

Tierrasanta Foundation
Survey Results from the Taste of Tierrasanta 2008

1 Big Picture: How did you like the Taste? Did you have a good time or were you disappointed?

Answer	0%	100%	Number of Response(s)	Response Ratio
The Taste was great! I had a wonderful time.			69	57.4%
The Taste was fun but there's some things you could do better.			18	15.0%
The Taste was ok.			7	5.8%
The Taste was somewhat of a disappointment.			4	3.3%
The Taste was not very good and not worth the money.			1	<1%
Totals			120	100%

1. Big Picture: How did you like the Taste? Did you have a good time or were you disappointed?

Answer	
1	At \$50, event is overpriced. Half of concessionaires unfriendly at best & food was acceptable not outstanding. Entertainment was really non-existent.
2	Great time, great value, great friends, great food, great drink, great music, great value.
3	Layout was disjointed. Political signs were inappropriate. There is too much food served by some (Tierra Mex), Needed more drink stands.
4	Too pricy. Quality of some vendors was questionable.
5	Choice of rest were much better this time. No music for hour was kind of drag & compared to live music. There was no place to get water on hot day.
6	The music was so loud coming out of one speaker, we had to move - so if the music were a little quieter, that would be good.
7	This was the first time in 24 years that I didn't have to work an event.
8	I arrived early and left early for personal reasons, but I was delighted with the professional approach to the event, the parking, the 'tastes' etc.
9	With all the space available, we thought the food booths were too close together causing massive crowding blocking one booth from next.
10	Having only the one entrance was an inconvenience for us as my husband is not able to walk as well as he used to.
11	I think more people would have attended if the price was kept at \$40.
12	we arrived at 7, but most of the food was gone by then.
13	It was too noisy
14	We had a great time because of our friends. If it wasn't for Andiamo, the food would have been mediocre
15	Another great party.
16	Food was not hot.
17	Restaurants in Tierra Santa are mediocre. That makes it difficult to justify a \$50 entrance fee. However, being a charity event, we went anyway.
18	Alot of fun. Only problem I saw was some of the booths ran out of food early.
19	Appearance was beautiful. Layout well done.
20	not as much energy as last year.
21	we absolutely loved it!

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2 If you attended the first Taste in 2007 then how did this one compare?

Answer	0%	100%	Number of Response(s)	Response Ratio
The 2008 event was better than 2007 in all regards.			14	23.3%
Generally speaking, 2008 was better than 2007.			11	18.3%
2007 and 2008 were about the same.			6	10.0%
Generally speaking, 2007 was better than 2008.			6	10.0%
The 2008 event was a big step backwards compared to 2007.			0	0.0%
Totals			60	100%

2. If you attended the first Taste in 2007 then how did this one compare?	
Answer	
1	Didn't attend 2007. Others didn't attend 2008 because they didn't know. Need to get the word out.
2	The food was better in 2007. Vendors offered quality food, rather than cheaper selections.
3	The location was a little nicer, and the organization was great.
4	did not attend in 2007.
5	Tough to say since I worked last year.
6	Did not attend 2007.....just moved here recently
7	I liked the music and that people could dance. It really made a wonderful addition to a great community gathering.
8	The variety of food was wonderful and the wine was great.
9	Did not attend 2007
10	Did not attend in 2007.
11	This was my first
12	I did attend previously.
13	I liked the location better in 2008.
14	I didn't attend the first one, but this one was excellent.
15	We met more people in 2007 when the tables were smaller and you moved from place to place.
16	Did not attend in 2007
17	Did not attend in 2007
18	Did not attend
19	The parking was better and it didn't seem as crowded.
20	Looked more organized...classier.
21	I didn't attend the first one.
22	We did not attend.

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3 Tell us your opinion of the Location, Layout and Administration of the Event.

