

Horizon Business Development Corporation
635 Commerce Street
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www.hbdc.biz
Phone: 1-800-555-1212 email: customerservice@hbdc.biz

DATE: August 6, 2014
TO: Cordelia Twomey
FROM: Leonard Sheehy
SUBJECT: Smalltown Opera House Feasibility Study

This memo describes the research tools to be used in gathering data for the Smalltown Opera House project. This project involves collecting data to determine the financial feasibility of renovating the Opera House. First, a justification and description of the three surveys is provided. Then the procedure for obtaining the data is listed. Finally, three transmittal messages are provided.

The information needed to make the decision of whether to rehabilitate the Smalltown Opera House will be based upon the potential for the facility to create enough revenue to remain sustainable. This will depend on how many people will attend events at the location, how frequently they will go to shows and how much they would be willing to spend to attend an event. Two possible markets exist; first residents of Smalltown, and second visitors from neighboring Bigtown thirty miles away that could potentially attend performances. Other significant information would be the willingness of Smalltown business people to participate in advertising events because their participation in advertising in Opera House programs would generate revenue as well.

Three surveys will be used to gather data from the groups of people previously listed; the residents of Smalltown, the business owners of Smalltown and finally the residents of Bigtown.

A survey is the best tool to use in order to find this information. The surveys will be introduced to the three groups by transmittal letters.

Three separate transmittal letters will be mailed to the residents of Smalltown, business owners of Smalltown and residents of Bigtown. This will insure that the survey will only be answered by the target population and protects against invasion of privacy (Kuiper, 2009). The letters will include a QR code directing participants to the *Survey Monkey* website. If an individual cannot use the QR code for any reason the website address is provided so they can access it without the QR code. A print out of the survey along with a self-addressed envelope will also be included for those without access to the technology necessary to complete the task. Survey Monkey is a leading provider of web-based survey solutions used by all Fortune 100 companies (SurveyMonkey, 2014). Participants will be required to enter a unique code provided in the transmittal letter. This will prevent duplicated responses. As an incentive, upon completion of the survey participants will receive a gift certificate for a free appetizer to Smalltown Restaurant.

Purdue University's Owl online writing lab lists several ethical considerations that must be taken into account before conducting a survey. They are listed below then followed by how the Opera House survey addresses these issues. First, it is essential to obtain the permission of the people being studied (Online writing lab, 2014). This is accomplished by the fact that an individual can choose not to participate. Second, personal biases and opinions should be omitted (Online writing lab, 2014). A review committee studied the questions to remove

biases and opinions from the surveys. Privacy should be granted when appropriate (Online writing lab, 2014). The surveys will not ask for the respondents name or address and all results will be kept confidential. The writing lab also states that it is important not to target certain populations (Online writing lab, 2014). The people selected to receive the survey were chosen solely on their proximity to the Smalltown Opera House.

References

Everything you wanted to know, but were afraid to ask (2014). Website. www.surveymonkey.com

Ethical considerations in primary research (2014). Website. www.owl.english.purdue.edu

Kuiper, S. (2009). *Contemporary business report writing* (4th ed.). Mason, OH: South-Western, Cengage Learning.

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August 15, 2014

Dear Smalltown Neighbor:

Smalltown has had a long history of providing a safe and enjoyable environment for its residents. The citizens of our community are what make it a great place to live and visit.

To create a more inviting downtown for ourselves and visitors and improve economic conditions a group has formed to investigate renovating and reopening the Smalltown Opera House. This organization has appointed Horizon Business Development Corporation to research the feasibility of Smalltown Opera House renovation project and its potential long term success. Your opinions are respected and the input you provide will assist us in creating an asset that the entire region can enjoy.

Your anonymous responses will be kept confidential and will be used for the Smalltown Opera House restoration project only. Information gathered from the survey will steer the direction of the project insuring that proper decisions will be made for the community.

A QR code has been provided below that will direct you to a secure website to record your responses or you can choose to go directly to the website located at <https://www.surveymonkey.com/s/PQH2BSX> . You will be asked to enter the code listed below to insure integrity of the survey. A copy of the survey has been included if you wish to complete the written version. If you selected this method send it in via the US mail using the preaddressed, stamped envelope provided. Please complete surveys by September 1, 2014. When finished a certificate for a complementary appetizer at Smalltown Restaurant will be provided as our thank you for your participation. Mail in surveys will receive the certificate if your address is provided so we may forward it to you.



