

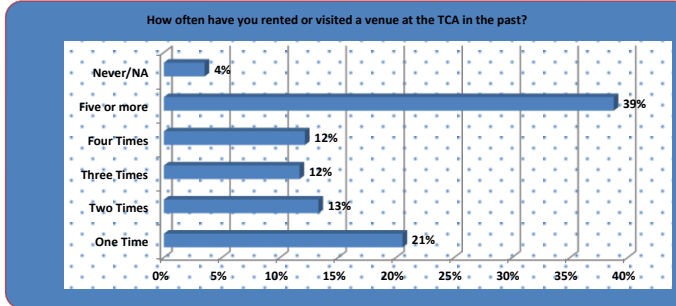


**City of Tempe Internal Audit Office
Tempe Center for the Arts**

Survey Responses - Combined Rental and Performance Patrons

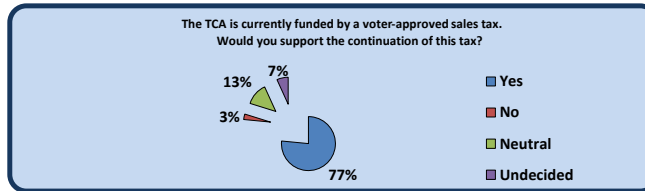
How often have you rented or visited a venue at the TCA in the past?

One Time	88	21%
Two Times	57	13%
Three Times	50	12%
Four Times	52	12%
Five or more	166	39%
Never/NA	15	4%
Total	428	100%



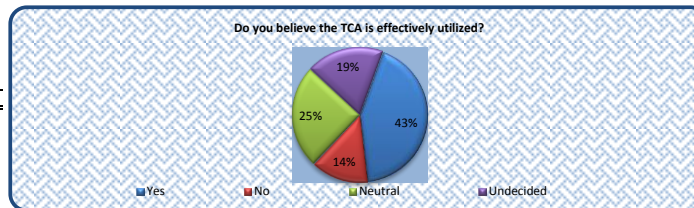
The TCA is currently funded by a voter-approved sales tax. Would you support the continuation of this tax?

Yes	326	77%
No	14	3%
Neutral	57	13%
Undecided	29	7%
Total	426	100%



Do you believe the TCA is effectively utilized?

Yes	178	43%
No	58	14%
Neutral	104	25%
Undecided	78	19%
Total	418	100%



If no, please explain why.

(The below survey responses are unedited.)

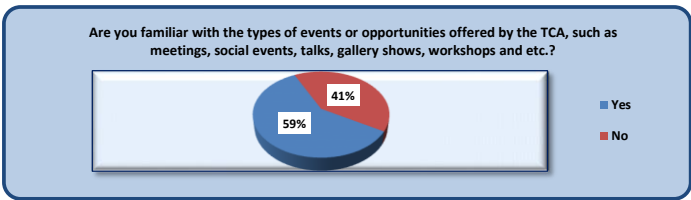
When funded by tax dollars, know one truly cares about it carrying its own weight.	Not sure-it is located far from my home in North Scottsdale/Phx so we do not go very often	More popular events would be nice.	I'm not sure what events have been hosted at the main stage venue.	Events staged in the lobby needs more seating arrangements.	Add Arts education classes
Great venue for performances not being utilized to it's potential	Not interested in what they have to offer.	More performances for adults (plays) and a wider range of performances	I'm not always aware what performances are available. More awareness to the community needs to be made.	Entertainment could be expanded as described above...	not familiar with all the features - will check out the website
More events could be held. Even informal music based events that are free admission where there are more food/drink options available for purchase.	You can do 4-5 shows in one evening! Some free; others economical. Staff directs foot traffic well. All are friendly. More than once, I thought I would only go to Finally Friday and ended up buying a ticket for a show!	More events would be held their if Santa Barbara Catering didn't have an exclusive and ridiculous contract	I think the venue can be more effectively utilized. I'm surprised higher profile musical acts are not booked more frequently. Acts similar to those booked at the Musical Instrument Museum. I understand this could be a budget constraint.	We rarely find something we want to see there. Mesa Art has more things we like and Scottsdale (which is too far and what we like is typically not on weekends, both making it difficult so we typically don't go there).	From what I know, much of the prime times for scheduling is taken up by Childsplay
Weak art programming I don't think people know it's there for anything other than performances.	not enough information The comedy was toilet and offensively sexual as well	There's always room for more. Many of the events are too pop oriented and for a very old and conservative audience.	Not enough events. I get the feeling it could be busier.	don't know enough to judge Best kept secret in the Valley. Get the word out more	don't know how it is used all the It seems limited to small concerts and ChildsPlay

CONT'D: Do you believe the TCA is effectively utilized?