1 = Don't agree at all , 2 = Mostly disagree , 3 = No opinion or not sure , 4 = Mostly agree , 5 = Agree completely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
I thought the Church was a great location for the Taste.						98	4.5
There was plenty of parking. No problems with parking.						95	4.5
One location for check-in and admin was just fine.						95	4.4
The check-in process went smoothly. No long waits.						97	4.6
The layout was excellent: plenty of space, plenty of tables.						98	4.5
There was plenty of seating.						97	4.4
I preferred the stand-up tables over the sit-down tables.						96	2.4
There was plenty of tents to provide shade.						97	4.4
The reserved tables were a good idea.						97	3.2
The tables were kept clean and the trash was emptied often.						95	4.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
I thought the Church was a great location for the Taste.	1.0%	2.0%	4.0%	33.6%	59.1%	98	4.5
There was plenty of parking. No problems with parking.	3.1%	7.3%	23.1%	66.3%		95	4.5
One location for check-in and admin was just fine.	8.4%	5.2%	27.3%	58.9%		95	4.4
The check-in process went smoothly. No long waits.	2.0%	4.1%	24.7%	69.0%		97	4.6
The layout was excellent: plenty of space, plenty of tables.	5.1%	3.0%	28.5%	63.2%		98	4.5
There was plenty of seating.	1.0%	7.2%	1.0%	30.9%	59.7%	97	4.4
I preferred the stand-up tables over the sit-down tables.	21.8%	36.4%	26.0%	7.2%	8.3%	96	2.4
There was plenty of tents to provide shade.	3.0%	8.2%	38.1%	50.5%		97	4.4
The reserved tables were a good idea.	4.1%	13.4%	49.4%	19.5%	13.4%	97	3.2
The tables were kept clean and the trash was emptied often.	1.0%	1.0%	18.9%	32.6%	46.3%	95	4.2

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3. Tell us your opinion of the Location, Layout and Administration of the Event. - Comments	
Answer	
1	The layout was awkward to move around.
2	Earlier on, there was a shortage of seats at the sit-down tables.
3	The food vendors were too seperated. Reserved tables, especially stand-ups, were unnecessary and elitist.
4	I did not know until late in the evening that there was food available on the west side of the parking lot.
5	We wanted to sit down and had to wait until the very end for a sit-down table. Who got to reserve?
6	There's never too much shade! I was somewhat concerned that the event did not use eco-friendly plates or flatware or recycling...
7	With all the space tables could have been farther away from food booths, thus eliminating some of the crowding around both.
8	I entered at Vallarta Rd. It would have been nice to have an entrance there also.
9	Seating (or tabling) was sometimes difficult. It seemed like half the tables were reserved. The standing tables were appropriate for appetizers.
10	I walked over to avoid any parking issues.
11	The standup tables was a good idea. Good place to gather for a drink, conversation and snack then move on.
12	I didn't realize there were any reserved areas, so I can't comment on that.
13	Thought the layout made a question as to where the enterance was. Think it better to have it wherre the bar was.
14	There wasn't much breeze under the tents. It got warm if you weren't near the edge of the tent area.
15	the stand up tables could have had more shade
16	We mostly stood at a stand up table but were glad to have the ability to sit down A later start time would make it cooler(not as hot).
17	Sit down tables are necessary for older folks.
18	"There were" not "there was."
19	Creating "exclusivity" w/reserved tables seemed a bit snobbish. It's a community event...meet new friends, see old ones and promote community spirit.
20	Very well done. Everything was clean and neat. From parking to leaving - very well organized.
21	The booths were too close together.

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4

Tell us your opinion of the food.

1 = Don't agree at all , 2 = Mostly disagree , 3 = No opinion or not sure , 4 = Mostly agree , 5 = Agree completely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
There was plenty of food. I ate all I wanted to eat.						96	4.5
The selection of food was excellent. Great variety.						95	4.4
All of Tierrasanta's best restaurants were represented.						94	4.2
Serving sizes were perfect. Not too much, not too little.						94	4.2
There was plenty of restaurant help so I didn't have to wait in line.						95	4.3
The layout of the restaurants (on the perimeter) was perfect.						93	4.5
I was disappointed you didn't hold the "Best Restaurant" contest.						94	2.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
There was plenty of food. I ate all I wanted to eat.	2.0%	4.1%	1.0%	26.0%	66.6%	96	4.5
The selection of food was excellent. Great variety.	1.0%	6.3%	2.1%	34.7%	55.7%	95	4.4
All of Tierrasanta's best restaurants were represented.	1.0%	5.3%	8.5%	39.3%	45.7%	94	4.2
Serving sizes were perfect. Not too much, not too little.	4.2%	2.1%	4.2%	46.8%	42.5%	94	4.2
There was plenty of restaurant help so I didn't have to wait in line.	1.0%	4.2%	2.1%	44.2%	48.4%	95	4.3
The layout of the restaurants (on the perimeter) was perfect.	2.1%	2.1%	3.2%	33.3%	59.1%	93	4.5
I was disappointed you didn't hold the "Best Restaurant" contest.	24.4%	13.8%	51.0%	7.4%	3.1%	94	2.5

