**SMALLTOWN TOWNSHIP**

Cordelia Twomey, Mayor 111 First Street

Tel. 515.539.4000 Smalltown, IA 50001

Fax. 515.539.4002 [ctwomey@smalltown.gov](mailto:ctwomey@smalltown.gov)

August 7, 2014

Dear Neighbors,

You have been selected to participate in an important survey of Smalltown residents regarding the renovation of the historical Regency Opera House, located at the corner of Main and First Streets. This once splendid example of late 19th architecture has fallen into disrepair since its closing in 1983. The Richman Investors Group (RIG) has signaled their interest in restoring this theatre provided that the project has the support of local residents. The Township Council and Smalltown Historical Society have partnered with RIG in administering this survey in order to determine your interest in the project.

Your feedback is very important to us. You must be at least 18 years of age and a resident of Smalltown in order to participate in this survey.

For your convenience, this brief survey can be completed in one of the following ways:

* By completing and returning the enclosed survey in the prepaid envelope
* By calling this toll-free number to complete a telephone survey: 1.800.5SURVEY
* By completing the electronic form at this address: SMALLTOWNREGENCY.COM

The deadline for participation is September 15. You may respond anonymously; or if you choose to share your name and email address, you will be registered in a drawing for:

First Prize: Dinner for two at Al’s Steak House

Second Prize: A $25 gift certificate for the Smalltown Kroger

Third Prize: 2 games with shoe rental for two people at Farmers’ Bowl-a-rama

Winners will be notified by September 20, 2014.

Please note: Information gathered in this survey will not be distributed to any third party or used for any other purpose than planning for the future of the Regency Theatre.

Thank you for a speedy response.

Sincerely,

Cordelia Twomey

Mayor

Enclosures

SMALLTOWN REGENCY OPERA HOUSE

SMALLTOWN RESIDENT SURVEY

Instructions: You must be a resident of Smalltown and 18 or older to participate in this survey. Only one survey may be submitted per person.

1. What is your age?

 18-24 35-44 55-64

25 -34 45-54 65+

1. What is your gender?

MaleFemale

1. What is your marital status?

MarriedDivorcedSingle

1. What factors are most likely to affect your choice of entertainment? (Choose all that apply)

Location

Travel time

Type of venue

Size of venue

Type of performance

None of the above

1. Please rank your favorite types of performance: 1= most preferred, 5 = least preferred

Play (Drama, Comedy, Musical)

Concert (Rock or other kinds of contemporary music)

 Symphony or chamber music

Lecture

Children’s programming

Other, please indicate below:

1. How often do you go to the theatre in MetroCity?

 Frequently (At least once a week)

 Regularly (At least twice a month

 Infrequently (Once a month or less)

 Rarely (Once a year or less)

 Never

SMALLTOWN REGENCY THEATRE

SMALLTOWN RESIDENT SURVEY

1. If Smalltown had a theatre with programming equal to that of MetroCity, how likely would you be to attend performances in town? Circle one:

1 2 3 4 5

Very Likely Not at all Likely

1. Do you feel that having a restored Regency Opera House on Main Street will benefit the town?

Yes No

If yes, in what way; if no, in what way

1. Are you a member or family member of the Smalltown Chamber of Commerce?

Yes No

1. We welcome any additional comments, suggestions, or questions:
2. If you wish to be entered into the drawing, please complete the following:

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone Number / email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No, I do not wish to be entered into the drawing.

Return to:

Richman Investors Group

20 Capital Boulevard, Suite

Metro City, IA 50025

**General Query Research LLC**

411 Answer Lane

Metro City, IA 50024

August 7, 2014

Dear (Mr./Mrs./Ms. Last Name),

The Richman Investors Group (RGI), in collaboration with the Smalltown Township Council and the Smalltown Historical Society, is interested in learning how local residents feel about the possible restoration of the Regency Opera House. You have been selected to participate in a Focus Group representing the residents of Smalltown.

The Focus Group will meet on September 22, 2014 from 8:00- 9:30 PM, at the Town Hall, 1 Main Street, Smalltown, IA. This group will discuss a number of important issues surrounding the project. Mr. Earl E. Resultz, who is a member of the General Query Research staff, will facilitate the Focus Group.

Please respond at your earliest convenience either by returning the enclosed card or via email to [Resultz@GQR.com](mailto:Resultz@GQR.com). We appreciate your assistance with the research for this project.

Sincerely,

D. Ata

President

Enclosure

 I will participate in the

Regency Opera House Focus Group on September 22 at 8 PM.

 I am unable to participate in the

Regency Opera House Focus Group on September 22 at 8 PM.

  contact me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postage Paid

Permit 12345

**General Query Research LLC**

411 Answer Lane

Metro City, IA 50024

Attn: E. Resultz

**General Query Research LLC**

411 Answer Lane

Metro City, IA 50024

**Memorandum**

From: Earl E. Resultz

To: David Ata

Date: August 7, 2014

Subject: Regency Opera House Focus Groups

As discussed, GQR will convene four Focus Groups, consisting of approximately fifteen Smalltown residents. Each group is heterogeneous with regard to age, gender, and marital status.

The Focus Group sessions are scheduled for the last two weeks in September. If, for any reason, we are unable to recruit the minimum number of 12 participants for a particular session, then we will reschedule. All Focus Group meetings will be complete and a report will be prepared by October 1, 2014.

Enclosed is a copy of the questions that will be used in the Focus Group sessions. I would appreciate your feedback.

**General Query Research LLC**

411 Answer Lane

Metro City, IA 50024

**Regency Opera House Focus Group Agenda and Questions**

1. Welcome and Introductions of Participants
2. Explanation of Rules of Conduct for the Focus Group

* Interaction Between Participants
* GQR Recording of the Session

1. Summary of the Goals for the Session
2. Questions and Discussion
3. Why did you make your home in Smalltown?
4. What do you see as the strengths and shortcomings of the town?
5. Do you believe that the town would benefit from the restoration of the Regency Opera House? Why or why not?
6. What do you see as the biggest roadblocks for this project?

* Logistic
* Security
* Marketing

1. Do you think that a restored Regency Opera house will attract theatregoers from surrounding towns and/or MetroCity? If yes, why? If not, why not?
2. Do you have any other ideas, suggestions, or questions for the key stakeholders in this project?
3. Thank You and Closing Remarks