Living in south Tempe, it seems there is not much worth the drive. But we do drive to MIM for concerts several times a year	I do not know enough about how it is used besides those things pertaining to my interests to comment on this.	A theatre should not be dark more than two nights a week to be profitable. Often there are many nights a week there is nothing going on at Tempe	I think staff are doing an OK job given the constraints of the building, scheduling, and available programming resources. PS. I am not a staff member :-)	Could be more..... workshops for community, lectures (art, science, political etc.), interface with ASU	it is a fantastic facility, but underutilized. maybe you want to combine rowing events on Tempe townlake for the youth with cultural experience at the TCA
Could be utilized more	Not completely sure of its use.	not enough events	Mainly Childsplay	Seriously? Where do I begin.	Need More Activity
It seems to target primarily family friendly & kid friendly events	added events and more community involvement	It's too uppity and needs some more things for the 'every day' person and sometimes children as well. Look at Mesa Center for the Arts, they have all different kinds of labs, classes, and community projects. TCA is stiff, removed, and not as involved.	Honestly, it usually seems to me that for such a lovely space the quality of the performances and exhibitions are usually a little underwhelming	Arts being made should be a part of what's there not just performances	The building was poorly designed. It made no sense to spend all that money and end up with such a small venue. The room where the comedy acts are held was poorly designed
Seems they could offer more events	need more events	Needs more visibility	Haven't attended enough events	Not too many events that interest me	see my other survey

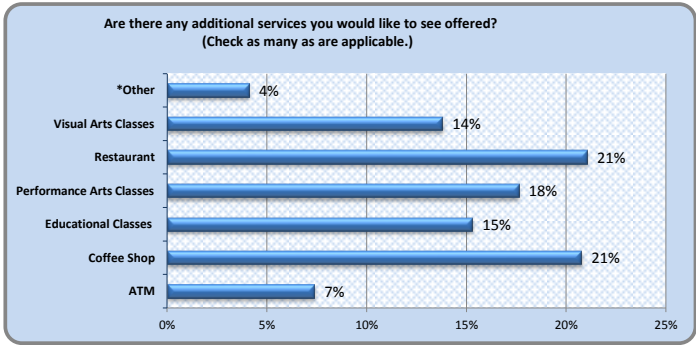
Are you familiar with the types of events or opportunities offered by the TCA, such as meetings, social events, talks, gallery shows, workshops and etc.?

Yes	243	59%
No	166	41%
Total	409	100%



Are there any additional services you would like to see offered? (Check as many as are applicable.)

ATM	54	7%
Coffee Shop	152	21%
Educational Classes	112	15%
Performance Arts Classe	129	18%
Restaurant	154	21%
Visual Arts Classes	101	14%
*Other	30	4%
Total	732	100%



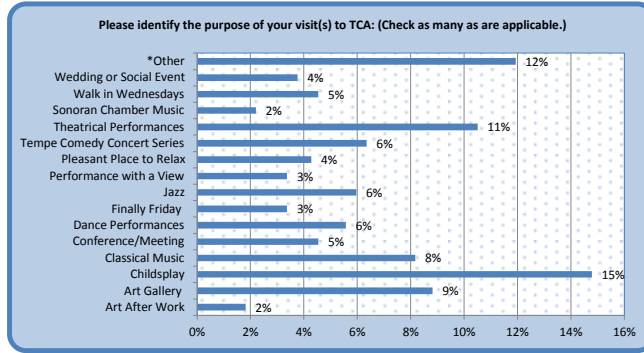
*Other

(The below survey responses are unedited.)

the key to adding additional services would be to promote them heavily so that people become used to coming there for activities other than performances	many, many more, all about educationing and cultivating our youth: science, engineering, art, drama, singing, building, movies, lmax etc.	It would be nice to see a coffee shop and or restaurant there but it might ruin the atmosphere there (which is currently Arts and entertainment)	A restaurant or lounge that featured live local artists (and potentially touring acts as well) would be great	Make a slim profit, so you do squeeze the working man. Because that is who pays taxes.	Idea: Musician master classes from well known artists. College level clinics for Jazz for instance.
Classical music from either local or very distinguished artists	painting for vets I would help as am a physical therapist	more education arts and music for underprivileged youth	yoga and/or tai chi by the fountain or in the lobby when too hot out	involve more schools within the building and take TCA to schools	Mesa arts center has a summer camp program
More notoriety to the public None	Free festivals.	Better bus transport to TCA	For-sale gallery space	Art Walks/Farmers Market	Conferences and lectures from important people.
outdoor seating areas	Theater production classes.	wine bar	Art and drawing for children	drawing, painting	Plays for adults.
Orbit Bus Service					

Please identify the purpose of your visit(s) to TCA: (Check as many as are applicable.)