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4. Tell us your opinion of the food.	
Answer	
1	Thought it went off very well.
2	There is too much food, much more than a "taste" so it is too easy to get too full, thereby not enjoying each restaurant.
3	A few restaurants from last year didn't show. Missed the Butcher Shop's meat! Missed 94th Aero.
4	The line at Baskin Robbins at the end was disappointing, because we never got a chance to taste there.
5	There was a great difference in the amount and quality from the different restaurant. Not sure if you give guidelines for that.
6	Didn't know there was one.
7	I think the 'class' of the event is paramount to its success. A competitive event would not add to this type of atmosphere.
8	I felt sorry for the vendors to the west as they didn't get the exposure the north side had.
9	Where was Bell'Agio this year? Otherwise good representation from T'Santa restaurants. REALLY MISSED 49th & the Butcher Shop!
10	Where was Bellagio?
11	I was disappointed in the foods served by many the restaurants.
12	La China was stuck off away from the others.
13	Overall the food was not hot & they stopped serving & cleaning up by about 7:30pm. Plus some resturants ran out of food & they ran out of soft drinks.
14	Serving sizes varied all over the place. Some restaurants gave too much, some too little.
15	Ideally, there would have been more variety... but then again, that reflects Tierrasanta.
16	For soups or chowders the portion was a bit too small to get a good taste.
17	The only really long line was Baskin Robbins, and we gave up on that.
18	I was a little disappointed at Choice of Mandarin for unimaginative bland food and at Gaetano's for running out of shrimp (before I got to try any).
19	The chili and clam chowder servings from Studio Diner were tiny.
20	Some first mentioned (94th Aerosquadron and ButcherShop were not there.
21	Baskins Robbins kept running out of sundaes!
22	Again, why knock other restaurants supporting this event and the community...unless restaurants represented initiated or supported such a contest
23	No "BEST RESTAURANT" contest. We don't want to drive restaurants away by making them "losers."
24	Disappointed that a few restaurants didn't show. More variety would have been nice. A bit bigger portions size too.
25	Like 2007, it was difficult to tell the name of the resturants. A few had nice big signs. The layout map helped.
26	Everything was so tasty! Great portions and you got to sample so much. Don't think it was necessary to have "best restaurant."
27	What happened to dessert? Disappointing. We missed 94th Aero Squadron's fabulous crab cakes from 2007.

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5

Tell us your opinion of the drinks.

1 = Don't agree at all , 2 = Mostly disagree , 3 = No opinion or not sure , 4 = Mostly agree , 5 = Agree completely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
There was plenty of beer and wine.						97	4.4
The selection of beer and wine was excellent. Great variety.						94	3.9
Having all drinks sold for the same price kept things much simpler.						95	4.6
Serving sizes were perfect. Good value at \$2.50 a drink.						94	4.5
The drink tickets worked fine. Kept things simple.						93	4.7
There were enough places selling drinks.						93	4.4
The margaritas were great and at \$2.50 a good value.						89	4.1
It was good that water and cokes were free.						97	4.5
The cold drinks were well chilled.						94	4.3
I had no problem finding a place to drink my drink.						95	4.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
There was plenty of beer and wine.	1.0%	1.0%	11.3%	34.0%	52.5%	97	4.4
The selection of beer and wine was excellent. Great variety.	8.5%	14.8%	50.0%	26.5%		94	3.9
Having all drinks sold for the same price kept things much simpler.	1.0%	8.4%	22.1%	68.4%		95	4.6
Serving sizes were perfect. Good value at \$2.50 a drink.	7.4%	31.9%	60.6%			94	4.5
The drink tickets worked fine. Kept things simple.	2.1%	27.9%	69.8%			93	4.7
There were enough places selling drinks.	4.3%	7.5%	33.3%	54.8%		93	4.4
The margaritas were great and at \$2.50 a good value.	1.1%	34.8%	19.1%	44.9%		89	4.1
It was good that water and cokes were free.	2.0%	2.0%	12.3%	7.2%	76.2%	97	4.5
The cold drinks were well chilled.	1.0%	23.4%	24.4%	51.0%		94	4.3
I had no problem finding a place to drink my drink.	1.0%	3.1%	8.4%	21.0%	66.3%	95	4.5