Your activation code is: BZ1561

Thank you for your participation,

LEONARD SHEEHY

Marketing Specialist

Horizon Business Solutions

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Opera House Renovation Project Smalltown USA
Neighborhood Hardcopy Survey

Directions: This survey should be completed by one individual in your household above the age of eighteen. If you have completed your survey online please do not submit this document. If you have chosen the paper version send the completed questionnaire in the enclosed envelope by September 1, 2014.

All questions should be answered as they refer to the individual completing the survey. Please do not put your name on the document because all responses will remain confidential.

Enter your activation code: _____

For questions 1-6 check in the box that applies to you.

1. What is your gender?

- Male
- Female

2. What is your age?

- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70+

3. What is your income?

- 0 – 24,999
- 25,000 - 49,999
- 50,000 – 69,999
- 70,000 – 90,999
- 91,000 – 124,999
- 125,000+

4. How many members in your household?

5. How frequently does your family go to live shows?

- Once a year
- Twice a year
- Three to four times a year
- Monthly
- Several times a month

6. How much money would you be willing to spend on an event at the Smalltown Opera House?

- < \$20
- \$21 - \$40
- \$41 - \$60
- \$61 - \$80
- \$81 - \$100
- \$100+

For Questions 7 - 8 rank your opinions.

7. Considering the types of shows you attend, rank them from 1-5 with 1 being the most likely that you would attend and 5 being least likely you'd attend.

- ___ Music
- ___ Dance
- ___ Theatre
- ___ Lectures
- ___ Movie
- ___ Children's programs

8. Rank the Dinner/Event package you would be likely to attend from 1-5 with 1 being the most likely that you would attend and 5 being least likely you'd attend.

- ___ Dinner at a fast food restaurant
- ___ Dinner at a pub
- ___ Dinner at a fine dining restaurant
- ___ Light dinner only

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August 15, 2014

Dear Smalltown Entrepreneur:

The business owners of Smalltown have had a long history of providing high quality and enjoyable products and services for its residents and visitors. The shopping and entertainment offered to our community contribute to making it a great place to live and visit.

To create a more inviting downtown for ourselves and visitors and improve economic conditions a group has formed to investigate renovating and reopening the Smalltown Opera House. This organization has appointed Horizon Business Development Corporation to research the feasibility of the Smalltown Opera House renovation project and its potential long term success. As an entrepreneur your opinions are respected and the input you provide will assist us in creating an asset that the entire region can enjoy and improve the earnings potential of the town.

Your anonymous responses will be kept confidential and will be used for the Smalltown Opera House restoration project only. Information gathered from the survey will steer the direction of the project insuring that proper decisions will be made for the community.

A QR code has been provided that will direct you to a secure website to record your responses or you can choose to go directly to the website located at <https://www.surveymonkey.com/s/6GPDNTNB>. You will be asked to enter the code listed below to insure integrity of the survey. A copy of the survey has been included if you wish to complete a written version. If you selected this method send it in via the US mail using the preaddressed, stamped envelope provided. Please complete surveys by September 1, 2014.



Your activation code is: BZ1562

Sincerely,

LEONARD SHEEHY

Marketing Specialist

Horizon Business Solutions

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Opera House Renovation Project Smalltown USA
Business Owner Hardcopy Survey

Directions: This survey should be completed by one individual in your household above the age of eighteen. If you have completed your survey online please do not submit this document. Please send the completed questionnaire by September 1, 2014.

All answers should be completed as they refer to the individual completing the survey. Please do not put your name on the document because all responses will remain confidential.

Enter your activation code: _____

For questions 1-7 check in the box that applies to you.

