ways do you think the event could be improved to better support your business?</b>	Can't think of anything
<b>23. Do you have any other comments, questions or feedback you would like to share?</b>	These events are incredibly important to our business.