Art After Work	2%	14
Art Gallery	9%	68
Childsplay	15%	117
Classical Music	8%	63
Conference/Meeting	5%	52
Dance Performances	6%	43
Finally Friday	3%	26
Jazz	6%	46
Performance with a View	3%	26
Pleasant Place to Relax	4%	33
Tempe Comedy Concert Series	6%	50
Theatrical Performances	11%	108
Sonoran Chamber Music	2%	17
Walk in Wednesdays	5%	35
Wedding or Social Event	4%	47
*Other	12%	116
Total	100%	861



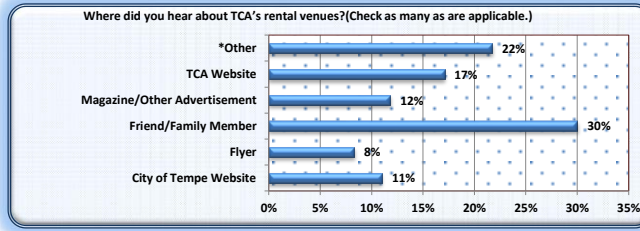
***Other**

(The below survey responses are unedited.)

Used to come for lunch...till it closed. Day for Walt,	Rock shows accessible restrooms	Wheelchair center stage performance	Academy drum and bugle corps center stage performance	Professional dance concert that integrates individuals with developmental & physical disabilities	Center Stage for The Academy Drum and Bugle Corps	commercial filming locations
Political Event	Arizona Awards	Walt's showcase	The Maine played a show there	Drum Core Performance	community expo	
Arizona Awards	Concerts	Reckless Kelly	poetry readings	CD release party	Dance recital	
Songwriters showcase	Ignite Phoenix	memorial service for Virginia Tinsley--well done	Michael Pollan was speaking	Academy drum corp performances	Commercial Print & Film Projects	
blues concert	local music events	Arizona awards	Collegiate Acapella Competition	reception business	EVENTS FOR CP	
Michael Pollen Presentation	Tempe Rocks, Showcase, Spotlight	occasional concerts	SVP and private party. AZ humanities	Cuban musicians concert.	Charity	
Real wild and woody	Songwriters showcase	Concert	Wild & Woody beer fest	Academy drum corps	Fundraiser	
Tempe Leadership tour	gift shop, ASU Michael Pollen	Beer Festival	Welcome to Night Vale	Arizona Wind Symphony	guest speaker - high profile	
Lorie Line concert	selected events	ASU LECTURE	TYSO Concerts	Concert	alumni gathering	
VSUW private event	Award ceremony	Movie	I have never attended	hands on art for family	Late Night Catechism	
Lecture, Academy performances	concerts	Wild & Woody	Never went	Jonathan Alter Talk	holiday party	
Sketch comedy	rock concerts	Academy Drum & Bugle Corps	Band performance	ASU event	Memorial Service	
music, fashion show	Wild & Woody Beer Festival	Performing	Center Stage - The Academy	Fundraiser	company awards banquet	
Welcome to Night Vale	Music concert	Drum Corp type event	photo shoot	Welcome to Night Vale	orchestra concert	
Concerts	special lectures	Real, Wild and Woody beer fest	deaf concert	benefit concert for music therapy	Corporate Open House	
Real wild and woody beer festival	Concert	Arizona Awards (Youth)	Tempe Community Chorus	Tempe choir	Fundraiser	
Lectures	Siam	Real, Wild and Woody beerfest	Craft beer festival	Wind symphony	Ballroom/Latin Showcase	
Meeting	Jewish Expo	Walt Richardson's induction	ASU Science	Beer festival	Christmas Party	
Graduation Ceremony	lecture by Robert Edsel	Memorial Service	Corporate event	Office holiday (Christmas) party before show at TCA.	Speaker Series	

Where did you hear about TCA's rental venues?(Check as many as are applicable.)

City of Tempe Website	69	11%
Flyer	52	8%
Friend/Family Member	188	30%
Magazine/Other		
Advertisement	74	12%
TCA Website	107	17%
*Other	136	22%
Total	626	100%



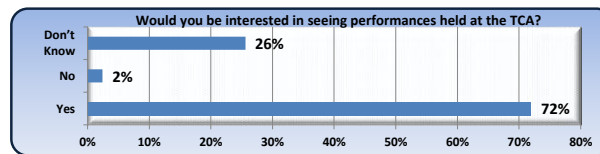
*Other

(The below survey responses are unedited.)

