



AHM Historical Restoration Inc.

2078 Kennedy Boulevard  
Jersey City, New Jersey 07305  
201-200-3208

July 31, 2015

Dr. Cordelia Twomey  
123 Front Street  
Smalltown, NJ 08820

Dear Dr. Twomey

As per our conversation on July 15, 2015, I would like to outline our plan to determine if the restoration of the Smalltown Opera House would not only be a prosperous endeavor but would serve as a focal point for the revitalization of Smalltown's downtown area as well.

For this study, two different surveys will be utilized. The first survey will be mailed to all residents within a 20-mile radius of the Opera House and will determine interest levels as well as demographic information. The second survey will be mailed to local downtown area businesses and will determine potential partnerships.

In an effort to protect the participants' right to privacy, the inclusion of names and addresses will be optional. Additionally, no personal information or data sources will be included in public dissemination of information concluded from this study.

Surveys will be mailed on August 15, 2015, and responses will be due back to our office by August 31, 2015. Our full report will be mailed to your office by September 20, 2015.

If you have any questions, please call me at 201-200-3208.

Sincerely

*Stephanie Talalai*

Stephanie Talalai  
Research Consultant



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August 15, 2015

Dear Smalltown Resident or Local Business Owner

In an effort to revitalize Smalltown's downtown area, a group of investors are considering the restoration of the Smalltown Opera House. The Opera House will serve as a place to enjoy numerous concerts and special events as well as become a focal point for the downtown area.

Your input is very important to us. By completing the enclosed questionnaire, you will be a driving force in the decision-making process of the investors and the revitalization of Smalltown.

Please complete the survey and return it by mail in the enclosed self-addressed stamped envelope by August 31, 2015. Thank you for your anticipated participation.

Sincerely

*Stephanie Talalai*

Stephanie Talalai  
Research Consultant

Enclosure

## Smalltown Opera House Restoration Survey for Residents

Instructions: This survey contains questions pertaining to the potential restoration of the Smalltown Opera House. Please select one adult (age 18 or older) to complete the survey.

1. How many concerts or special events do you attend per year?

1 or less  
 2-5  
 6-10  
 10+

2. How often do you attend concerts or special events in Bigtown's Performing Arts Center?

Never  
 1-3 times per year  
 4-7 times per year  
 8+ times per year

3. How often do you attend concerts or special events in other towns?

Never  
 1-3 times per year  
 4-7 times per year  
 8+ times per year

4. How likely would you be to attend concerts in Smalltown Opera House?

Not Likely  
 Somewhat Likely  
 Very Likely  
 Unsure

5. What type of concerts or special events do you typically attend? (Check all that apply)

Musical Concerts or events (preferred genre) \_\_\_\_\_  
 Theatrical shows or events  
 Performance shows or events  
 Children's shows or events  
 Special events  
 Other (please specify) \_\_\_\_\_

6. Are you in favor of the restoration of the Smalltown Opera House?

Yes

No

Please provide some information about yourself.

7. What is your age range?

18-24

25-34

35-44

45-54

55-64

65 or older

8. You are:

Male

Female

Married

Single

9. How long have you lived in Smalltown?

1 year or less

2-5 years

6-10 years

10+ years

Please return your completed questionnaire to:

Stephanie Talalai

AHM Historical Restoration Inc.

2078 Kennedy Boulevard

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## Smalltown Opera House Restoration Survey for Business Owners

Instructions: This survey contains questions pertaining to the potential restoration of the Smalltown Opera House. It should be completed by the business owner or manager.

1. How many years has your Smalltown business been in operation?

1 year or less

2-5 years

6-10 years

10+ years

2. What is your business type?

Retail Store

Food Establishment

Hotel

Education

Professional Service Provider

Health Care

Bank/Financial

Other (Specify) \_\_\_\_\_

3. Do you feel the restoration of the Smalltown Opera House would benefit to your business or the downtown area?

No

Yes

If yes, why?

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4. Do you feel that the restoration of the Smalltown Opera House would bring more visitors into Smalltown's downtown area and increased business for your establishment?

Yes

No

If no, why?

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5. How likely would you be to participate in an advertising campaign or discount plan to attract customers to your business and the Opera House?

- Not Likely
- Somewhat Likely
- Very Likely
- Unsure

6. You are:

- Business Owner
- Business Manager

If you would like to be contacted about participating in the advertising campaign and/or discount plan, please provide your contact information.

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

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

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

Please return your completed questionnaire to:

Stephanie Talalai  
AHM Historical Restoration Inc.  
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## References

Kuiper, S., & Clippinger, D. (2013). *Contemporary Business Reports* (5<sup>th</sup> ed.). Cincinnati, OH: South-Western College Publishing.