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5. Tell us your opinion of the drinks.	
Answer	
1	I was charged a ticket for what you state above was free coke.
2	There was just a little confusion at the drink table the first time I got a soda they took a drink ticket for it.
3	More variety of soft drinks??
4	I did not know that water and sodas were available for free.
5	Disappointed that non-alcoholic beverages ran out with 2 hours to go in the event
6	I did not realize water was free. Where was it?
7	Decafinated soft drinks would have been nice. Since my spouse and two of our friends don't drink alcohol or cafinated drinks.
8	At first, they took tickets for sodas then they didn't. Water and cokes should be free all evening.
9	Missed the martini bar. Heard the same from others too.
10	Didnt know cokes were "free"...was charged a ticket for each one
11	The cokes and water weren't free in the beginning and then they ran out.
12	2008 drinks were handled much better and a definite improvement over 2007.
13	no opinion since all we got to drink was water
14	There were no Cosmos like in 2007.
15	Water should be free. No need for free cokes--encourages junk food. Beer good. Wine selection could have been better but was OK.
16	Inexpensive drinks are good, especially when paired with food! I recently went to a "wine and cheese tasting" where there was very little food. Bad.
17	Cokes Free? We used our drink tickets for soda. I don't mind this if you get two sodas for one ticket, but a soda the same price as beer?
18	Ran out of cokes and water too early. I didn't get any later in the evening when I didn't want to drink alcohol any more.
19	However, we didn't discover the free water for a while -- and we never realized the cokes were free!
20	I didn't want to drink wine or beer, and I missed the soft drink/water area. My fault I guess.
21	Would have preferred a couple of mixed drinks booths with a variety of liquors
22	Excellent handling of drinks - variety, price, ease of ordering
23	Ran out of sodas very early - disappointing for those of us who don't drink beer/wine
24	Prefer 1 general admission price. Drink tickets a bit of a pain.How about paper bracelets w/4 stickers? You pull them off, give to vendor. Hands free.
25	I think slushy margaritas would be a good option
26	I didn't know water and cokes were free. I took a cup from another vendor and would go to the water stop booth and fill up my cup there.
27	The "ready made" margaritas were watered down by the time they were served.

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6

Tell us your opinion of the entertainment.

1 = Don't agree at all , 2 = Mostly disagree , 3 = No opinion or not sure , 4 = Mostly agree , 5 = Agree completely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
The Disk Jockey was great and he played great music.						91	3.9
The volume was not too loud.						92	3.5
I could hear and understand the announcements.						91	3.1
The announcements were infrequent, short and well spaced.						89	3.9
I didn't even realize there was no music for an hour during the event.						90	3.3
The dance floor was a nice idea.						93	4.1
The dance floor was the right size.						89	3.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
The Disk Jockey was great and he played great music.	3.2%	6.5%	15.3%	43.9%	30.7%	91	3.9
The volume was not too loud.	9.7%	17.3%	8.6%	38.0%	26.0%	92	3.5
I could hear and understand the announcements.	10.9%	29.6%	10.9%	35.1%	13.1%	91	3.1
The announcements were infrequent, short and well spaced.	3.3%	30.3%	41.5%	24.7%		89	3.9
I didn't even realize there was no music for an hour during the event.	15.5%	14.4%	15.5%	34.4%	20.0%	90	3.3
The dance floor was a nice idea.	1.0%	3.2%	19.3%	36.5%	39.7%	93	4.1
The dance floor was the right size.	3.3%	32.5%	35.9%	28.0%		89	3.9

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6. Tell us your opinion of the entertainment. - Comments	
Answer	
1	Great music and dancing.
2	Announcements garbled. Music selections awful & way too loud, and lasted 1 1/2 hrs after event ended, disturbing the neighborhoods.
3	Terry Burhans was GREAT!
4	Sound system sucked, and too loud. Could have done without it.
5	the volume was too loud right in front of the speakers. I did notice the hour of quiet, and I thought it was too quiet.
6	Got a little loud after the church break.
7	I had to yell at the person I was talking to on more than one occasion. I heard of people leaving because the music was too loud.
8	I knew the music would be quiet for an hour and chose to arrive early to take advantage of that, expecting it to be noisy and detract from the event.
9	Didnt stay for music and dancing
10	I thought the music was terrible; wayyyyyyyy too loud, do we really need dancing? It was such a lovely evening except for that.
11	I didn't dance but really liked it for those who did.
12	Where we were sitting, I couldn't understand the raffle announcements, so didn't know if I'd won anything or not.
13	A great addition to the party!
14	I would have preferred a "softer" music - maybe some 50's & 60's music, perhaps even some classical. I thought the music was much too loud!
15	Dance floor could be larger.
16	more up to date music
17	Music was too loud. Not conducive to conversation and dining like we had in 2007. This is a dining event not a fiesta.
18	We heard almost no music while we were there.
19	I think if we were able to have a band like Rockola the attendance would increase.
20	Music could be a little better.
21	We had so much fun visiting with old friends I really didn't hear the speakers from our seats.
22	If I recall, you had live music last year. I liked that better.
23	Music sometimes was very loud. Maybe I am just getting old!
24	We loved the dancing - bigger floor next year!
25	i did no notice a dance floor. but a great idea
26	The dance floor could have been larger, but the pavement was also used and worked fine.
27	Music at times too loud to talk over even at far end. Speaker directionality w/ quieter area for talking but more lively area for dancing?
28	A band would be better, but he was a good DJ except TOOOOOO LOUD for the first hour.
29	After asked to turn it down in volume
30	The music set the tone and atmosphere.nice if just had some prerecorded music playing in the background. Have music for the entire event.
31	It was nice to be able to hold a conversation this year.

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7

Tell us your opinion of the raffle prizes.

1 = Don't agree at all , 2 = Mostly disagree , 3 = No opinion or not sure , 4 = Mostly agree , 5 = Agree completely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
There was a great selection and variety of raffle prizes.						89	3.2
I like the idea of having separate drawings for each prize.						89	4.1
\$1 per ticket was a very fair price; it made me buy more.						90	4.2
The \$500 Opportunity Drawing was great. Very exciting.						91	3.8
I was confused between drink tickets and raffle tickets.						91	2.0
I could hear and understand the raffle drawing announcements.						90	3.1
Holding the raffle drawings at the end of the event was a good idea.						89	3.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Response(s)	Rating Score*	
There was a great selection and variety of raffle prizes.	6.7%	19.1%	31.4%	33.7%	8.9%	89	3.2	
I like the idea of having separate drawings for each prize.		25.8%	41.5%	32.5%		89	4.1	
\$1 per ticket was a very fair price; it made me buy more.		22.2%	37.7%	40.0%		90	4.2	
The \$500 Opportunity Drawing was great. Very exciting.	3.2%	3.2%	37.3%	21.9%	34.0%	91	3.8	
I was confused between drink tickets and raffle tickets.		46.1%	20.8%	24.1%	5.4%	3.2%	91	2.0
I could hear and understand the raffle drawing announcements.	8.8%	21.1%	31.1%	27.7%	11.1%	90	3.1	
Holding the raffle drawings at the end of the event was a good idea.	1.1%	10.1%	32.5%	37.0%	19.1%	89	3.6	

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7. Tell us your opinion of the raffle prizes.	
Answer	
1	PA systems wasn't the best. Burhans spoke clearly and was entertaining.
2	I left before the drawing, but did not know if I had to be there to win.
3	Some of the prizes seemed strange and not 'mainsteam' enough to me although I realize they were donated. I did not buy any tickets.
4	Dont know how many raffle tickets were sold, but I think more "useful" items might create larger ticket sales.
5	See above, and when was the Opportunity Drawing? I missed that entirely. Call winners from "stage area."
6	The raffle was fun but the auction brought more excitement and variety to the event.
7	didn't stay for the raffle
8	I didn't know much about the raffle.
9	Space the raffles out. Do a few small items in the middle of the event. Hold the big ones for the end.
10	I would do a few every hour to create excitment and make it fair/fun for those who had to leave early.
11	We didn't pay much attention to the raffle.
12	We had to leave before the opportunity drawing, but I like the idea of the drawings.
13	It would have been better to have raffle drawings throughout the event.
14	Sometimes better to have a couple of separate announcements for drawings instead of all at once.
15	Liked some prizes (spa/sports/wine/choc. pkgs). More fun w/ silent auction (raise more money too?). Didn't like \$500 drawing @ charity based event.
16	It's nice to do something during the event (maybe hourly) as well. Creates level of excitement, but didn't affect the enjoyment of event overall.
17	Did not realize for quite awhile that the raffle drawing was happening.
18	Didn't make it to the raffle table. Did you make any announcements prior to the raffle -- didn't hear them if you did.
19	Big issue with not being able to hear the drawings. A shame since nice prizes were there. People around me couldn't understand what was being said.
20	nice prizes especially the art work.
21	Keep the auction running longer...more \$\$ spent

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8

Please provide your thoughts on other aspects of the Taste.

1 = Don't agree at all , 2 = Mostly disagree , 3 = No opinion or not sure , 4 = Mostly agree , 5 = Agree completely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
The ticket sales process was well handled.						95	4.5
The Taste website had lots of useful information.						93	4.3
All I knew about the Taste I read in the TierraTimes.						91	2.7
Raising the admission price to \$50 was bad. Too expensive.						94	2.8
The Taste handout (Taste program) was excellent.						94	4.2
The event was professionally managed and conducted.						93	4.6
I had complaints but could not find anyone to talk to.						93	1.7
I am very interested in finding out which organizations get the \$\$.						90	4.0
I want to help organize and conduct the next Taste.						85	2.1
I can't wait for the next Taste.						90	4.1

