

BUSINESS SURVEY OF 2010 DEATH RACE AND DEATHFEST WEEKEND

JULY 30 TO AUGUST 2, 2010, INCLUSIVE



INTRODUCTION

The purpose of this survey is to determine the financial impact, be it increased revenues, product sales, or perhaps increased costs, on local Grande Cache businesses of the weekend of Friday, July 30, 2010 to Monday, August 2, 2010 (Herein referred to as the “Deathfest weekend”). The results of this survey will be compiled and analyzed to determine the cumulative impact of the Deathfest and Death Race on the service industry within Grande Cache, Alberta. Along with General Questions required for each survey response attained, questions specified for five local business categories potentially impacted from the Deathfest weekend are included for additional business information. These five categories define the types of businesses surveyed and are provided below:

1. Hotel and Lodging
2. Restaurants and Bars
3. Other Services
4. Clothing and Merchandise Sales
5. Grocery and Fuel Sales

All businesses will be kept anonymous and the information collected from each business will be protected. The information to come out of the survey will be used solely in conjunction with statistics on the overall impact of the Deathfest weekend for businesses within Grande Cache, and nothing further. No information on individual businesses will be shared with anyone. Please read the following questions and fill out as they pertain to your business. In some instances, an estimate based on your professional opinion is all that is required.

GENERAL QUESTIONS

(For Everyone)

1. What is your average DAILY sales revenue on weekends (Saturday, and Sunday), notwithstanding the Deathfest weekend? In dollar (\$) values please.
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2. What are your average DAILY sales-related (i.e. variable) expenses on weekends (Saturday and Sunday), notwithstanding the Deathfest weekend? In dollar (\$) values please.

3. What was your average DAILY sales revenue on the Deathfest weekend (July 30 to August 2, 2010)? In dollar (\$) values please.

4. Which day did you have the largest amount of sales revenue? (Circle one)
- a. Friday, July 30
 - b. Saturday, July 31
 - c. Sunday, August 1
 - d. Monday, August 2

5. What was the amount of sales revenue experienced on that day?

6. What were your average DAILY sales-related (i.e. variable) expenses on the Deathfest weekend (July 30 to August 2, 2010)? In dollar (\$) values please.

7. Which day did you experience the largest amount of sales-related expenses? (Circle one)
- a. Friday, July 30
 - b. Saturday, July 31
 - c. Sunday, August 1
 - d. Monday, August 2

8. What was the amount of sales-related expenses experienced on that day?

9. In your opinion, do you feel that the Deathfest and Death Race weekend positively or negatively contributes to the operation of your business? Why or why not?

10. In your opinion, what else could the Town of Grande Cache be doing during the Deathfest and Death Race weekend to encourage your business' growth and sustainability?

HOTEL AND LODGING

QUESTIONS FOR ACCOMMODATION BUSINESSES ONLY

1. What is the total room capacity of your business?

2. What is your average DAILY amount of rooms occupied on weekends (Saturday and Sunday), notwithstanding the Deathfest weekend?

3. What is your average DAILY amount of rooms occupied on the Deathfest weekend (July 30 to August 2, 2010)?

4. Which day did you experience the most rooms occupied? (Circle one)

- a. Friday, July 30
- b. Saturday, July 31
- c. Sunday, August 1
- d. Monday, August 2

5. Did you reach "No Vacancy"? (Circle one)

- a. Yes
- b. No

RESTAURANTS AND BARS

QUESTIONS FOR RESTAURANT, BAR, AND NIGHTCLUB BUSINESSES ONLY

1. How many DAILY people do you serve on average on weekends (Saturday and Sunday), notwithstanding the Deathfest weekend?

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2. How many DAILY people did you serve on average on the Deathfest weekend (July 30 to August 2, 2010)?
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3. What was your busiest day? (Circle one)

- a. Friday, July 30
- b. Saturday, July 31
- c. Sunday, August 1
- d. Monday, August 2

4. Did you have to turn customers away due to being too busy? (Circle one)

- a. Yes
- b. No

OTHER SERVICES

QUESTIONS FOR OTHER SERVICE BUSINESSES, INCLUDING: TOURISM SERVICES, CONSTRUCTION SERVICES, ENTERTAINMENT SERVICES, HEALTH AND BEAUTY SERVICES

1. How many DAILY people do you service on average on weekends (Saturday and Sunday), notwithstanding the Deathfest weekend?
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2. How many DAILY people did you service on average on the Deathfest weekend (July 30 to August 2, 2010)?
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3. What was your busiest day? (Circle one)

- a. Friday, July 30
- b. Saturday, July 31
- c. Sunday, August 1
- d. Monday, August 2

4. Did you have to turn customers away due to being too busy? (Circle one)

- a. Yes
- b. No

CLOTHING AND MERCHANDISE SALES

QUESTIONS FOR CLOTHING STORES, SPORTING GOODS STORES, HARDWARE STORES, FURNITURE STORE, AND OTHER PRODUCT SALES STORES

1. How many DAILY product sales do you make on average on weekends (Saturday and Sunday – when open), notwithstanding the Deathfest weekend?

2. How many DAILY product sales did you make on average on the Deathfest weekend (July 30 to August 2, 2010)?

3. What day was your busiest day in terms of number of items sold? (Circle one)
 - a. Friday, July 30
 - b. Saturday, July 31
 - c. Sunday, August 1
 - d. Monday, August 2

4. What was your highest selling type of product on Deathfest weekend?

5. What was your lowest selling type of product on Deathfest weekend?

GROCERY AND FUEL SALES

QUESTIONS FOR GROCERY STORES, GAS STATIONS, CONVENIENCE STORES, ETC.

1. How many DAILY people on average buy from your store on weekends (Saturday and Sunday), notwithstanding the Deathfest weekend?

2. How many DAILY people on average bought from your store on the Deathfest weekend (July 20 to August 2, 2010)? For stores with a high volume of customers on the weekend, a well-informed estimate of the total amount of customers per day is sufficient.

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3. Which day was the busiest for your store? (Circle one)
- a. Friday, July 30
 - b. Saturday, July 31
 - c. Sunday, August 1
 - d. Monday, August 2