

Affiliated Youth Arena Ice Group Survey Results (February 2015)

This survey was conducted online and was emailed to Affiliated Youth Ice User Groups with a follow-up telephone call. The survey was open from Friday, January 23, 2015 until Sunday, February 8, 2015.

Survey Completion Rate

22 of the 34 Affiliated Youth Arena User Groups completed the survey (65%).
Several attempts were made to reach the other groups with no success.

Do you feel this revised volunteer lead operating model has been simplified enough to make it appealing to your organization (only youth affiliated arena organizations are being offered this opportunity)?

Yes – 14 (64%)

No – 8 (36%)

If “No” (8), what would you suggest to further simplify the opportunity?

Not the model, but our organizational structure/capacity – 6 (75%)

Limited Profit Potential – 1 (12.5%)

Concession Size (too large) – 1 (12.5%)

If the simplified model was approved would your organization be interested in running a volunteer driven concession?

Yes – 9 (41%)

No – 13 (59%)

If “Yes” (9), what arena(s) are you interested in?

Beverly Arena

Chedoke Arena

Inch Park Arena

Lawfield Arena

Market Street Arena

Morgan Firestone Arena

Rosedale Arena

Valley Park Arena

If “No” (13), why are you not interested in running a volunteer driven concession?

Volunteer capacity issues (12) – 92%

Too much to worry about (5) – 38%

Still sounds too complicated (2) – 15%

Start-up costs too high (2) – 15%

Other (No one to take the lead/manage) (2) – 15%

Just not interested (1) – 8%

Physical space is not desirable (0) – 0%

Does your organization consider the service provided by Arena Concessions an important part of the arena experience?

Yes – 20 (91%)

No – 2 (9%)

In your opinion, what could be changed to the City-run concessions to serve its customers better?

Product Selection (9) – 41%

Hours of Operation (6) – 27%

Food Quality (1) – 5%

More Staffing (1) – 5%

Physical Appearance (1) – 5%

Price (1) – 5%

Nothing (1) – 5%