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Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
The ticket sales process was well handled.	2.1%	7.3%			27.3%	63.1%	95 4.5
The Taste website had lots of useful information.		21.5%		22.5%		55.9%	93 4.3
All I knew about the Taste I read in the TierraTimes.		23.0%	31.8%	14.2%	17.5%	13.1%	91 2.7
Raising the admission price to \$50 was bad. Too expensive.		11.7%	36.1%	23.4%	17.0%	11.7%	94 2.8
The Taste handout (Taste program) was excellent.	1.0%	2.1%	11.7%	47.8%		37.2%	94 4.2
The event was professionally managed and conducted.	1.0%	2.1%		31.1%		65.5%	93 4.6
I had complaints but could not find anyone to talk to.			60.2%	11.8%	25.8%	1.0% 1.0%	93 1.7
I am very interested in finding out which organizations get the \$\$.	4.4%	3.3%	21.1%	34.4%		36.6%	90 4.0
I want to help organize and conduct the next Taste.			37.6%	21.1%	32.9%	5.8% 2.3%	85 2.1
I can't wait for the next Taste.	1.1%	4.4%	13.3%	42.2%		38.8%	90 4.1

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8. Please provide your thoughts on other aspects of the Taste.	
Answer	
1	If the politicians want to walk around, fine, but their signs should not be posted. And, were they ALL invited??
2	Probably won't attend next year's Taste
3	There will always be folks who complain about the price. Just don't raise it too much every year.
4	I believe that the price helps create the right atmosphere for the event, as does the 'no minors' rule which was how I persuaded my husband to attend!
5	Dont know what last years ticket price was, but since 800 werent sold this year...maybe price was a little high.
6	Consider extending the music and dance another hour. Not sure I would extend the alcohol, though, as we don't want 'scenes' or drunk drivers.
7	At my age, things are happening too fast as it is!
8	it would be nice to know the specific groups from the schools that are benefiting.
9	The process of going to the website / buying a ticket / filling out the form for where the money goes seemed like it could be streamlined.
10	Hand delivered tickets was a nice personal touch.
11	For marketing purposes, \$50 sounds expensive but \$45 or \$47 sounds like a lot less and would appeal to a larger age group and economic group.
12	We had a great time so thank you to those who organized the event.
13	I think if you had a ticketless event it would be easier - your staff wouldn't have to drop off the tickets. People would just check in.
14	Website had excellent info, esp. re: \$raised/targeted. Liked email reminders with maps / layout, where to park, etc.
15	Only negative on "Professionally managed" was the PA system gripped about earlier.
16	Great job and it was nice of Roy to personally deliver our tickets to our house. I will be telling more people about it.
17	It's nice to have one event we don't have to work at!

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The Taste organizers were hoping to sell 800 tickets but we ended up selling only about 630. That's more than we sold in 2007 but not what we hoped to sell.

So why do you think we fell short in ticket sales?

1 = Had nothing to do with soft sales , 2 = Possibly contributed, but in a minor way , 3 = No opinion; don't know if this was a reason , 4 = Probably contributed to soft sales , 5 = This certainly is the reason why sales fell short

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Because you raised the price from \$40 to \$50.						93	3.3
Because of the bad economy; some people would not have paid even \$40.						92	3.6
Because it's still summer vacation and people were busy that weekend.						92	3.0
Because football season had started.						93	2.0
Because you held the event at a church.						92	1.7
Because the list of restaurants was just not that appealing.						92	2.0
Because some people just don't like crowds and 800 is a lot of people.						92	2.3
Because some people might think that parking was impossible.						91	2.1
Because the organizers of the event were an annoying bunch of people.						91	1.4
Because not being able to bring one's kids makes it just too hard.						92	2.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Response(s)	Rating Score*	
Because you raised the price from \$40 to \$50.	2.1%	25.8%	21.5%	41.9%	8.6%	93	3.3	
Because of the bad economy; some people would not have paid even \$40.	6.5%	10.8%	14.1%	54.3%	14.1%	92	3.6	
Because it's still summer vacation and people were busy that weekend.	7.6%	28.2%	21.7%	36.9%	5.4%	92	3.0	
Because football season had started.		37.6%	29.0%	25.8%	7.5%	93	2.0	
Because you held the event at a church.		54.3%	22.8%	20.6%	2.1%	92	1.7	
Because the list of restaurants was just not that appealing.		51.0%	15.2%	19.5%	11.9%	2.1%	92	2.0
Because some people just don't like crowds and 800 is a lot of people.	29.3%	28.2%	27.1%	13.0%	2.1%	92	2.3	
Because some people might think that parking was impossible.	32.9%	29.6%	29.6%	7.6%		91	2.1	
Because the organizers of the event were an annoying bunch of people.		76.9%	5.4%	16.4%	1.0%	91	1.4	
Because not being able to bring one's kids makes it just too hard.		45.6%	26.0%	15.2%	11.9%	1.0%	92	2.0

