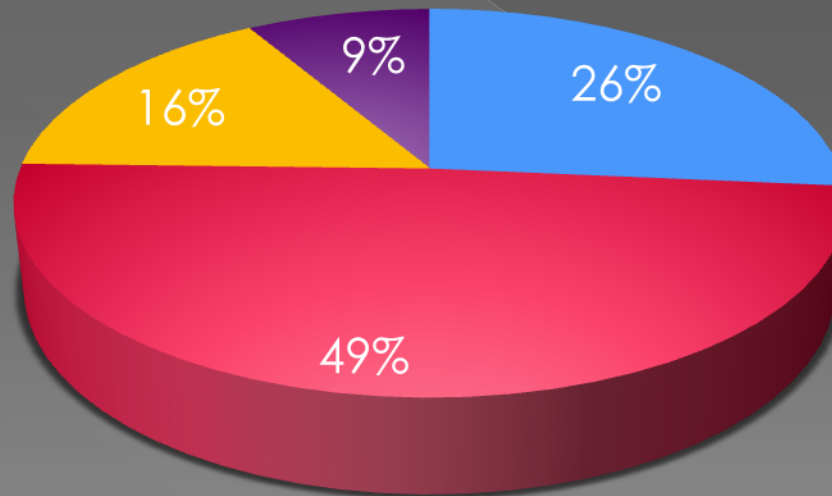


# Survey Details - By The Numbers

- 850 unique survey responses
- Data collected over the course of 14 calendar days
- Survey available via the City of Austin CITY STAGE website
- Respondents include: musicians, festival attendees, music patrons, venue managers, downtown business owners, downtown residents, festival volunteers

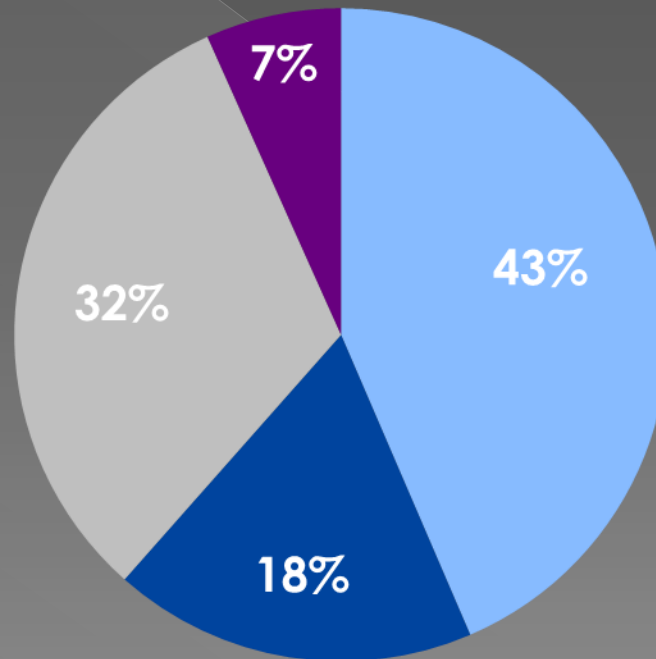
# Respondents classified by SXSW attendance

- Officially Registered SXSW attendee
- Unregistered but attended events during SXSW
- Did not attend events during SXSW
- Registered attendee who also attended unofficial events



