

Appendix 2-2 August 16, 2008 Amphitheater Concert Survey Results Summary

PDG and Steering Committee members distributed surveys to attendees at the August 16 concert on a random basis and asked that they be completed and returned to us. Several announcements were made during the concert asking attendees to complete a survey and become eligible for prizes. Five prizes were available for randomly drawn surveys and were announced prior to the end of the show.

Respondents:

In summarizing responses, the surveys were divided into 2 groups: Residents and Non-residents. 93 respondents were residents (39%) and 146 respondents were non-residents (61%). It is interesting to note that, since this was a random distribution at both of the main entrances and walking through the crowds, **it is likely that more non-residents were in attendance at the concert than residents.**

Of the non-residents, 19 were from **Niles**, 16 from **Champion**, 14 from **Howland**, 10 from **Cortland**, 7 each from **Bazetta** and **Newton Falls**, 6 each from **Bristol** and **Lordstown**, 5 from **Southington**, 4 from **Fowler**, and 3 or less from 33 other communities, including **Danvers MA**, **Lancaster** and **Cleveland OH**, **New Orleans**, **Florida**, and **Sharonville**, **New Castle**, **Slippery Rock**, and **Titusville**, **PA**. One person was here from **London**, **England**.

How often do you (non-residents) visit the City of Warren?

Of the 146 respondents, **51% visited the City weekly**; 16% monthly; and 5% daily or “all the time”. 18% did not answer the question.

What about Warren is important to you? (26 choices were provided.)

The #1 response from both parties was obviously the **amphitheater**, since the survey was undertaken at an amphitheater event. (Obviously, this would have to be discounted.)

Residents had an equal number of respondents selecting **hospitals**. The second most selected choice was **parks**; third – **shopping**; fourth – **grocery**; fifth – **restaurants**; and sixth -- **family**.

Non-residents, on the other hand, selected as their second choice – **restaurants**; third – **hospitals**; fourth – **shopping**; fifth – **parks**; and sixth -- **family**.

Note that shopping, parks, restaurants, hospitals, and family were noted by both groups in the top 6 choices. Obviously residents shop for groceries in the City, while non-residents do not.

When you think of Warren, what comes to mind? (No choices were provided)

Residents had these responses:

- 25% made statements to the effect that Warren is a **good community**, a **nice place to live and grow up**, and/or Warren is **“home”**.
- 24% said that the community **needed more businesses**.
- 11% said that the City was **at an economic standstill**.
- **Family and friends** were the responses of 6%, while “what it once was,” “childhood,” and “home” were mentioned by another 5% of the residents.
- A wide variety of additional responses were given.

Non-residents provided slightly different responses.

- The largest percentage (16%) said **“concerts”** (obviously they were there for a concert).
- 12% said **“what it once was,” “childhood,”** or **“home.”**
- 9% said the **courthouse**.
- 5% said **football/sports** and another 5% said **good community/nice place**.
- 4% mentioned **history, architecture, and preservation**, 4% said the City is improving, and another 4% said crime and drugs.
- A wide variety of additional responses were given.

What is Warren’s best attribute? (No choices were provided.)

Both groups listed the **amphitheater** as the best attribute (25% of residents and 32% of non-residents). Of course, they were at the amphitheater for the survey.

Residents’ other highest choices included:

- 12% -- **family and friends**.
- 11% -- **parks, Riverwalk, Packard Park**.
- 10% -- **events, concerts, activities, arts**, including “Noon in the Park”
- 8% -- **history and architecture** including City Hall. Another 8% said **downtown and revitalization**.
- Other attributes were mentioned less frequently.

Non-residents’ choices, after the amphitheater, included:

- 16% -- **events, concerts, activities, arts**.
- 12% -- **Courthouse Square**.
- 11% -- **parks and recreation, Riverwalk, ice rink, Women’s Park**.
- 6% -- **downtown/revitalization**.



Appendix 2-2

- 5% -- its **people** and another 5% -- **history, architecture, Millionaire's Row.**
- Other attributes were mentioned less frequently.

The City is obviously well known for its architecture and history, as well as for its parks and recreational facilities. It has also become known for its events, concerts, activities, and arts programs.

What is Warren's worst attribute? (No choices were provided.)

Residents and non-residents were consistent in their identification of Warren's worst attributes.

- **Crime** was #1 – residents 19%; non-residents 27%.
- **Empty houses, run-down buildings, the need for demolition** was #2 – residents 17%; non-residents 16%.
- **Lack of employment** was #3 – residents 16%, non-residents 12%.
- **Blight, neighborhoods, slums** was #4 – residents 16%; non-residents 10%.
- A wide variety of other responses were provided, from streets and roads, to politicians, no shopping, police, massage parlors, etc.