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9. The Taste organizers were hoping to sell 800 tickets but we ended up selling only about 630. That's more than we sold in 2007 but not what we hoped to sell. So why do you think we fell short in ticket sales?	
Answer	
1	Maybe people just didn't feel that paying into the community at this time was a priority.
2	Economy definitely part of problem; also, price jump to \$50 is expensive.
3	You don't need a bunch of "Yard Apes" at an event like that. Not having a lot of children enhanced the evening.
4	As a mother of two small children, I like having an event that's an adult event with drinks and so on; less likely for me to go if you include kids.
5	TierraTimes ran two stories saying that the Taste would sell out so if getting close to the date, people would be hesitate to call.
6	I think 800 is too many and that venue would have been too crowded.
7	We would not have attended a 'family event' held at a church, for sure (while recognizing all that this church contributes to our small community).
8	You need to find a way to ask those who didn't attend 'why' they didn't attend.
9	I'm sure many people didn't come b/c it was an adult affair, but let's keep it that way.
10	my son is two and finding a babysitter was a little tough. older kids i understand, but under 5 or so, a different story
11	I think the increase in price had alot to do with it and it was a busy weekend for people.
12	It was great w/o kids. We can bring our kids to the Fiesta.
13	I don't think it was all that well publicized, actually. Many of my coworkers who live in Tierrasanta hadn't heard of it.
14	Headlines of 2 TierraTimes articles made it sound like event already sold out.
15	I like that there are no kids. Do not have kids in the future! I like them at Tierra Fest, but this is not the place.
16	I am not sold on allowing kids unless you provide something for them to do.
17	We didn't attend last year, but maybe some who didn't come found fault in last year's event????
18	Just kidding about the "annoying organizers" part.
19	You must keep event to over 21. Lots of adults would not come if kids were there.
20	The heat of the day kept people away from buying there
21	Don't let the kids come, ever!
22	Better promotion, many did not know about it despite the website and Tierra Times
23	we had a great time!
24	Don't think the location was an issue. Ascension Fiesta is PACKED and it is at a church; is free to get in; can bring kids; and alcohol sold.
25	Personally, NO kids was great!! Don't know how this compares to Oktoberfest or CB's Pancake Breakfast.Thought attendance/proceeds better for "T of T."
26	But please, NO KIDS! I don't want to be herded into the drinking fence like a bunch of cattle!
27	This needs to be kept a kid free event!
28	We had a wonderful time. we can't wait until next year. Having adults only was a good idea - no chaos from kids. Gave us parents a date nite.
29	More than likely it was the economy.

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10 Please provide any other thoughts, advice, criticism or praise you might wish to offer.

Number of
Response(s)

[View Text Answers](#)

50

10. Please provide any other thoughts, advice, criticism or praise you might wish to offer. - Responses

Answer	
1	This was our first taste and I thought it was great and very well organized. I enjoyed checking the website to see the restaurants and the taste menus.
2	I really thought it was well organized, well run, had a great time and it was a great value for the \$.
3	It is good you are soliciting input. Proves you care about improving.
4	Need a raised dais or stage for the auction or raffle part. Need better PA system. Tickets could be available at more places. DJ was ok, announcer was great. Food offered by restaurants on cheaper side and several ran out. Overall good idea, good fundraiser.
5	Great job.
6	Go USC!
7	Fifty buck was too much for this event.
8	Thank you so much to all of the volunteer efforts and organization; I think it's a great thing and I'm so glad you started it.
9	You all did a great job again. You had more help at the booths. I'm assuming each sponsor had to provide so many workers. Good idea with corp. sponsors and "reserved" tables, although they weren't well publicized. Extra money, little expense.
10	More tickets sold than in 2007, but with a \$10 price increase. Sounds like a success to me... Just do the same again next year and email supporters to ask their friends specifically to join the event. I've already started this process...
11	The Duncan Hunter poster at at least one of the drink stands offended me. Politics has no business at the Taste of Tierrasanta.
12	Overall, I thought it was a very well organized event and will certainly be there next year unless ticket prices go even higher. Kudos to those who contributed their time and energies to making this a success.
13	I didn't fill out each question because overall I was thrilled with the entire event except for the music, it was too loud and very, very annoying. I'm assuming we'll all know in the T-Times where all of the monies went. I thought the food and drinks were absolutely great, very abundant and very well done.
14	The Taste makes me feel like Tierrasanta is becoming more than a bedroom community. I appreciate all of you who made the Taste happen. I know there was a tremendous amount of planning and legwork involved. Thank you so much.
15	The Taste is a very good idea and it could become a fixture in Tierrasanta...How did the church like having it on their property?
16	thanks, it was fun!
17	Much praise to the organizers! So much work went into this very successful event. Please continue to solicit restaurants outside Tierrasanta as it helps us make discoveries.
18	We really enjoyed the "Taste"! It was our first time (we brought four friends), and we certainly will attend next year!
19	Have it on a Saturday, not a Sunday.
20	good idea and great work. just work on having enough food next time. thanks for organizing a great community event