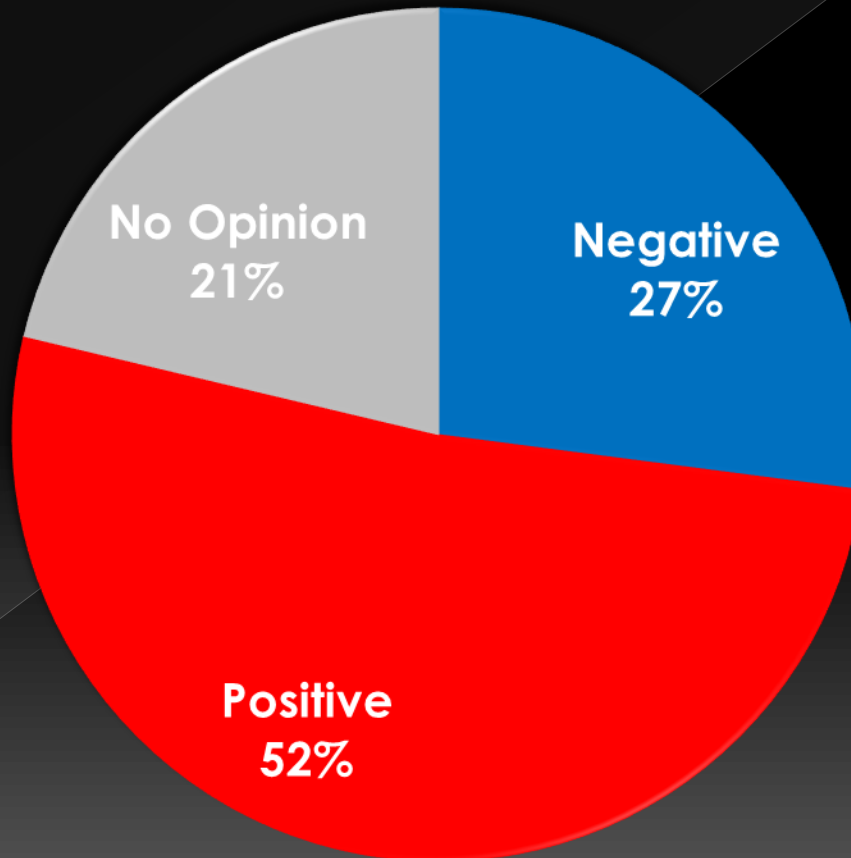
# STREET CLOSURES:

- believe current downtown street closures are sufficient
- respondents said downtown needs LESS street closures
- respondents said downtown needs MORE street closures
- no opinion



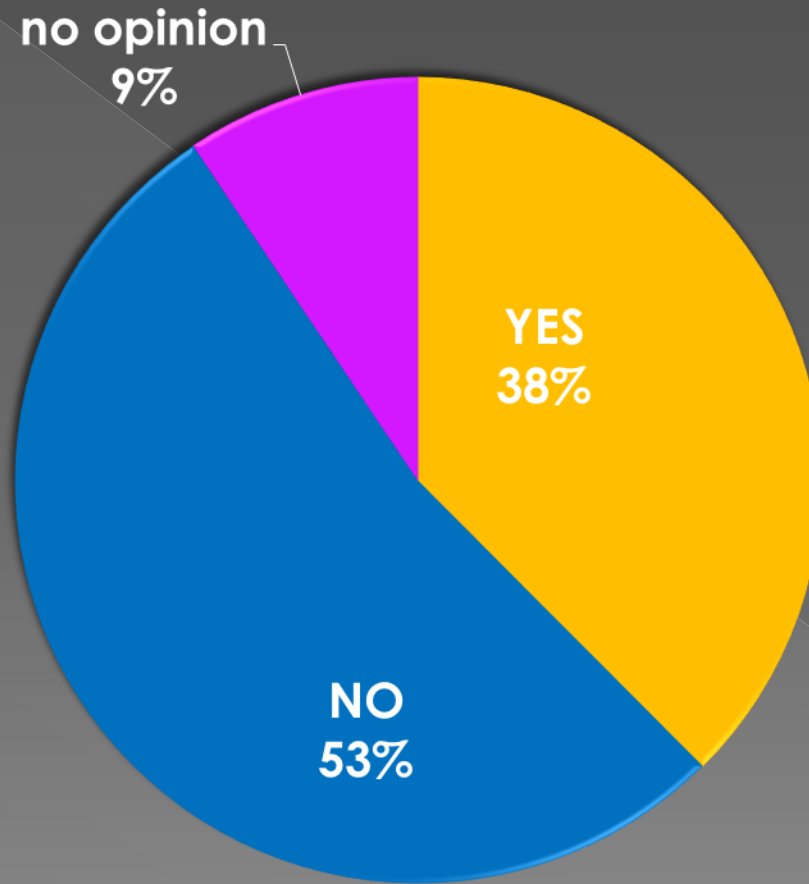
# STREET PERFORMANCE:

Impact on Downtown Crowds:

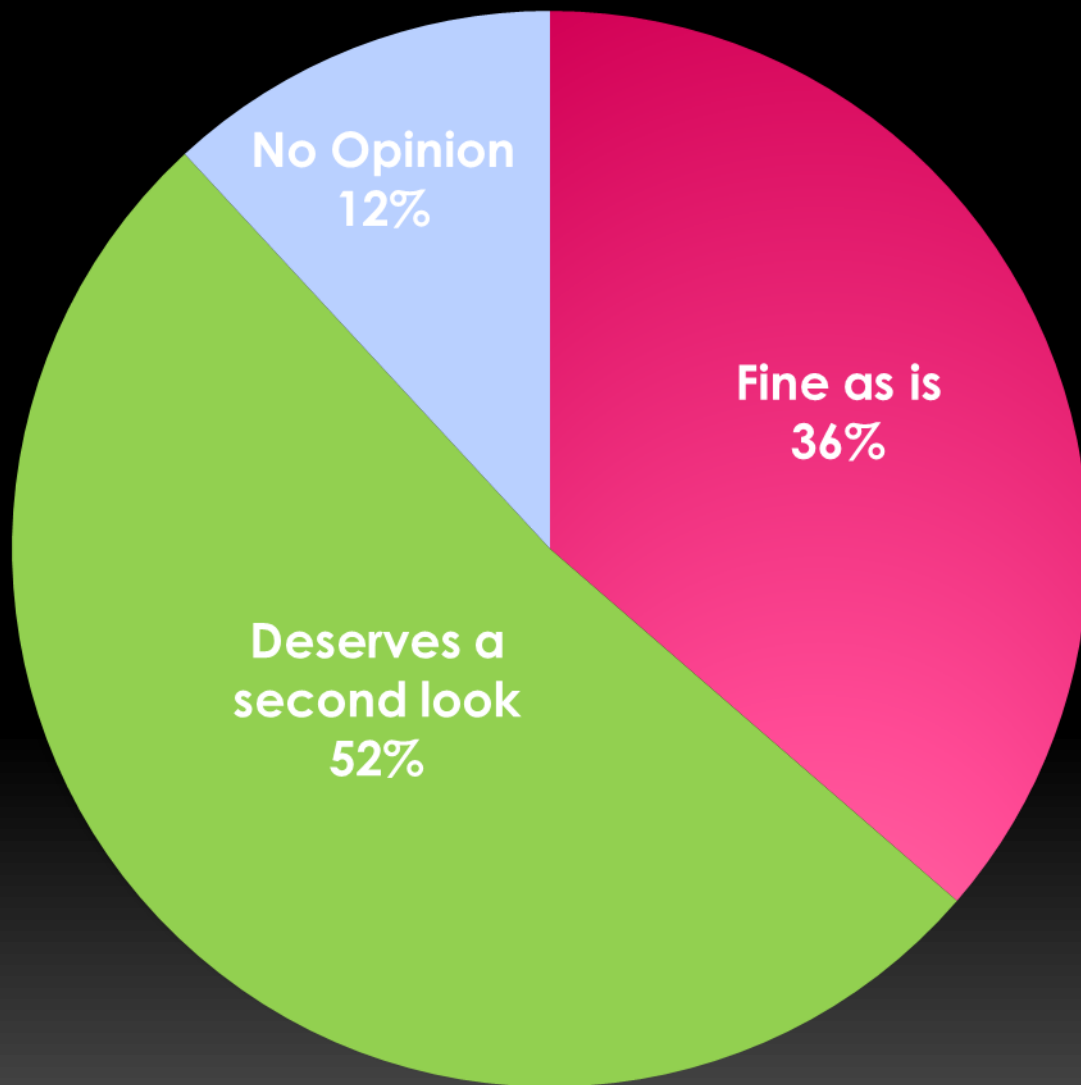


Survey Respondents: 850

# Should Festival events be limited to one area in Downtown Austin?



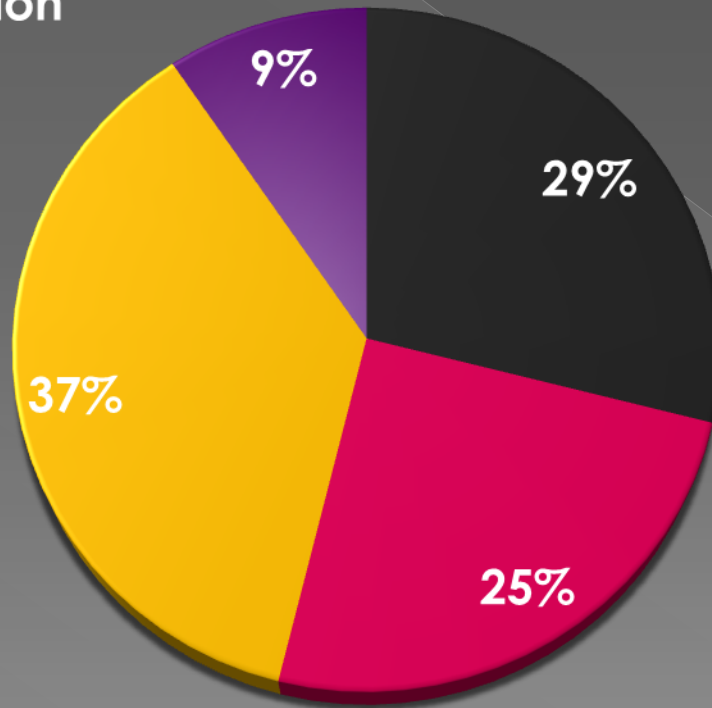
# FESTIVAL PROGRAMMING



Survey Respondents: 850