If you could make one change, what would it be? (No choices were provided.)

Residents and non-residents again had similar responses to this question.

- Residents' first change would be to **increase employment opportunities** (16%). This was non-residents' #2 choice (11%).
- Residents' second change would be to **stop crime** (13%), while this was non-residents' first choice (12%).
- Both groups third change would be **fixing up or demolishing old homes/vacant buildings** (residents – 12%; non-residents – 10%).
- Residents' #4 change (5%) was **more events** (5% of the non-residents also suggested this.)
- Non-residents' #4 change was **more shops and restaurants in the downtown.**

- Both groups' 5th change (residents 5%; non-residents 6%) was **clean up city/neighborhoods.**
- Non-residents listed **fixing/adding streets and sidewalks** as important (5%).

Any other comments?

Most frequently mentioned comments were that the City is beautiful, a nice place, love it/like it, it has improved, keep improving, keep up the concert series, appreciate amphitheater and riverwalk, etc.

A complete list of responses to the survey can be found on the City's web site.

Amphitheater Concert--August 16, 2008 Visitor Survey Responses--RESIDENTS

1. **Residence:** City of Warren

2. **How often do you visit the City of Warren?** N/A

3. **What about Warren is important to you?** (Choices provided)

Amphitheater 53	County offices 27	Churches 32
Restaurants 41	Grocery 42	Hardware 22
Hospitals 53	Gas stations 30	Jewelers 14
Shopping 44	Work 41	Pharmacy 32
Parks 49	City offices 28	Services 29
Family 40	Banking 38	TAG 13
Doctors 37	Museums 28	Golf 13
Friends 34	Downtown 36	Schools 31
Bars 13	Athletic Events 39 (HS football 6 1, Scrappers 1 basketball 1, Skatebdg. 1, bands 1, baseball 1	Other: hike trail 1, concerts 2 Bike trail 1

4. **When you think of Warren, what comes to mind?** (No choices provided)

- Good community/nice place to live/grow up/home 23
Need more businesses 22(DT 1)
- Economic Standstill (no jobs) 10
- Family/Friends 6
- What is once was/childhood/home 5
- Crime & Drugs 4 Prostitutes 2
- Concerts/events/art/theater 4 , need more events 1

- Togetherness/close knit community 4
- 3 mentions each: Courthouse, Amphitheater, Football/sports, Ghetto/blight, downtown
2 mentions each: Noon in the park, Improving/cleaner, Depressed, City needs cleaned up, smaller size, WGHS, Hot Dog Shoppe, Bad roads, Friendly people
- 1 mention each: Culture, McDonalds, Tear down buildings they shouldn't & don't tear down buildings they should, Drive in theater, History/architecture/preservation, (Packard Museum 1), Pride, Parks, Perkins Park, @#?! Cops, Great police protection, Too much welfare, Empty stores/dilapidated buildings, County seat, Library, Unions, Need fun things for kids, Safe, Close to larger cities, Needs help, Small size--big attitude.

5. What is Warren's best attribute? (No choices provided.)

- Amphitheater 15 (Respondents were at the Amphitheater)
- Its people(family/friends) 11
- Parks/recreation 10 (+ Riverwalk 2, Packard Park 1)
- Events/concerts/activities/arts 9 (Noon in the park 2)
- History/Architecture 7 (City Hall 1)
- Downtown/revitalization 7
- Courthouse Square 5
- 3 mentions each: Cheap housing/cost of living, Location, (New) Schools
- 2 mentions each: Pride/spirit, Small town feel/hometown atmosphere, Shopping/stores
- 1 mention each: Fund raisers, Downtown landscape, Police, Clean, Colorful culture, The way they handle things, Convenience, Flower baskets are great, Athletics—football, Energy for growth, Quaint & cool, Memories, Mayor, Wonderful home, Highways, Trying to improve.

6. What is Warren's worst attribute? (No choices provided.)

- Crime/high crime areas 18 (drugs 7, prostitutes 1, gangs 1)
- Empty houses/ run-down buildings./need demo 16
- Lack of employment 15
- Blight/ Neighborhoods/slums 9 (+SW 1, W 5)
- Streets/roads 4 too many/slow stop lights 2
- (White 1) People leaving 3
- 2 mentions each: Not enough police, Administration, Amphitheater, Lack of businesses downtown, nothing to do, Subsidized housing, schools,
- One mention each: Police, Noise pollution, Property values, Shrinking middle class, Get rid of massage

parlors, etc., No Kenley Players, Paying taxes for lax city employees, No shopping, Overgrown yards, Downtown, Family restaurant downtown open 7 days/wk, Getting different industries, cleanliness, Dirty, No skatepark, Parks, Not dealing with 422.

