



Fort Atkinson Club Survey Summary Report, 2013

**James Janke
David Trechter**

**Survey Research Center Report 2013/16
June 2013**

Survey Purpose

The purpose of this study was to gather opinions about the need for and willingness to pay for the various events/programs that might be offered at the redeveloped Fort Atkinson Club. The Board of Rock River Heritage, Inc. chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to collect these data and tabulate the results.

Survey Methods

The survey consisted of two versions. The first version was designed to assess potential use of the Fort Atkinson Club by businesses and organizations. The second version assessed personal/family use of the Club. Both surveys were administered online via Qualtrics survey software.

Businesses and Organizations. The Survey Research Center launched the survey on May 29, 2013 and collected responses until June 16, 2013. The Fort Atkinson Chamber of Commerce sent an e-mail invitation to its primary contact list of businesses and organizations (approximately 420). A follow-up reminder was sent on June 6. The e-mail invitation contained links to the two survey versions on the Internet web site for the Fort Atkinson Club. The invitation also asked business contacts to encourage their employees to complete the personal/family use survey.

A total of 125 usable surveys were received from businesses/organizations that are members of the Chamber of Commerce, which represents a 30 percent response rate.

Personal/Family Use. Rock River Heritage, Inc. promoted the personal/family use version of the survey to the general public via multiple methods. 178 usable surveys were completed by the public. The business/organization version of the survey contained the same personal/family use questions in the public version, and 78 respondents from businesses/organizations answered the personal/family use questions. For purposes of assessing overall potential personal/family uses of the Fort Atkinson Club, the personal/family use responses from the business contacts were merged with the responses from the general public, resulting in 256 responses (approximately 5% of households in Fort Atkinson).

Business/Organization Use

Might your business/organization use the Fort Atkinson Club for any of the following purposes? (check all that apply):

- The most frequently listed uses were for social gatherings (holiday or staff party) and for educational sessions (seminar/class/staff training).

%	Function
55%	Holiday or other staff party
50%	Putting on a seminar/class/staff training
41%	Business/organization event (fundraising, awards, sales, retirement)
37%	Strategic planning retreat
32%	Board meeting, department meeting, annual meeting, etc.
15%	Entertaining clients
18%	Other (see below)
Count: 114	

“Other” Responses:

- After school programs
- Depending upon the availability of audio / visual / Wi-Fi items it is hard to say if we would use these facilities
- Depends if there is an internet connection and movie facilities
- For events with over 80 attendees.
- Meet with my students and their families for a summer event
- No
- Not
- Organization offices
- Production location
- Public school music performance
- SAT, AP Testing
- Student workshops, trainings
- Theater event
- Theater performance
- Wedding?
- Weekly and monthly meetings

- Will there be space available for lease?
- Workshops, dances
- Yoga classes offered on a regular basis
- Youth activities

Is it likely that your business/organization would make use of the following facilities/spaces in the redeveloped Fort Atkinson Club and, if so how frequently? If you selected Don't Know or No, please proceed directly to the next facility/space on the line below.

- Respondents said they were most likely to use the 650 square foot main floor meeting room and the 840 square foot main floor meeting room.
- In term of frequency of use, respondents said they were most likely to use the facilities on a yearly basis. The 650 square foot meeting room and the solarium have the highest project monthly usage.

Facility/Space		Likely to use?			If yes, frequency of use				
	Count	Yes	Don't Know	No	Daily	Weekly	Monthly	Yearly	Less than Yearly
The two-lane bowling alley	115	27%	27%	46%	0%	5%	8%	62%	26%
The lower level catering kitchen	111	35%	32%	33%	4%	4%	9%	58%	24%
The main floor commercial kitchen	112	44%	25%	31%	2%	4%	10%	62%	22%
The 240 sq. ft. main floor solarium (capacity 10)	115	41%	25%	34%	0%	7%	18%	64%	11%
The 650 sq. ft. main floor meeting room (capacity 40)	114	57%	20%	23%	2%	5%	19%	58%	17%
The 840 sq. ft. main floor meeting room with fireplace (capacity 50)	114	54%	24%	22%	3%	6%	9%	60%	22%
The 1400 sq. ft. lower level meeting hall (capacity 118)	114	41%	34%	25%	4%	2%	4%	61%	29%
The 1620 sq. ft. second floor lodge room (capacity 138)	115	41%	34%	25%	4%	2%	8%	67%	19%

How much would you expect to pay to rent the following spaces for an event organized/hosted by your business/organization? Use of the main floor kitchen would be included in the room rental.

Percentages shown are the results after deleting the *Not Applicable* responses in order to limit the price expectation results to likely users.

- Respondents are generally willing to pay \$50 to \$100 for facility use.
- Respondents are willing to pay the most for the use of the two largest rooms - the second floor lodge and the lower level meeting hall.

Facility/Space	Count (NA Not Included)	\$0	\$50	\$100	\$150	\$200	\$250
The two-lane bowling alley	96	21%	58%	17%	4%	0%	0%
The lower level catering kitchen	92	15%	52%	29%	5%	0%	0%
The main floor commercial kitchen	94	13%	36%	36%	13%	2%	2%
The 240 sq. ft. main floor solarium (capacity 10)	98	31%	49%	15%	4%	1%	0%
The 650 sq. ft. main floor meeting room (capacity 40)	96	14%	42%	31%	6%	4%	3%
The 840 sq. ft. main floor meeting room with fireplace (capacity 50)	96	9%	34%	34%	14%	6%	3%
The 1400 sq. ft. lower level meeting hall (capacity 118)	96	7%	8%	33%	29%	14%	8%
The 1620 sq. ft. second floor lodge room (capacity 138)	98	6%	4%	28%	17%	23%	23%

How much need do you think there is for space in Fort Atkinson that might be provided by the redeveloped Club for the following programs? Please slide the bar to the level of need you think appropriate.

The survey question asked respondents to use a slider to give their opinion to this question. The slider bar scale values ranged from 1 to 100, corresponding to “None,” “Little,” “Some,” or “A Lot.” Answers between 1 -25 were grouped in the “None” category; 26 to 50 in the “Little” category, 51 to 75 in the “Some” category, and 76-100 in the “A Lot” category.

- Among the options listed, respondents said the greatest programming need for the Club facilities was for community meeting spaces, followed by youth programs.

Program	Count	None	Little	Some	A Lot
Community meeting spaces	104	7%	6%	46%	41%
Programs for youth	100	10%	12%	43%	35%
Arts programming	102	7%	21%	43%	29%
Wellness programming	100	10%	22%	45%	23%
Commercial kitchen space	100	11%	29%	40%	20%
Programs for seniors	99	10%	25%	47%	17%
Other (see below)	14	14%	0%	36%	50%

“Other” responses:

- Community organization office space
- Community theatre
- Film screenings
- Inexpensive rooms
- Meeting rooms for rent
- Meeting space for clubs
- Non-profit groups
- Office equipped meeting spaces: i.e. projectors, computer hook ups, sound system
- Retreats, meeting places
- Sustainable/Green/River Programs
- Unique meeting rooms

If the Fort Atkinson Club offered a corporate membership in exchange for discounts for using the Club, how much would your business/organization expect to pay per year?

- Most respondents are willing to pay a corporate membership in return for discounts to use the Club. A third of respondents are willing to pay \$100, followed closely by a nearly equal percentage willing to pay \$250.

Count	\$0	\$100	\$250	\$500	\$1,000
92	21%	34%	29%	10%	2%

Personal or Family Use

Might you/your family use the Fort Atkinson Club for any of the following purposes? (check all that apply):

- The highest anticipated uses are for family reunions, weddings, and parties (birthday, holiday, and graduation).
- Frequent responses in the “Other” category include baby showers and specific wedding-related functions (showers and receptions).

%	Function
48%	Family reunion
47%	Wedding
47%	Birthday party
45%	Holiday party
40%	Graduation party
26%	Class reunion
18%	Other (see below)
Count: 234	

“Other” Responses:

- 50th anniversary party
- AA and Al-Anon meetings
- Anniversary party
- Anniversary, retirement celebrations, wine, beer tasting events, craft fairs
- Baby shower
- Baby shower or baptism
- Bar Mitzvah
- Bible study
- Bridal shower
- Bridal/baby shower, Rotary luncheon meetings
- Business training
- Business/club meeting
- Church youth groups
- Classes as mentioned

- Club meeting
- Company party
- Could be used for homeless people!
- Crafting
- Dancing
- Family party
- Game night, crafting with groups, movie night (if available for that)
- General party gathering
- General - to entertain a small group
- Homeschool meeting place
- Meeting space
- No (2x)
- None (2x)
- Organizational meetings/parties
- Performance venue
- Perhaps as a meeting place for meet up clubs, school clubs over the summer, and volunteer classes
- Piano recital
- Retirement party
- Teaching classes
- Use of commercial kitchen
- Very difficult answer to give. Not knowing specifics of what you would offer other than space.
- VIP Section for the rhythm on the river
- Wedding reception
- Wedding/Baby shower

Is it likely that you/your family would make use of the following facilities/spaces in the redeveloped Fort Atkinson Club and, if so how frequently? If you selected Don't Know or No, please proceed directly to the next facility/space on the line below.

- With respect to personal/family use, respondents said they were most likely to use the bowling alley and the 840 square foot main floor meeting room with fireplace, followed by the lower level catering kitchen and 650 square foot main floor meeting room.
- Most respondents anticipate using the facilities no more often than yearly for personal/family uses.

Facility/Space		Likely to use?			If yes, frequency of use				
	Count	Yes	Don't Know	No	Daily	Weekly	Monthly	Yearly	Less than Yearly
The two-lane bowling alley	250	51%	22%	27%	0%	2%	17%	51%	30%
The lower level catering kitchen	243	46%	30%	24%	0%	1%	7%	45%	47%
The main floor commercial kitchen	240	38%	33%	30%	0%	3%	2%	39%	56%
The 240 sq. ft. main floor solarium (capacity 10)	237	32%	34%	34%	0%	3%	13%	40%	44%
The 650 sq. ft. main floor meeting room (capacity 40)	238	45%	29%	26%	0%	3%	8%	48%	42%
The 840 sq. ft. main floor meeting room with fireplace (capacity 50)	240	51%	28%	22%	0%	2%	6%	52%	40%
The 1400 sq. ft. lower level meeting hall (capacity 118)	238	33%	38%	29%	0%	0%	3%	34%	63%
The 1620 sq. ft. second floor lodge room (capacity 138)	237	36%	38%	26%	0%	0%	3%	31%	66%

How much would you/your family expect to pay to rent the following spaces for an event you organize/host? Use of the first main kitchen would be included in the room rental.

Percentages shown are the results after deleting the *Not Applicable* responses in order to limit the price expectation results to likely users.

- Respondents are generally willing to pay between \$50 and \$100 for facility use.
- Respondents are willing to pay more for the lower level meeting hall and the second floor lodge and less for the 240 square foot solarium.

Facility/Space	Count (NA Not Included)	\$0	\$50	\$100	\$150	\$200	\$250
The two-lane bowling alley	145	16%	64%	17%	1%	1%	1%
The lower level catering kitchen	138	12%	54%	27%	7%	1%	0%
The main floor commercial kitchen	136	12%	42%	32%	12%	1%	1%
The 240 sq. ft. main floor solarium (capacity 10)	136	21%	58%	15%	6%	0%	0%
The 650 sq. ft. main floor meeting room (capacity 40)	158	7%	44%	36%	8%	4%	1%
The 840 sq. ft. main floor meeting room with fireplace (capacity 50)	171	6%	36%	30%	19%	6%	2%
The 1400 sq. ft. lower level meeting hall (capacity 118)	153	3%	12%	35%	22%	21%	8%
The 1620 sq. ft. second floor lodge room (capacity 138)	158	3%	8%	30%	16%	18%	24%

How likely are you/your family to attend a program on the following topics at the redeveloped Fort Atkinson Club? Please slide the bar to the level of need you think appropriate.