# PROGRAMMING BY LOCATION

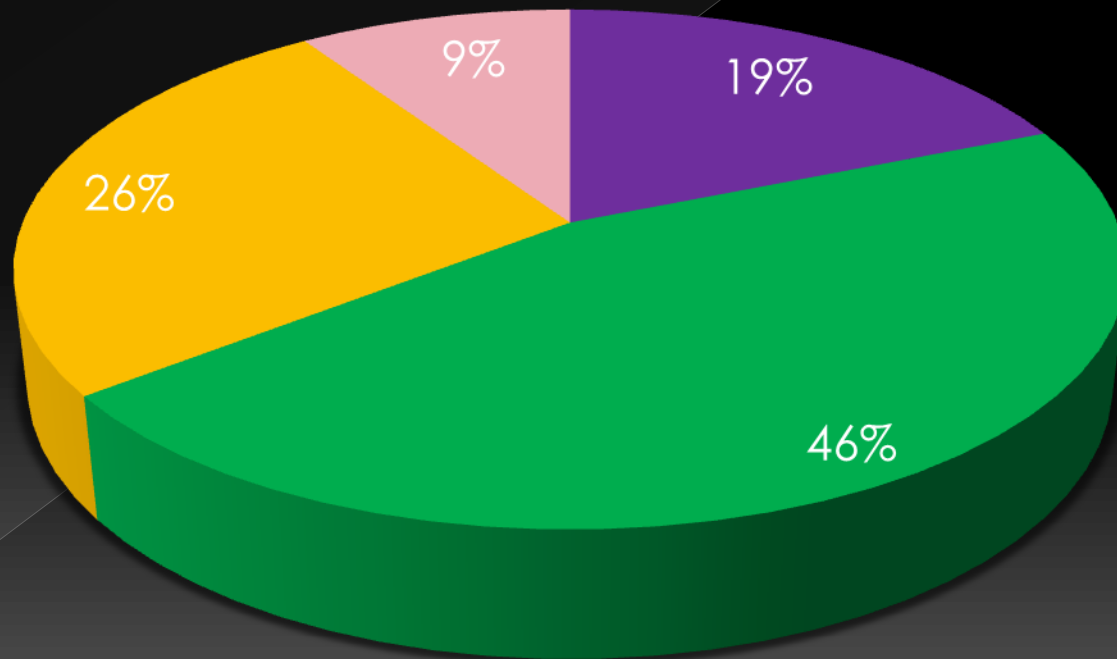
- Current programming is sufficient
- NO benefit to program specific locations
- see benefit in location specific programming
- no opinion



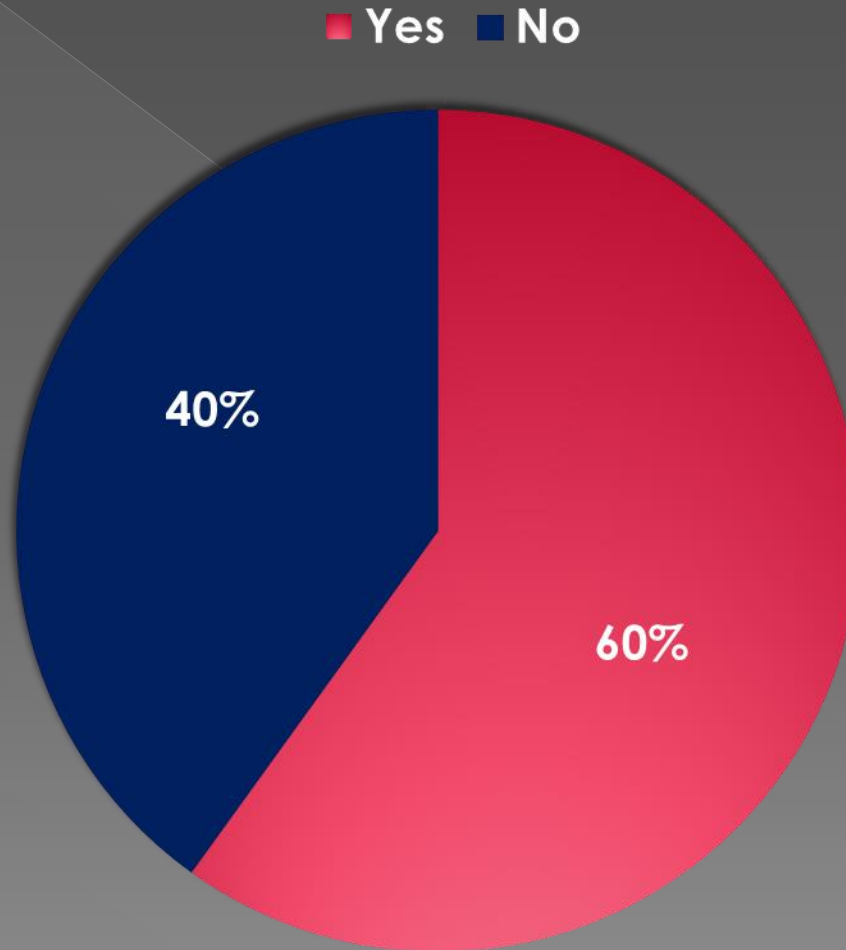
# City Special Event Permit Issuance

## Current number of Special Event Permits

■ is sufficient ■ too many ■ too few ■ no opinion



# Do you feel City Resources are distributed evenly during SXSW?:

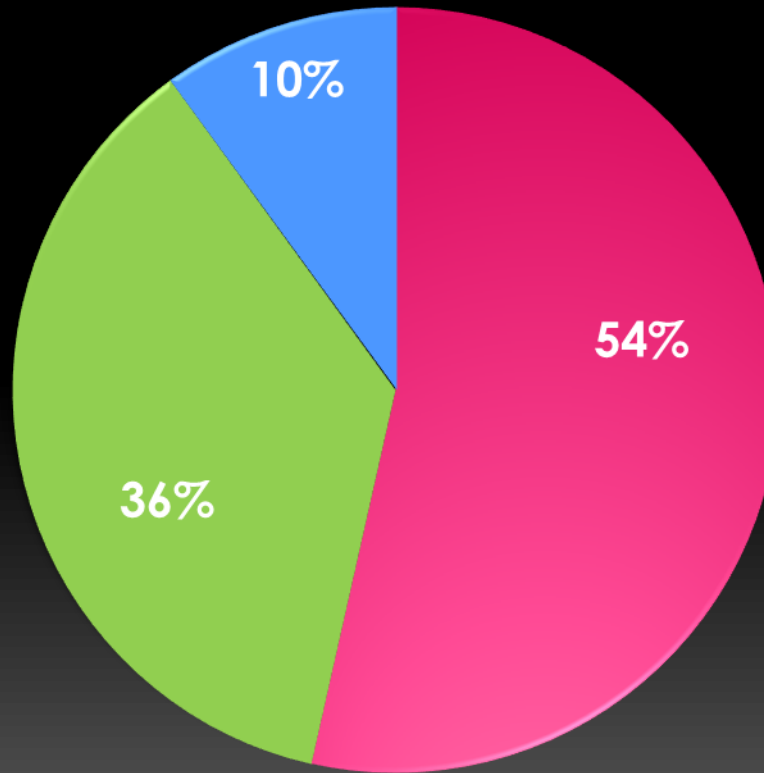