7. If you could make one change, what would it be? (No choices provided.)

- Employment opportunities 15
- Fix up or demo old homes/vacant buildings 11
- Stop crime 8 (+ stop drugs 1, more police 2, more visibility of cops 1)
- Clean up city/neighborhoods 5
- More events 5 (family 1) (+ better advertising for events 1, billboard near log cabin)
- Stop crime 8 (+ stop drugs 1, more police 2, more visibility of cops 1)
- New politicians 3
- More shops in the downtown/downtown revitalization 3
- 2 mentions each: More entertainment (for teens 1, for children 1), Fix/add streets and sidewalks, Improve the schools, Clean up, Bring back busses
- 1 mention each:
 - Add block watch,
 - Build new houses,
 - Ban all criminals,
 - Compete better with Youngstown,
 - Winter time amphitheater,
 - Kenley Players in winter,
 - Add a skatepark,
 - Build new parks for the poor,
 - more play areas in parks,
 - Rejuvenate 422,
 - Social unity,
 - Attract younger people,
 - more stop signs,
 - faster stop lights,
 - More businesses/industries,
 - clean up West Market Street,
 - Lower income tax,
 - Build a mall in the city,
 - Make it better place,
 - Get rid of Time Warner Cable,
 - Facilities for the homeless,
 - Get rid of slum landlords,
 - More grocery stores,
 - Better cops,
 - transportation,
 - Make it thrive,
 - Traffic.



Appendix 2-2

8. Any other comments? (No choices provided)

- Beautiful City/nice place/like it/love it 10
- 2 mentions each: Keep up (increase) concert series, Reduce taxes for elderly and poor, More downtown activities/revitalization, Swimming areas, Amphitheater was good investment, City must adjust budget to reflect lost revenue.
- One mention each:
 - It has improved (+ keep improving)
 - No grants for economic development
 - Eliminate drugs
 - Keep trying
 - Crack down on all the miscreants
 - Reinvent city services
 - Appreciate amphitheater
 - Make it safer
 - More help for elderly
 - Expand night life nice parks
 - Don't forget the NW side
 - More free parking
 - Improve the schools
 - Take more pride in area
 - Need better water, sanitary sewer and storm drainage
 - Need a park like Howland Twp Park
 - More restaurants
 - Residency requirement
 - Clean it up
 - Leaders are trying, but its tough
 - Great mayor
 - Good things to do
 - Warren GROWS excellent—branch into neighborhoods

Amphitheater Concert—August 16, 2008

Visitor Survey Responses— NON-RESIDENTS

1. Residence:

Austintown 2	Girard 2	Poland OH 1
Bazetta Twp. 7	Howland Twp. 14	Rootstown 1
Berlin Center 1	Hubbard 3	Sharonville PA 1
Boardman 1	Kinsman 1	Slippery Rock PA 1
Braceville 3	Lancaster OH 1	Southington 5
Bristol(ville) 6	Leavittsburg 1	Struthers 2
Brookfield 1	Liberty Twp. 1	Titusville PA 1
Campbell 2	London England 1	Trumbull Co. (only listing) 1
Champion 16	Lordstown 6	Vienna 3
Cleveland 1	Mecca 1	Warren Twp. 1
Cortland 10	New Castle PA 1	Weathersfield 3
Columbus 1	New Orleans LA 1	Youngstown 3
Danvers MA 1	Newton Falls 7	
Farmdale 2	Niles 19	
Fowler Twp. 4	Northfield 1	
FL 1		

2. How often do you visit the City of Warren?

- **Weekly 74**
- Monthly 23
- Quarterly 7
- Annually 5
- First Time 2
- Summers 1
- Daily/all the time 7

3. What about Warren is important to you? (Choices provided)

Amphitheater 105	County offices 33	Churches 19
Restaurants 78	Grocery 33	Hardware 15
Hospitals 65	Gas stations 32	Jewelers 15
Shopping 61	Work 31	Pharmacy 12
Parks 55	City offices 29	Services 11
Family 46	Banking 27	TAG 8
Doctors 43	Museums 24	Golf 8
Friends 43	Downtown 24	Schools 7
Bars 33	Athletic Events 21 (HS football 4, soccer 2)	Other: Festivals 3, Relay for Life 1, Music events 1, Florist 1, Packard Music Hall 2, Library 5, Noon at the park 1

