

# Downtown Lake Orion Ice Fest 2026 - Business Feedback Survey

Hello, Downtown Lake Orion Merchants,

Your feedback is extremely important as we continue building vibrant, well-attended winter events that support our downtown businesses and community. This short survey should take less than 5 minutes to complete.

We appreciate your partnership and your role in making Downtown Lake Orion a year-round destination.

— The Lake Orion DDA

1. Email \*

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2. Did you experience an increase in sales during Ice Fest compared to a typical winter weekend?

*Mark only one oval.*

Significant Increase

Moderate Increase

Slight Increase

No Change

Decrease

3. Approximately what percentage increase (or decrease) did you see in revenue during the event?

*Mark only one oval.*

- 0-10%
- 11-25%
- 26-50%
- 50%+
- Unsure

4. Did you offer any Ice Fest–specific promotions, specials, in-store activities, or participated in the Chili Cook-Off or Ice Golf Cup Challenge?

*Mark only one oval.*

- Yes
- No

5. If yes, please describe:

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6. How would you rate overall foot traffic during Ice Fest?

*Mark only one oval.*

Excellent

Good

Fair

Poor

7. Did you notice new customers who had not visited your business before?

*Mark only one oval.*

Many

Some

Very few

None

8. Did the event draw customers into your store who were primarily downtown for Ice Fest activities?

*Mark only one oval.*

Frequently

Occasionally

Rarely

Not at all

9. How satisfied were you with Ice Fest marketing and promotion efforts?

*Mark only one oval.*

1   2   3   4   5

Very      Very Satisfied

10. How well did event activities (ice sculptures, bingo, scavenger hunt, chili cook-off, etc.) support downtown businesses?

*Mark only one oval.*

Extremely well

Well

Somewhat

Not well

11. What improvements would you suggest for next year's Ice Fest?

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12. Would you like to be more involved in next year's Ice Fest (sponsorship, hosting an activity, cross-promotions, etc.)?

*Mark only one oval.*

Yes

Maybe

No

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