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21	Maybe the "younger" families of Tierrasanta would enjoy having it be a "family" event. You could then have a separate beer garden with wristbands for entrance, or have the Taste earlier in the day.
22	It was a great event! The organization/planning was amazing. You may have better attendance holding the event during the Fall or Spring. Many people are on vacation in Aug. I thought it was a great turnout for summer. Great job! Thank you!
23	I think the organizers did a super job.
24	Ticket sales were done well. The restaurant selection could have been better. Andiamo was by far the best/nicest restaurant with great food. First class. What happened to Aero Squadron or Belagio or Butcher Shop?!
25	Nice event, nice location, esp. with "last minute" requirement vis 'a vis loss of Colwell Banker. Price too high. Don't know "how" kids might be incorporated...perhaps "kid corral" w/ burgers/hot dogs/pizza for younger, "No drink" bands for older?????
26	My only regret is that next time, I should come earlier! \$50/plate is steep, but then again, this is a charity function.
27	Great event - our first - we will be back next year!
28	A well run event, contributing to the general welfare of the community.
29	Well done - thank you!
30	A good event. Thanks to those who worked hard for it. I will attend each year.
31	We had a nice time. The variety of food was again very good. The music was a little (maybe a lot) loud. We liked the layout (smaller) tables better in 2007. Looking forward to 2009. You folks did a great job!
32	Coldwell Banker RE did a great job. Kudos to all!
33	Good job!!!
34	We had a good time. We got there early so don't know if there was a parking problem. The price was ok to me because I thought of it as contributing to my community.
35	We live in a great community and events like this are important! Please continue and thanks again!
36	If you want to sell more tickets, get more people involved in selling the tickets. It's a charity event. \$50 a head or not, most Tierrasantans can afford it. Put me on the list to help sell tickets next year. - Larry Murray
37	As someone who has helped organize other fundraising events, I thought you all did a great job. It's a fun, social event that crosses over all niches of T-Town. Keep it up!
38	I'm thinking if you lowered the price to \$40 with a great price for kids and did have a totally separate childrens'section with snacks, hotdogs, pizza plus games and rides, that more people could attend. But for sure keep other section over 21.
39	A later start time would make the event not as hot and allow the church to hold its serviceAllowing more time for the fun of more music and dancing. 5-9 pm or 6-10 pm would be better.Overall we enjoyed it and it was very nice to have an all adult event.Teachers and other school support staff can really relax without "little" eyes watching them
40	Overall, a well organized and well executed event. Extremely clean. Whoever orchestrated this event has meticulous attention to detail. We couldn't asked for any better.
41	Have music and dancing again next year!
42	Overall, being my first Taste, I was very impressed and thought the organizers did a great job and that the event is a wonderful idea for our community. Kudos to all involved.
43	Thank you to all of the event organizers. Lots of time and effort went into making this a safe, successful event. Having the late-breaking event of moving the venue and all that went with it seemed to go seamlessly...quite an extraordinary feat!!! Hugs and kisses, kudos to all...for your efforts on behalf of the TS Community!!!

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44	The Taste was wonderful! I had a terrific time, and I will never miss it again. Thank you for all of the hard work that obviously went into this event, and a special thank you to the restaurants who graciously participated!
45	Very impressed with event overall, the church was a great location. Your website was awesome and the quick delivery of tickets was also impressive. Congrats on a job well done.
46	First time, walked over with my neighbor, and had a great time!!
47	Well organized and orchestrated. The food and drinks were great. I thought the price was fair and I wouldn't lower it since it is a fund raiser. The only thing I could suggest would be to have music for the entire event and to have non-alcoholic beverages displayed better for us designated drivers. Made us proud to live in Tierrasanta.
48	The event was very well done .Those that complained are chronic complainers.
49	We love having an "adult" event in Tierrasanta!!We wondered if people might think that "Taste" was a church event because "Ascension" was prominent on your large banners?
50	LOVED the VENUE!! Great idea at the church! Seemed more organized, easier to see people. Keep the music longer...the PA system was horrible. Make it like the "school" auction!