4. When you think of Warren, what comes to mind? (No choices provided)

- **Concerts 23**
- **What is once was/childhood/home 17**
- Courthouse 13
- Football/sports 8
- Good community/nice place 7
- History/architecture/preservation 6 (Kinsman House, City Hall, Packard Museum, Viet Nam Vets Memorial)
- Improving 6
- Crime & Drugs 6
- Economic Standstill 5
- Receiving 4 votes each: Family/Friends, Dying/worn out, Packard Music Hall.
- Receiving 3 votes each: Empty stores/dilapidated buildings, smaller size, downtown, library, food.
- Receiving 2 votes each: Poor, Work, Packard Park, Center of government, City needs cleaned up, Italian Festival.
- Other receiving one vote each include: Packard Electric, Location, Taxes, YMCA, Perkins Park, Jewelers, WGHHS, TAG, Events (Relay for Life, Ghost Walk, Chalk on Walk, Ballet on Square, Political Rallies, Historical events), Need tax & utility breaks, Restaurants (Sunrise, Mocha House, Hot Dog Shoppe, Bueno Vista), PO, Jail, St. Mary's, Controversy, Community involvement, Authenticity, Bad roads, Landlords, Dirty, Clean, Walt, Fast Freddie.

5. What is Warren's best attribute? (No choices provided.)

- **Amphitheater 47** (Respondents were at the Amphitheater) (+ Summit Showcase 3)
- **Events/concerts/activities/arts 24** (+Italian Festival 1)
- Courthouse Square 17
- Parks/recreation 16 (+ Riverwalk 2, Ice rink 1, Women's Park 1)
- Downtown/revitalization 9
- Its people 8
- History/architecture 8 (+ Millionaire's Row 3)
- Restaurants 5 (+Hot Dog Shoppe 1, Mocha House 3, Sunrise 2, Warren Bakery 1)
- Small town feel/hometown atmosphere 5
- Packard Music Hall 3
- Museums 2 (+ Packard Museum 2)
- Others receiving 2 votes: Location, Police department, Hospitals, Bars, Clean, Library.
- Others receiving one vote: Mayor, Slow-paced, Proximity to mall, Warren Family Mission, shopping, Judge Ivancheck, Beautiful city, new Schools,

Downtown, Nice place to work, 1990 WGHHS Championship.

6. What is Warren's worst attribute? (No choices provided.)

- **Crime/high crime areas 40** (+ drugs 5, prostitutes 1, gangs 1, corruption 1, punks in parks 1)
- Lack of employment 18
- Empty houses/ run-down buildings./need demo 24
- City/neighborhood blight 8
- Streets/roads 8
- No shopping 4
- Neighborhoods/slums 3 (+SW 1, S 2, W 1)
- Receiving 2 votes: Demolishing WGHHS, Politicians, People.
- Receiving 1 vote: Police, Entitlement mentality, no kayak launch on river, landlords, homeless, filthy river, library, young people leaving, traffic, inability to make the most of a small town, fun things to do, closed after 5:00, schools, cleanliness, old, all court and law offices, garbage, letting the mall go to Niles.

7. If you could make one change, what would it be? (No choices provided.)

- **Employment opportunities 16**
- **Fix up or demo old homes 14**
- Stop crime 11 (+ stop drugs 3, give parents same penalty as kids for drugs 1, assign undercover cops 1, more police control at concerts 1)
- More shops in the downtown/downtown revitalization 10 (+ more restaurants in DT 2, more restaurants open after concerts 1)
- Clean up city/neighborhoods 9
- Fix/add streets and sidewalks 8
- More events (family, free) 7 (+ better advertising for events 3)
- Accountability of enforcement officer 4
- 3 votes each: More businesses/industries, Parking.
- 2 votes each: More town hall meetings/community engagement, Clean up the River, Improve the schools.
- 1 vote each: New politicians, new government, start a grass roots third party, coordinate group activities, have a common speed limit thru town, stop blight, keep it small, add a larger grocery store, use community services for clean-up, more gay bars, help small businesses, a better jail, change marketing strategies to attract businesses, lower services and taxes, condos/apartments on the river, start over, keep period correct restoration through-out city, build a mall in the city, fix the theater, more participation in the Vets Memorial, help low income people, move it



Appendix 2-2

to PA, add a no-smoking section to the Amphitheater, property maintenance enforcement, make it happy.

8. Any other comments? (No choices provided)

- Beautiful City/nice place 10
- It has improved 5 (+ keep improving 9)
- Keep up concert series 6
- Love this town/proud of City 4
- Appreciate amphitheater, river walk, festivals 3
- 2 votes each: Had a real good time all summer, Keep it historic, Terrific cultural offerings, Keep dogs out of amphitheater, Great free program (concerts) and noon in the park.
- 1 vote each: police should have more positive programs with youth, clean up empty buildings, too good to die, crack down on embezzling politicians, fix streets and sidewalks, make center for medical specialty, remove beer sales from amphitheater, amphitheater is the best, it is sad, prefer events in Warren to those in Youngstown, need boutiques along the river, Rat Pak tribute this winter, lost minds regarding tearing down WGHHS, great architecture, make it safe after 5:00, need to create business climate.