Childsplay	kjzz	Beer Festival	Just now in this survey	Childsplay board member	location scout
Acbg	email notifications	My daughter's dance group	Childsplay	email	Attended an event there
Class at ASU	Ignite Phoenix	childsplay website	email	internet search	Coworker
newspaper	mail	asu music dept events	newspaper	email	Visible from freeway
Email notice	Walt Richardson	e-mail	SMTC	email	Coworker
Childsplay	childsplay	My daughters dance school	facebook	Childsplay email.	Students at ASU
Work/ASU	mailings	fill a seat	kjzz	drum corps website	been in the valley
Newspaper, local magazines	Word of mouth. Walk in Wednesdays	Performed in one	Emails	Performer notices and web sites	location scout
School	not sure	East Valley Tribune	Childsplay email	email	Tempe Tourism Office
Show	Craft Brewers Guild of AZ	Internet	Arizona brewing Society	emails from TCA	partner
City water bill, I believe	Internet	AZCentral	Tony Vicich	email notifications	TCA user group
dance studio	As I was walking through the building the first time. I asked to speak with someone about possible rentals.	email	Warner Wrangler News	Email notification/Library Culture Pass	Prior knowledge in looking at booking concerts
Professor	asu	theatre companies	press release	I'm sometimes a performer there.	personal contact
Email	email	AZ Craft Brewers Guild	e-mail	republic	Tempe Leadership
Rode by on my bike on the lake	Eventful	radio	Academy Drum Corp	word of mouth	TCA employee
work	Emails from presenter	Event invites	NPR	E-mail	Partner organization
Childsplay or City of Tempe emails	On Ch 3 TV	childsplay	Email	Performer's advertisement	Not sure
email alerts	ASU	Childsplay	Tempe resident	Familiar with TCA	Attended another event at TCA
attended a few there	School	event planners tour	attended another event	attended events at TCA	Friend's Wedding
Wedding wire	Tempe resident...user of old TPAC	During construction	Online	Work at ASU and work with City of Tempe	Viewing TCA being built
Meeting Planners group at ASU	Seth Willey	research	caterers website	Childsplay	

Would you be interested in seeing performances held at the TCA?

Yes	295	72%
No	10	2%
Don't Know	105	26%
Total	410	100%



If yes, what type of performances would you like to see?

(The below survey responses are unedited.)

I'm partial to folk music... but has some range. I would promote if I know you guys to help fill some seats. My husband was the promoter and he passed away, but in his honor, I would love to do some.	I think that there may be a market for more popular smaller ensembles (Boston Brass, etc.) and maybe comedy shows such as Capito! Steps or other medium-draw acts	National touring companies, national orchestras and concert bands	More mainstream....Debbie Reynolds, Gabby Gifford..like other communities are doing	I'm fond of Musical Theater and Cabaret. ASU's Gammage tends to bring in the 'big' touring shows, nice but not my preference all types	Documentaries, maybe some Broadway shows but not to compete with Gammage; rock concerts; architecture conferences; Green building stuff
plays, musical performances, etc.	more large events	Ballet, Modern dance, Broadway plays,	More Classical Indian (Asian) performances	Ballet, plays, etc.	comedy, singers, dancers, bands
Musicals	local plays/musicals	Classical	Jazz	Comedy	Comedy, music, events
Music	Music all types	broadway shows	More local music.	Broadway type shows	Comedy shows and more Festivals for wine and beer
More national touring theatrical productions.	I already frequent the childsplay theater performances	Wide category: I would just like to see the facility occupied and used as much as possible.	I am interested in a variety of art: dance, music, theatre and art displays.	Italian language performers/singers; Sri Lankan and Indian performances	similar to what they already offer --variety of music and entertainment for adults and children
us there	theater	Gallery shows, concert affairs	anything!	plays, concerts, dances	Comedy
More Concerts	depends on my interest	Theater, Dance, music, etc. . .	ballets	Have seen concerts	Comedy and live music
music		More dance, and even theater.	Plays	all types	comedians, bands
more variety with community theaters	more comedy folk music	Theater, music	Comedy and concerts.	Adult entertainment	classical music, theater

CONT'D: Would you be interested in seeing performances held at the TCA?					
world class musicians and more community groups	great soloists, big band jazz, there are a number of rehearsal bands in Phoenix give them a show a few times a month	Where productions for children like ballet for children more theatrical things for children	play, special guests/speakers, circus acts/ things for the kids other than Childsplay	indie rock and folk and chamber folk and Americana	Classical music (vocal and instrumental)
Musicians	plays	musicals	music classical	Community theater, more concerts	Classical music
Music	more music local and national	Musicals	more well-known performers	As currently offered	Classic Rock / Popular music - Comedy
We love Childsplay	Perhaps to recruit / attract more performing groups from other countries.	Good, serious theatre and good serious jazz, blues and classical music.	More singer/songwriter and more jazz.	I love theatre. small experimental projects. I also like good improv groups and live jazz.	children's programs
Tribute Bands	Not just local, well known musicians	musical, pop culture experiences	more of the same	I like all live entertainment.	Charity events using local artists to benefit the community
traditional music, e.g. new England, Canadian, european	national level contemporary dance & theater	there is lots of competition which needs to be considered when offering more of anything	more dance performances and more professional groups	Family friendly performances- not just specifically kids...musicals and plays	chamber music, jazz
top-quality community groups	solo classical artists	Musical, family entertainment	more music in the Theater	Musicals	chamber music groups in hall or outside.
Electronic Music	Musicians, international talent	Musical, especially featuring local artists.	more music	Folk, bluegrass	Broadway productions and concerts
Theatre, music	theater plays	Musical theatre	More music	musical, plays,	Dramas
Theatre, dance, and classical music.	Theater and concerts	Small nationally known performers (David Wilcox, John Gorka, Patty Larkin)	More mid-level national musical acts like what the MIM draws.	More higher profile musical acts - singer/songwriter types.	modern dance, performances in the borderland
theatre - Shakespeare	symphony, plays, singing lessons	More comedy performances	more jazz, jazz fusion in the Lakeshore room		More concerts of classic, pop, blues, jazz, etc.
theater, dance, movies?	Contemporary Music, Comedy. Lectures	More ASU performances	More jazz from outside of the area.	musical - theatre	Depends on options
Dance. Small theater companies	Dance, Music. performances	music, plays, comedy, loved Burn's documentary	Symphony	Dance, Comedy	Broadway plays popular music groups
small bands that aren't too loud	plays, musicals, big band, local talent	Music or theater	Live music from local bands.	Dance and theater	blues, acoustic guitar
music and ted talks	Plays, ballets	Music concerts -	Live music and theatre	DANCE	ballet
A variety of things, music, comedy and things for children.	all mentioned above. explode your imagination. youth, youth, youth, not teaching but enriching outside of school. think new york.manhattan	all types and those not offered by phoenix - diverse performances at reasonable prices	Less 'home grown' groups - nationally known performers	Rental allowed for school performances or small group performances	Mid market Jazz groups, A seasonal series., blues bands & also popular acoustic acts. There is a strong demand among the 30's thru 40's age group that TCA could be filling
see other survey	Plays, music	music	larger productions, if the stage allows	Dance	Arizona Academy
see above	dance/mus9c	music	Large community productions	Contemporary jazz artists	Any really.
Rock, jazz and blues.	musical	music	Jazz, opera	Concerts, plays,lectures	any
rock concerts	Political Discussions/Learning Opportunities/Theater Events	music	jazz, local music, blues, local music	Concerts, plays, comedy acts, orchestra	Concerts, benefit performances
plays, comedians	music, theater	music	Jazz Concerts.....Musical Theater	Concerts, comedy.	All types
Rock Concerts	Music, plays	Singers or Musical Plays	jazz concerts	Music, comedy	Avant Garde
Plays; musicals.	play, musical	Local vocal, dance, and theater groups of all genres.	jazz	concerts and musicals	All kinds.
Plays, small musical groups.	Music, art exhibit, theater	local indie bands	Jazz	CONCERTs	Acoustic artists.
Concerts	concert band, small ensemble	community theatre			

What does the TCA do best?

(The below survey responses are unedited.)

