

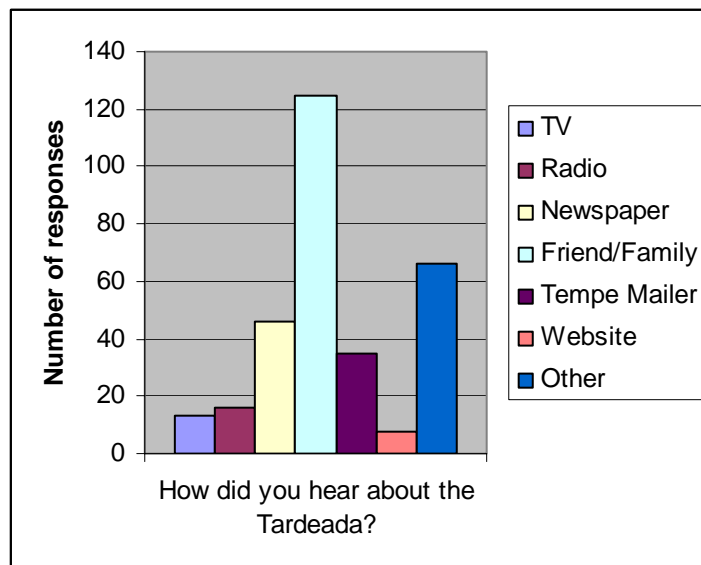


**10<sup>th</sup> Annual Tempe Tardeada  
Comment Card Results  
October 12<sup>th</sup>, 2008**

At the 10<sup>th</sup> Annual Tempe Tardeada Festival that was held on October 12<sup>th</sup>, 2008, individuals were asked to complete a voluntary survey about their experience at the Tardeada. It is estimated over 12,000 people attended the event, 247 comment cards were collected. Here is the feedback provided:

**How did you hear about the Tempe Tardeada?**

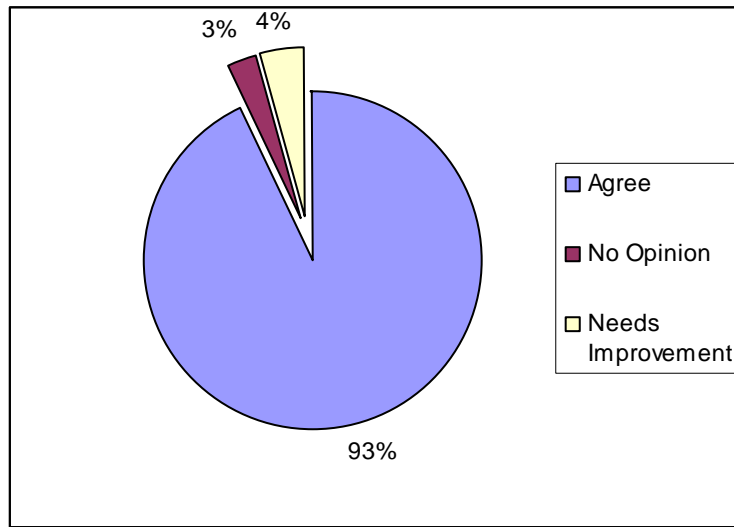
There were seven choices available *TV, Radio, Newspaper, Friend/Family, Tempe Opportunities/Mailer, Website* and *Other*. It is noted that several people checked multiple boxes so the totals exceed the total number of surveys completed.



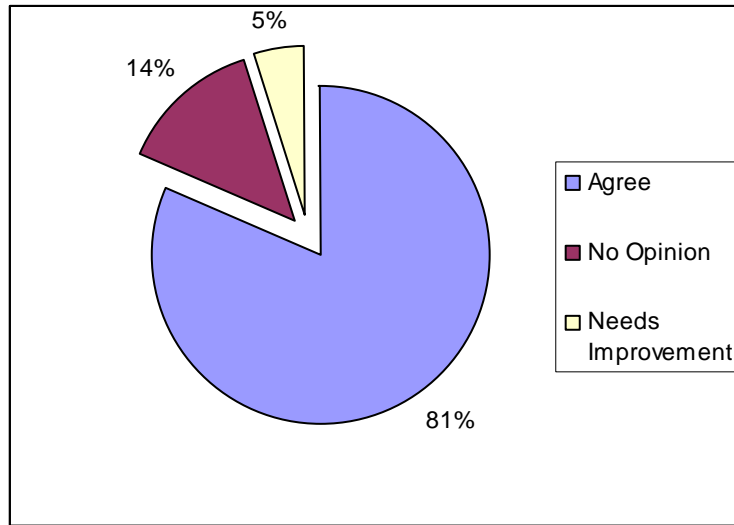
Over half, 51% (125) of respondents said they heard of the Tardeada by word of mouth from a friend or family member. The next highest response was Other at 27% (66), which included “visiting the Library, just walking or driving by, and seeing street signs”. 19% (46) saw the event in the newspaper and 14% (35) saw the event in the Tempe Opportunities/ Mailer. Small percentages either saw an advertisement on TV 5% (13), heard an advertisement on the radio 7% (16) or on the Tardeada website 3% (8).

