



VENDOR SATISFACTION SURVEY

Dear Wild Rice Days Vendor:

We would like your input on the Wild Rice Days Festival, as seen through your eyes. Please fill out the quick 20 questions to the best of your ability. This survey will examine ways in which our committee could better meet your needs. If you don't feel like answering a specific question, don't. If you feel the question doesn't apply to you, simply respond N/A. The information you provide is vital to the betterment of our Wild Rice Days Festival. We value your feedback, so be open and honest. Your personal information will not be shared. Your responses will be kept anonymous.

Please return your survey with your Application or by August 1, 2011. Mail it to:

McGregor Area Chamber of Commerce - PO Box 68 - McGregor, MN 55760
 email: chamber@mccgregormn.com

- 1 As a Wild Rice Days Vendor are you:
 Food Hand-Craft Manufactured Non-profit Other: _____

- 2 How many years have you participated in Wild Rice Days? 1 2 to 5 6 to 10 11+

- 3 How did you become a Wild Rice Days Vendor?
 ___ Referred by an active vendor ___ Saw it in a publication
 ___ Recruited by event representative Which Publication? _____
 ___ Joined on my own initiative ___ Other _____
 ___ Joined after attending a Chamber event ___ Can't Remember

- 4 Complete the following sentence: I vend at Wild Rice Days because...

- 5 Complete the following sentence: If I vend at Wild Rice Days next year it will be because...

- 6 Please indicate your level of agreement with the following statements:
 1-Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly Agree
 Rating
 ___ I have found new business through my involvement at Wild Rice Days.
 ___ I have developed valuable business relationships through my involvement.
 ___ I visit the Chamber website regularly
 ___ I find the Chamber website to be a useful source of information.

7 Do you feel you get your investments' worth from being a vendor? Yes No
Please explain: _____

8 Applying for a booth each year is simple and convenient.
Strongly Agree Agree Neutral Disagree Strongly Disagree

9 Do you feel you are receiving the attention you expect while at the event? Yes No
Please explain: _____

10 Where are we not meeting your expectations and How do you feel we can better our attentiveness?

11 How satisfied are you with these Wild Rice Days services?
1-Very Satisfied 2-Satisfied 3- Neutral 4-Dissatisfied 5-Very Dissatisfied
____ Promotion of Wild Rice Days ____ Committee Rep Presence
____ Washroom Facilities ____ Other _____
____ Washroom Locations ____ Other _____
____ Refuse Locations ____ Other _____
____ Food Locations

11A If you rated 4 or 5, please explain how we could better these services for you.

12 How would you rate the value of Wild Rice Days to your annual schedule?
Not Valuable Semi-Valuable Very Valuable

13 Overall, how satisfied are you with the organization of Wild Rice Days:
Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

14 What do you like most about Wild Rice Days? 14A What do you like least?

15 What would you like to see improved with Wild Rice Days? 15A What are the greatest needs of our festival?

16 How would you rate contact with the Wild Rice Days Committee?

1-Very Poor	2-Unsatisfactory	3-Average	4-Satisfactory	5-Superior
___ Quality of Service			___ Timeliness in executing a task	
___ Resolved my problem/issue			___ Knowledge/Information provided	
___ Courtesy/Friendliness				

17 Thinking about your last contact with the Committee, for what reason did you make contact?

Area Information	Event Details	Event Application	Event Confirmation	Complaint
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Other: _____

18 How could the committee better serve?

19 Are there existing or newly emerging vendor issues that the committee should be addressing today?

20 On a scale of 1-5, please rate the following:

1-Poor	2-Fair	3-Satisfactory	4-Good	5-Exceptional
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Rating

___ Application Process	___ Quantity of Communication with Event Rep
___ Confirmation of Acceptance/Denial	___ Quality of Communication with Event Rep
___ Direction, upon arrival, to your lot location	___ Customer Service & Responsiveness
___ Vendor Lot locations	___ Networking Opportunities
___ Festival Attendance	___ Security
___ Quality of Event	___ Other _____

20A If you rated any of the above less than 4, how do you think we can do better?

If you have any other comments not covered in the previous questions, please note them below.

THANK YOU FOR TAKING THE TIME TO BETTER WILD RICE DAYS!

Other comments, concerns, or criticisms:
