

2014 Kids Fest Facts

► Booth Participant Survey Results

Kids Fest Purpose: (1) to gather a crowd, mostly of families with younger children; (2) to inform and link parents/guardians/custodians to children's services, programs and activities in Jackson County; and, (3) to enhance the well-being and lives of Jackson County's children.

The 2014 Kids Fest event achieved its purpose: YES 100% NO

My suggestion to the Kids Fest Committee: PA system hard to hear; more food options; don't change a thing

Who / What else should be at Kids Fest? fire & police; more hands on activities for children; more characters; bouncy house; better concessions; more shows in the middle; church youth programs

Estimated # of children who visited your booth: between 75 - 700

of adults you contacted: between 3 and 300

Comments you overheard from the crowd: need better PA system; need preschool helmets; need more food options; was great fun; excellent; fun event; lots of attendees in the a.m.; lots of questions about new recycle totes; this is a lot of fun; kids wanted to see everything; having a great time; pretty day; loved Bentley; glad you are here; need that; all comments were very positive

Kids Fest booth order: Excellent 66% Good 33% Fair 1% Poor

If fair or poor WHY? Across from trains is not good for anybody

Kids Fest advertisement included: *flyers to booth participants – schools – sponsors, a FACEBOOK page, ads in The Tribune and Brownstown Banner, a billboard, WJAA, WZZB, business electronic signs, yard signs, the T-Shirt Contest, REMC Watt Lights, Visitor's Center publications*

Do you have any advertising suggestions and/or ideas how to maintain/increase attendance?

More social media marketing; 9-noon or more lunch options; flyers to daycares and schools; flyers at Latino stores and Laundromats;

Best Feature of 2014 Kids Fest Smokey; center activities; many; people dressed up as animals; tricycle safety; everything; encouraging active lifestyle for children; train club; gymnastics; interaction with so many happy kids; great sunny day; demonstrations; love the dog; variety; displays

Should there be an 18th Annual Kids Fest (2015)? YES 100% NO

► Data from 168 Grand Prize Registration Forms / 300 distributed

Is this your first visit at Kids Fest? Yes 65 No 103

Number of people with you: 600

County of Residence 8 Jennings; 4 Bartholomew; 1 Washington

How did you find out about Kids Fest? CCN, billboard, newspaper, Facebook, radio, Head Start, Brown - ILS - School, signs, come every year, Healthy Families, walk in, Yo Jack, Tribtown, flyer, friend

Best thing about Kids Fest: everything, all of it, trains, information, petting zoo, organizations, games, new information, kids having fun, free stuff, free