**Please rate the following Tempe Tardeada activities:**

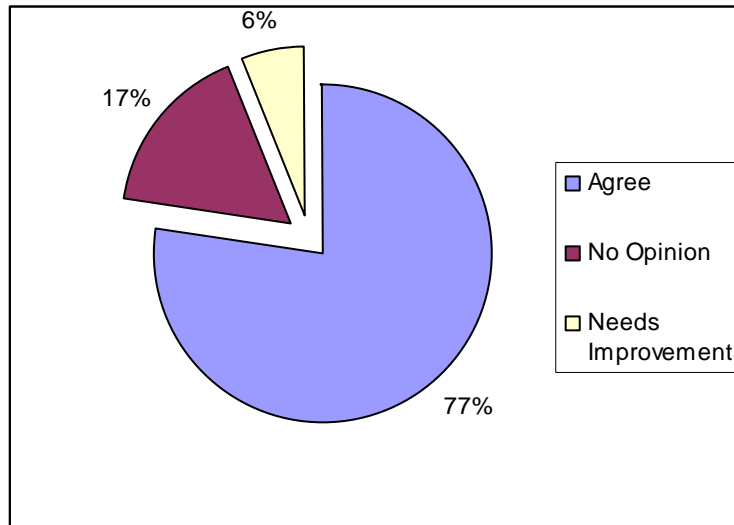
The entertainment was lively and authentic



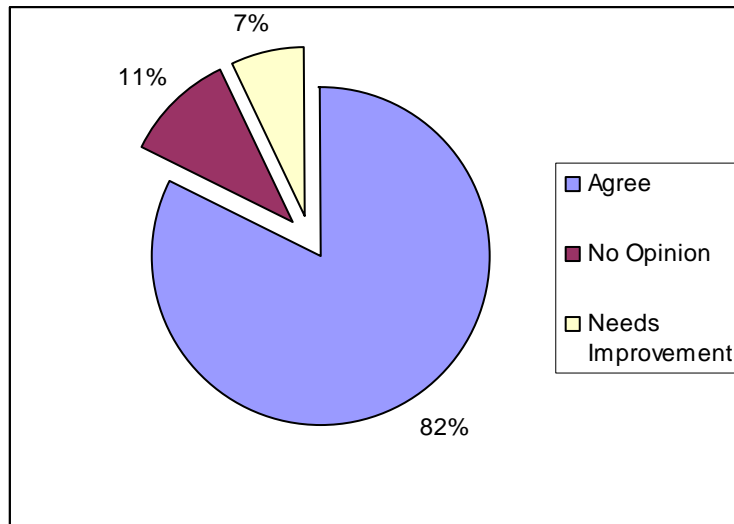
The craft booths were enjoyable



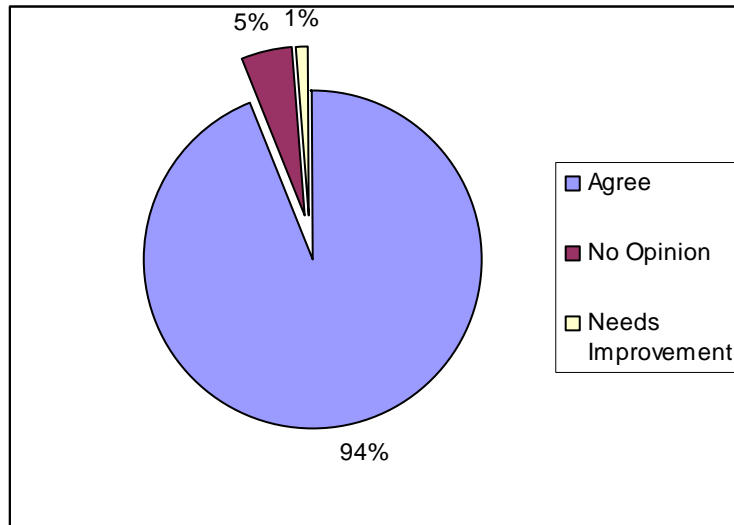
The food vendors provided timely and courteous service