It is open and friendly. Well organized. Even when there are multiple events, they run smoothly. Always easy to settle in.	I worked with, and he was terrific. Efficient, true to his word, helpful and I was completely stressed as it was not an event I wanted to be coordinating.	Many friends & coworkers have commented that they had a great time seeing a band or music artist there. Many have stated they wish TCA would do more 'mature' music acts - Jazz Blues or Acoustic types	TCA provides a professional-quality atmosphere for performers who are not professionals. It remains an accessible place for community-based performers in my experience. are assets to your organization. They are so helpful. All the staff that worked on our event are very professional. Overall we are very happy with TCA. We love the way theater is setup.	Bridge the gap between extravaganza's for larger venues and elevate artist's that suit an intimate setting rather than a bar or club.
Great location for all in the valley	picturesque beautiful and place to hold events	provide beautiful facilities a great rates to renters	It's staff and service to the community.	Excellent venue and views	Not sure - great wedding ambiance
coordinate and maintain the facility at a very high level	Provides a great atmosphere for all events	Jazz music	weddings	Provide an extraordinary showplace for Tempe	Put on a great show! Keep up the good work with Childsplay!
Provides a great venue for cultural arts	Wonderful theater - great for certain events	providing quality local performances	Flexibility and variability with different venues.	soup to nuts offerings and staff is excellent	Provides a stage
The space is amazing	host arts events	From out of state	see other survey	excellent customer service	music
unsure	Childsplay	Not sure	childsplay	Childsplay	No idea
All that its doing now. However I do love the AFFORDIBILITY of CLASSICAL MUSIC there.	provides a reputable entertainment destination at affordable pricing	Take care of its renters! We have had a really wonderful experience both times that we rented the facility, and we will definitely be back!	Has enough restrooms! Good crowd control. Always makes me feel welcomed!	TCA staff has been VERY helpful in accommodating our event needs -even for large groups.	Nice theater, not too big. Easy to get in & out. Can see stage OK.
Works with quality groups. Can depend on decent performances.	Provides a great venue at reasonable price to performers.	Provide the community with a consummate our venue	great staff, outstanding facility, Walk-in Wednesdays.	Very clean and welcoming facility; friendly staff - especially when I show up with two younger kids	The facility is extraordinary and really creates just an incredible atmosphere for being there...
Provide local access to quality performance and exhibitions.	have only had one real experience and it was just great.	provide a gorgeous setting for wonderful experiences	Great facility for every event I have attended there	Provide a beautiful facility for everyone to enjoy	brings a diverse array of art to Tempe
nice facility	Childsplay	looks unique	Childs Play	Child's theater	venue
provide quality entertainment at a reasonable ticket price	Provide something different for a Tempe residents than Gammage	Music, Plays, Concerts, Art (gallery). It does all very well	great acoustics, beautiful facility - it always feel good to be there	It is an easy place to get to, and it is visually appealing inside and out	I don't have enough information
Variety	Look pretty	Look beautiful	Child's play us fantastic	childs play performances	Hosting musical concerts
Uses the WHOLE facility.	good performances in a great setting	Can't think of anything that is going on right now	Fund raising events.	Good venue at a fair price	Host performances
Unsure	accommodate people	Its sheer quality is a marker for others.	front new talent	Childs Play	Walk-in Wednesdays.
unsure	Presenting the arts	It's a beautiful place.	Finally Fridays	Jazz	Unknown
offers convenient accessibility to the east valley	Plays - Childs Play	It performs it's purpose well - that's what it does best	expose people to the beauty and importance of the arts	the venue is so stunning it's always a pleasure to go there.	I love it overall. I enjoy coming here for any and all events.
unknown	performances for kids, jazz	market	Excellent theatre space	bring in a crowd	Classical Music
Open mic - Walt is the best ever.	performance hall	It is convenient for me	Excellent aesthetics and architecture	Bring art to the public	Childsplay!!
Theatre - childsplay	theatre	Jazz	Efficiency and cleanliness	cater to Childs Play	Childsplay Plays
top quality service, ambiance drama	offers lots of activities during the week	It is a wonderful facility for the arts in our community.	Currently doing a pretty good job	Beautiful setting for any number of occasions	Childsplay and social events/meetings
Offer a wide variety of entertainment	classical and chamber music	It is a beautiful venue to see performances	don't know	Be inviting and exciting	comfortable enjoyment of the arts.
The number of facilitators available to provide assistance.	Has the space that accommodates venues for a wide variety of events, both indoor and outdoor.	I love the gift shop and Walt Richardson events	not sure since I haven't attended every possible event. I like childsplay. facility is really nice.	An easily accessible venue with great parking and location	a beautiful venue, very comfortable,
what it's doing now.	promote quality artists	Don't know	Do not know	Art	??
support artists from Tempe, giving them a venue	Art exhibits	I like that it is so child friendly.	Creates a very pleasant atmosphere	Nothing out of the ordinary.	seems to do a good job of what it is already doing
The facility is beautiful	not sure	I don't know.	Concerts	art	Childsplay
All well	not sure	I don't know			

What can the TCA do to improve your experience at TCA?

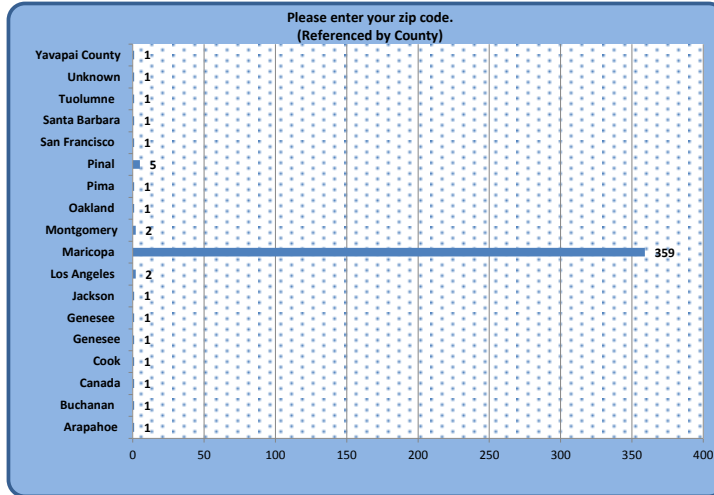
(The below survey responses are unedited.)