Survey Respondents: 850

# PARKING LOTS

## Should Special Events be allowed in Parking Lots?

■ Yes ■ No ■ No Opinion

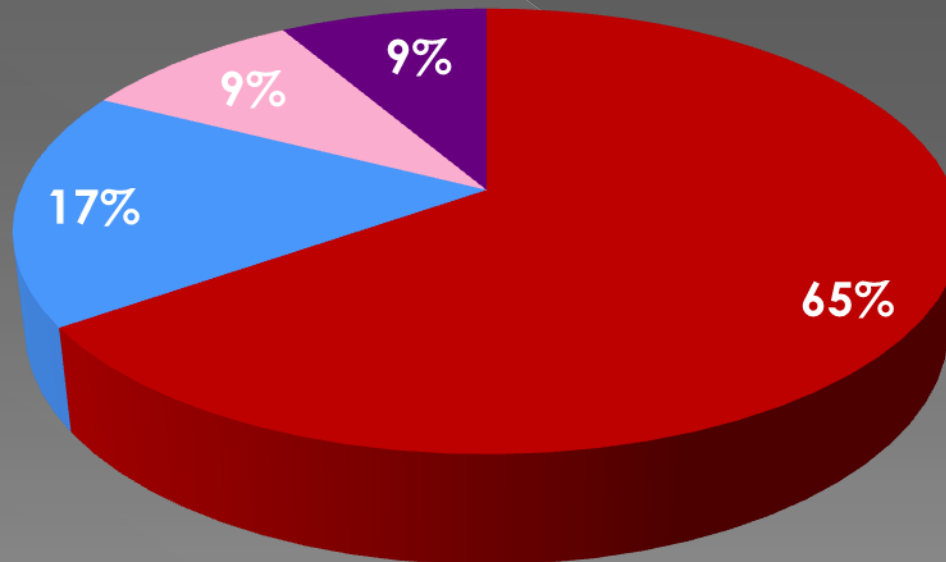


Survey Respondents: 850

# EVENT CREDENTIALS

Access to events (tickets, RSVP's, Wristbands, etc.):