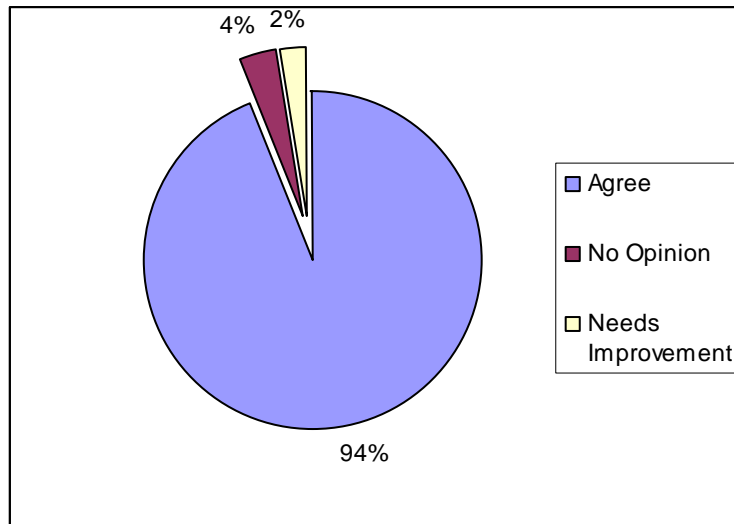
The exhibits were reflective of Hispanic culture and informative



The venue was clean and well maintained

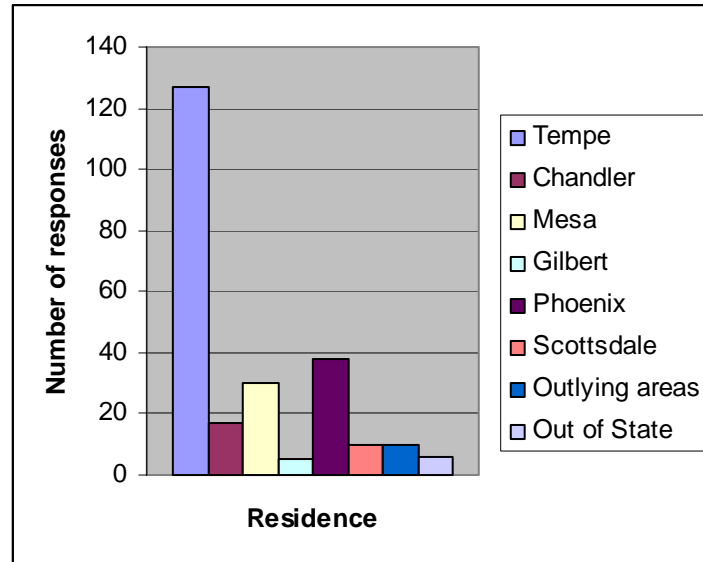


The Tempe Tardeada experience was enjoyable



### What is your zip code?

This question helps us determine where in the valley our participants come from. Not surprisingly, majority of attendees reside in the City of Tempe at 51% (127), Phoenix and Mesa came second with 15% (38) and 12% (30) respectively. Chandler had 7% (17) participation and Scottsdale and Gilbert with 4% (10) and 2% (5). 4% came from smaller towns and outlying areas in the valley including Surprise, Tolleson, Cottonwood, Queen Creek, Glendale, Avondale and Coolidge. 2% (6) individuals traveled from out of state including California, Illinois, Utah, Texas and Pennsylvania.



### Suggestions / Comments for future Tardeada exhibits and/or activities:

The comments and suggestions were grouped together; there were 37 that said “Great job”, “Had Fun”, “Enjoyed all of it” etc. Suggestions also fell into similar categories.

#### Entertainment and Culture exhibits:

- Better if security would let people closer to the stage
- Would like to see the Hispanic pioneers introduced and recognized
- Being able to see the shows from the tables
- More art exhibits
- Disappointed in music, need to cater to old generation 55& older
- More mariachis
- More Hispanic art, information, culture
- Suggested The Roping Reynoso’s for 2 years. Mexican family who show rope tricks in charro clothing.
- Need tables cleared faster
- More shade available (2)

#### Dance floor:

- Keep children off the dance floor
- Children are to be kept in their own area
- Open dance floor
- Keep children off dance floor

#### Vendor booths & activities:

- Set up booths closer to the stage
- Love spin the wheel game
- More arts/crafts, some for sell
- Nice activities
- Larger variety of activities
- More booths
- More vendors, seating and coffee
- Wire handcrafting, carving
- I like that the jumpies are free for the kids, Thanks for having this
- More activities for kids
- Love the arts & crafts
- Arrived at 6:40pm & the jumpers & kids entertainment was gone already, I thought it was til 8pm
- Many people / booths were closing up @ 4:30pm when we arrived, thought it was open til 8pm.

#### Food Vendors

- Need to have desserts and more variety of food
- Need coffee and cocoa
- More food & drink (2)
- Have more choices of food (2)
- Free food
- More food less expensive
- More food vendors, desserts, game booths for the kids
- More food demo's would be fun