My experience with the TCA event staff was subpar. They averaged over a week to reply to e-mails, return phone calls, etc. Furthermore, there were three people that I worked with, which lead to some confusion and a serious booking problem. I think it would be better if all their employees were full time, and they had clearly delineated responsibilities.	Higher standards need to be met within the production/theater and box office in order to stay competitive with other venues in town. It seems as if the theater is understaffed and overworked and the support staff are unmotivated to operate on a truly professional level. I think more funding and time needs to be given to make sure all equipment is working at 100% and each time a renter comes in, the theater has been restored completely. I've also received complaints from patrons about their treatment when interacting with box office staff ... disorganized and ill-informed.	Maybe this is a start, but listening to people that support the functions...I spent 25 years in sales and marketing and learned to never say that won't work here...Suggestions should never be dismissed...I think people in general have a desire to be a part of something...You have a special place there and it could be simply awesome...My wife and I reside just south of there and plan to be into Tempe because of the investment the city has made into this general area...	Forcing a catering company on family sponsored events is making it financially impossible to host events like ours in TCA. There are many families who love the theater but decide not to host in TCA because of astronomical catering rates. I hope TCA allows family events to at least distribute a box of food at the exit of the hall that we can source economically. TCA should take the lead of Chandler Arts and allow Family sponsored event a different option to bring their own catering but distribute the food only on exit so premises are as clean as it is now.	During the booking process my salesperson left TCA and my many questions had to go through Suzanne, who was wonderful but clearly overworked with production, etc. Hopefully if the goal is to continue to sell as event space they have brought in a dedicated salesperson to represent and sell the space.	Don't prefer that there is no opening from the mid-balcony seating area to the floor seating. When we attended a benefit for the Phoenix Children's Hospital, it was ridiculous that we had to wind down thru the same isles and bother those choosing not to participate in the animal parade. Feet were stepped on....
TCA does a great job--can't think of anything	I wish you had bigger venue spaces	Improve booking event	Haven't had the event yet.	Have lesser pricing for other non-profits	Do not know
The process of booking our event was unorganized. We had to continually follow up with TCA staff members regarding our event.	assist ALL renters advertising of their 'product/shows', assist in selling much more, assist and get POSITIVE technicians (we felt we were bothering them with our simple performance),	Expand caterer options, recognize that local businesses might want to utilize the facilities and offer more equipment (speaker phone, etc.) for corporate events.	The customer service staff and the event day technical staff need to be overhauled. They are not supportive at all. Lighting panel have to be improved.	I think there is room to expand commercial performances at TCA of a certain variety, but TCA is not, and should not aim to be another commercial music and theater venue. Something would be lost if all available time was booked by shows that are profit centers and there was nothing left for residents/smaller groups	Would like it to be a place where we could go for a casual meal and enjoy the view of the water, perhaps take in a theater performance. We go to performances several times a year. We would go to the facility just to hand out if there were kore food/seating options.
initiate a will call window for performances so that patrons don't have to wait outside longer than necessary.	Keep evolving with the changes around Tempe, without falling into trite commercialism. was fabulous to work with great service and quality food. Atlanta was not flexible in style of service or beverage items offered.	I would like more catering options available for selection	Everyone has been very good to work with. Thank you!	Continue to offer more variety of artistic performances and visual displays
unsure	things have improved	Nothing	marketing events	Cheaper drinks	I don't know
Start a committee (even though I dislike committees) of outside people that would utilize your space and get some events going. The momentum will build.	I had TCA play my music, what I found out that they were busy talking too each other and missed many marks during the show. At the same time I hired a video person and he had to redo the music because they were talking the whole time. So to improve would be to train staff to give the customer 100%	Become more user friendly - support 'partners' as if we are actually partners and NOT just a way to make the TCA more \$ - work with 'Partners' on special events - don't be so rigid with groups that are a 'main-stay' of the building! WORK WITH US	I thought the ticket prices were too high for a very short community theater performance. The performance quality was great, but it cost more for a 1 hour show than I pay for seats to the opera! Make it less cost prohibitive please!	Process entry lines faster. it took 20 minutes to enter the building for a 4 hour festival. the amount of attendees was known prior to the festival, as all tickets were purchased at least a week prior. planning could have been better on entry time.	The access to seating was a bit awkward. There is not much room to walk when people are sitting and if you enter on the wrong side you can't easily get to the other side!
keep offering arts events	make elevator faster and easier to find for people who cannot use stairs	Cheaper prices, but I realize this is not always feasible.	n/a- I had a great experience.	TCA staff was above and beyond expectations of excellent.	Improve top management programming/support philosophy
Have some flexibility in their pricing structure and arrangements with caterers	I honestly can't think of anything except maybe reduce the rental charge for use of pianos	More seating in the lobby area for when you are waiting for the start of your performance. I check out the gallery and gift shop but some place to sit would be nice too.	We donate to TCA because we believe it's an asset for our community. We seldom attend events there because my perception is that it's a giant hassle to go to downtown Tempe.	We had an issue w/ parking at one event, the lot was full and we had paid for our ticket and left because another event was taking place.	Change the sign-up process for 'Walk-in Wednesday Open Mic'. It's convoluted, has you sitting idly in line for way too long. It's frustrating and it sucks.
What can the TCA do to improve your experience at TCA?	coffee shop, reasonable concessions prices	Nothing I can think of, I haven't had a bad experience there.	more songwriters showcases	I feel they are doing a good job, as is...	Not give purchased seats away to staff friends and family
consider shuttle to downtown	better signage in the parking lot particularly the entry/drop off area	Higher quality art performances & experiences, professional marketing	More signage as exiting freeways, better concession choices	beautiful venue, but please lower rates to make more affordable to the public	Some days, I wish there were a shuttle or a moving sidewalk from the parking lot!
work out how to get a crowd through the door	Parking was very difficult when we visited.	Cooperate with other Valley Centers for the Arts	Discounts for City of Tempe residents.	I can't think of anything right now	Can think of none
No improvement needed	not much	Perhaps better advertising.	More seats	I am good	Bring in more professional theatre and musicians.