The survey question asked respondents to use a slider to give their opinion to this question. The slider bar scale values ranged from 1 to 100, corresponding to “None,” “Little,” “Some,” or “A Lot.” Answers between 1 -25 were grouped in the “None” category; 26 to 50 in the “Little” category, 51 to 75 in the “Some” category, and 76-100 in the “A Lot” category.

- Among the options listed, respondents said they were most likely to attend arts programming, followed by community meetings and wellness programming.

Program	Count	Not Likely	Some Likelihood	Likely	Very Likely
Arts programming	223	10%	23%	35%	31%
Community meeting spaces	221	12%	27%	39%	22%
Wellness programming	223	18%	31%	30%	21%
Programs for youth	197	34%	26%	22%	18%
Programs for seniors	188	43%	24%	18%	15%
Commercial kitchen space	207	31%	37%	24%	8%
Other (see below)	32	44%	3%	6%	47%

“Other” Responses:

- Adult reading & games room space
- Book club, special interest topics (gardening, photography, crafting, writing)
- Christian fellowship
- Community theatre
- Family and community parties
- Farmer's Market
- Get-togethers, reading in solarium, board games, music, dancing, quiet time...
- Homeless volunteer
- It is difficult to have opinions on spaces that I have not seen.
- Maker space
- Outdoor Birding Education
- Parenting
- Planned get-togethers

- Plays
- Regular meetings of clubs such as Rotary
- Retail (food made by public in commercial kitchen)
- Theatre performance
- Vendor events

If the Fort Atkinson Club offered an individual/family membership in exchange for discounts for using the Club, how much would you/your family expect to pay per year?

- Most respondents are willing to purchase individual or family memberships in exchange for discounts. The largest percentage of respondents said they would pay \$50 for an individual membership and \$100 for a family membership.

Type	Count	\$0	\$50	\$100	\$150	\$200	\$250
Individual	186	23%	62%	11%	2%	1%	0%
Family	210	16%	27%	41%	9%	4%	3%

Profile of Responding Businesses and Organizations

Which of the following best characterizes your business/organization?

- Respondents were evenly split between for-profit businesses and non-profit organizations.

Count	For-profit business	Non-Profit Organization	Government	Other
105	46%	43%	7%	5%

“Other” Responses:

- Financial cooperative
- Glass trade
- Home-based business
- School (2x)

How many full-time equivalent employees does your business/organization have?

- The largest portion of respondents had no more than 10 employees.

Count	0- 9	10- 49	50-99	100-249	250+
93	57%	20%	10%	6%	14%

How many years has your business/organization been operating in the Fort Atkinson area?

- Two-thirds of responding businesses/organizations have been in the Fort Atkinson area for more than 20 years.

Count	Under 1 yr.	1-5 yrs.	6-10 yrs.	11-20 yrs.	More than 20 yrs.
105	3%	10%	14%	7%	66%

Demographic Profile of Respondents

What is your gender?

- Respondents included twice as many women as men

Count	Male	Female
227	33%	67%

What is your age?

- Two thirds of respondents were age 45 and older

Count	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65+
234	2%	12%	23%	29%	26%	9%

Please type a number in the following spaces to tell us how many adults and children currently live in your home.

- Two thirds of respondents were from households with two adults

Adults Count	1	2	3	4
227	16%	69%	11%	3%

- A majority of respondents have no minor children living at home, while a third have 1 or 2 children at home.

Children Count	0	1	2	3	4	5	6	7
228	59%	15%	18%	4%	2%	1%	0%	0%

What is your annual household income?

- Half of the respondents have annual household incomes above \$75,000

Count	Under \$25,000	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
208	4%	5%	15%	26%	22%	28%