1. What type of service/product do you provide?

- Service
- Retail clothing
- Retail merchandise other than clothing
- Professional services
- Food/entertainment

2. Is your business seasonal (check all that apply)?

- Most of my sales occur in the winter
- Most of my sales occur in the spring
- Most of my sales occur in the summer
- Most of my sales occur in the fall
- My business is not seasonal

3. How long has your business been in Smalltown?

- 1 – 3 years
- 4 – 5 years
- 6 – 10 years
- 10+

4. What percentage of your customers are from a 15 mile radius from downtown Smalltown?

- < 25%
- 25 - 49%
- 50 - 74%
- 75 - 89%
- 90 – 100%

5. What would be the influence of renovating Smalltown Opera House to your business? (check all that apply)

- Increase name recognition of Smalltown
- Increase customers traffic
- Increase sales potential
- New marketing opportunities

6. How willing are you to participate in marketing events linked with Smalltown Opera House?

- Very interested
- Not likely
- Event dependent

7. How much of your marketing budget are you willing to use advertising in the Smalltown Opera House programs?

- < \$100
- \$100-\$499
- \$500-\$999
- \$1000-\$1499
- \$1500+

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August 15, 2014

Dear Bigtown resident:

Smalltown has had a long history of providing a safe and enjoyable environment for its visitors. The guests of our community are what make it a great place to visit for our neighbors from the surrounding region.

To create a more alluring downtown for our visitors and a group has formed to investigate renovating and reopening the Smalltown Opera House. This organization has appointed Horizon Business Development Corporation to research the feasibility of Smalltown Opera House renovation project and its potential long term success. Your opinions are respected and the input you provide will assist us in creating an asset that the entire region can enjoy.

Your anonymous responses will be kept confidential and will be used for the Smalltown Opera House restoration project only. Information gathered from the survey will steer the direction of the project insuring that proper decisions will be made for the community.

A QR code has been provided that will direct you to a secure website to record your responses or you can choose to go directly to the website located at <https://www.surveymonkey.com/s/ZPSHLR8>. You will be asked to enter the code listed below. A copy of the survey has been included if you wish to complete the paper version. If you selected this method send it in via the US mail using the preaddressed, stamped envelope provided. Please complete surveys by September 1, 2014. When finished a certificate for a complementary appetizer at Smalltown Restaurant will be provided as our thank you for your participation. Mail in surveys will receive the certificate if your address is provided so we may forward it to you.



Your activation code is: BZ1563

Thank you for your participation,

LEONARD SHEEHY

Marketing Specialist

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Opera House Renovation Project Smalltown USA
Bigtown Resident Hardcopy Survey

Directions: This survey should be completed by one individual in your household above the age of eighteen. If you have completed your survey online please do not submit this document. Please send the completed questionnaire by September 1.

All answers should be completed as they refer to the individual completing the survey. Please do not put your name on the document because all responses will remain confidential.

Enter your activation code: _____

For questions 1-7 check in the box that applies to you.

1. What is your gender?

- male
- female

2. What is your age?

- 18 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- 60 - 70
- 70 – over

3. What is your income?

- 0 – 24,999
- 25,000 - 49,999
- 50,000 – 69,999
- 70,000 – 90,999
- 91,000 – 124,999
- 125,000+

4. How many members in your household?

5. How frequently does your family go to live shows?

- Once a year
- Twice a year
- Three to four times a year
- Monthly
- Several times a month

6. How much money would you be willing to spend on an event at the Smalltown Opera House?

- <\$20
- \$21 - \$40
- \$41 - \$60

- \$61 - \$80
- \$81 - \$100
- \$100+

7. How far would you be willing to travel to attend a live show in Smalltown?

- 1 – 10 miles
- 11 – 20 miles
- 21 – 30 miles
- over 31 miles

For Questions 8 - 9 rank your opinions.

8. Considering the types of shows you attend, rank them from 1-5 with 1 being the most likely that you would attend and 5 being least likely you'd attend.

- ___ Music
- ___ Dance
- ___ Theatre
- ___ Lectures
- ___ Movie
- ___ Children's Programs

8. Rank the Dinner/Event package you would be likely to attend from 1-5 with 1 being the most likely that you would attend and 5 being least likely you'd attend.

- ___ Dinner at a fast food restaurant
- ___ Dinner at a pub
- ___ Dinner at a fine dining restaurant
- ___ Light dinner only
- ___ Other type of entertainment (please specify)