CONT'D: What can the TCA do to improve your experience at TCA?					
When I called to buy tickets for Childsplay I was left on hold forever, turns out they were closed	offer more services around the focus experience, such as hands on drama class, hand on clay building, and resto	Better customer service, be part of the City transportation system, be easier to walk or bike to from the neighborhood or Mill Avenue.	Offer better entertainment. It seems to be geared towards the college age generation but I suppose that is because it is located in a college town.	as mentioned before I am resident of Paradise valley and most cultural activities we use Phoenix and Scottsdale	box office by phone is infuriating. Staff often unavailable. Too much Childsplay and nothing else.
Nothing	Offer more programming	No improvement needed	unknown	more shows	Can't think of anything.
Better advertising of events!!!	Offer more opportunities to visit TCA	can't think of anything	more outdoor seating	have a variety of venues	better publicity about performances
Offer healthier food options at the Childsplay events.	Offer more food choices and more performances	organized entry or air condition van so we don't have to wait in the AZ heat	More food choices that are appealing to/good for children	Give Walk-In Wednesdays an additional hour; i.e., 6-11.	More performances of wider variety
This questionnaire is extremely difficult to answer with its unfriendly software	Every event I have gone to had problems with the ticket office. Both the Will Call lines and the lines to purchase tickets were so long and so slow that events started late. Happens every time I have been there.	advertise venues more, especially to Tempe area high school alumni who are always looking for new venues for quarterly mixers & class reunions	(1) Eliminate ticket surcharges; (2) Improve parking and access during Mill Avenue events.	provide quality entertainment at a reasonable ticket price more frequently	Train volunteers and staff more. Many were rude. More food options
Maybe send me more emails with upcoming events. I don't seem to get them	more events like the ones I describe above	Get the word out about what you offer.	More art/gallery experience for walk ins for people cruising Tempe Beach Park	'Free gin and tonics'	Allow events/renters that do not have to utilizeCatering
Take the burden off the tax payers	somehow needs more energy	Maybe more outdoor performances in the fall, winter, spring	N/A it was a pleasure from start to finish	Expand amount of bands you book. How about a Jazz series	I'm at a loss, we always enjoy going to TCA.
More visibility	food is terrible	More tables in the lobby!	Expand your offerings	additional shows for adults	provide more of the same
I wish there were more gallery space.	shuttle for handicap and elderly	Easier to buy tickets on phone and over internet	Seems good to me already.	Provide chairs for large butted individual.	Include me on their web mailing list of events
Let me know more	see other survey	provide food	keep growing	see my earlier comments.	email event
Improve drink offerings at comedy performances.	Make purchasing tickets easier.	Email purchaser with ticket information and add to Google Calendar.	Open up the catering process. Current caterers are price gouging	Entice me to visit more often!	remove the comedy instructor
Enlarge art gallery area, more musical performance	??	programs available for ALL patrons	???		

Please enter your zip code.

County	Count
Arapahoe	1
Buchanan	1
Canada	1
Cook	1
Genesee	1
Genesee	1
Jackson	1
Los Angeles	2
Maricopa	359
Montgomery	2
Oakland	1
Pima	1
Pinal	5
San Francisco	1
Santa Barbara	1
Tuolumne	1
Unknown	1
Yavapai County	1
Total by County	382



City	Count
Apache Junction	1
Avondale	1
Bapchule	1
Bethesda	1
Buckeye	1
Casa Grande	1
Cave Creek	2
Chandler	35
Claremont	1
Clarksville	1
Flint	1
Florence	1
Fountain Hills	3
Gilbert	17
Glendale	4
Globe	1
Goleta	1
Goodyear	3
Kansas City	1
Kansas City	1
Laveen	1
Littleton	1
Los Angeles	1
Mesa	30
New River	2
Ontario	1
Paradise Valley	3
Peoria	2
Phoenix	98
Prescott	1
Queen Creek	2
Royal Oak	1
Saint Joseph	1
San Francisco	1
San Tan Valley	1
Scottsdale	35
Skokie	1
Surprise	1
Tempe	118
Tucson	1
Tuolumne	1
Youngtown	1
Total by City	382