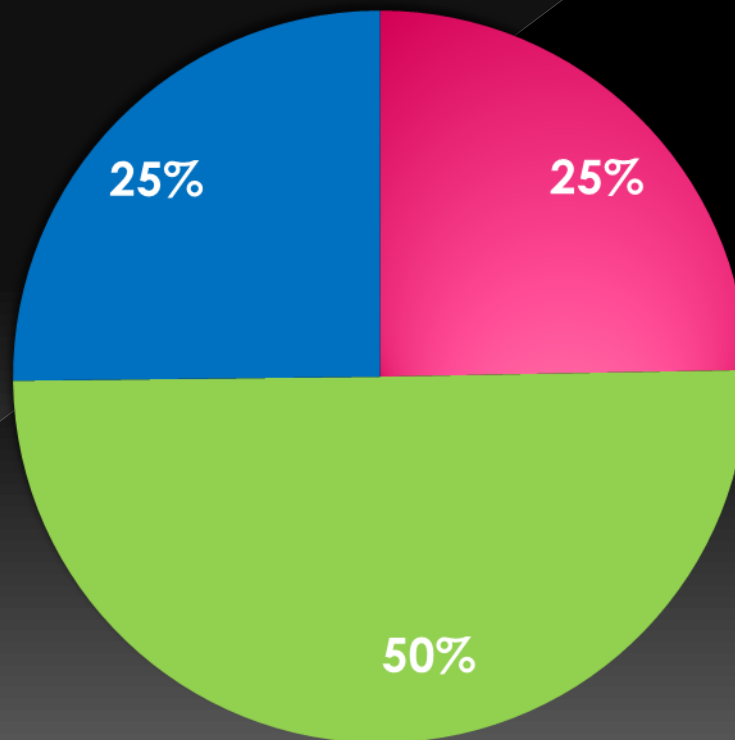
- Should be provided based on venue capacity
- Should NOT be limited based on capacity
- Should be issued at the discretion of event producers
- no opinion



# RSVP Servicing Sites:

Impact on Festival Experience:

■ Positive ■ Negative ■ no opinion

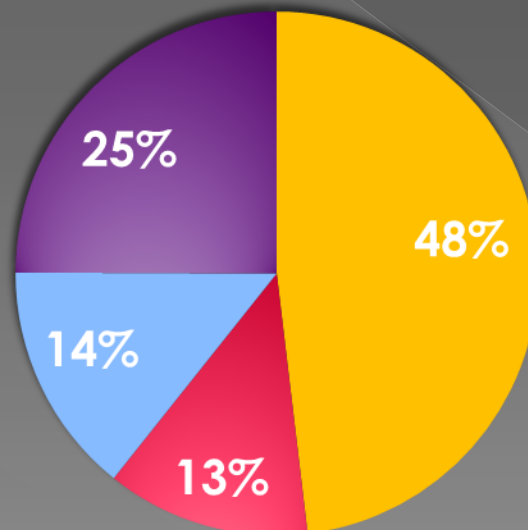


Survey Respondents: 850

# Loading and Unloading Zones

Current Loading and Unloading Zones Downtown  
During SXSW are:

- Indifferent/No Opinion
- Adequate, but could be dispersed differently
- Adequate
- Not Adequate



# LOCAL EVENT PRODUCERS

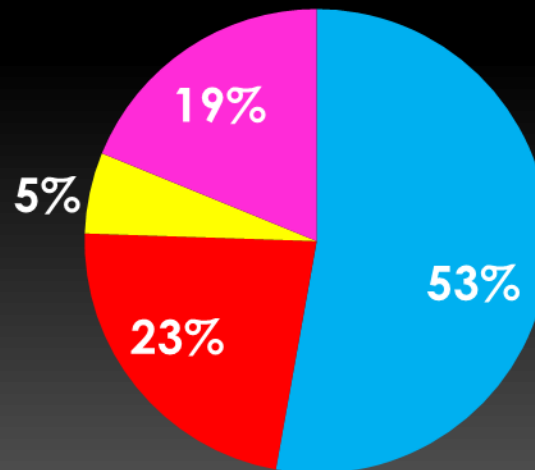
Should businesses coming in from out of town be required to utilize a local event planner to help produce events?

■ Yes

■ No

■ out of town event planners should limit their production to those within their organization

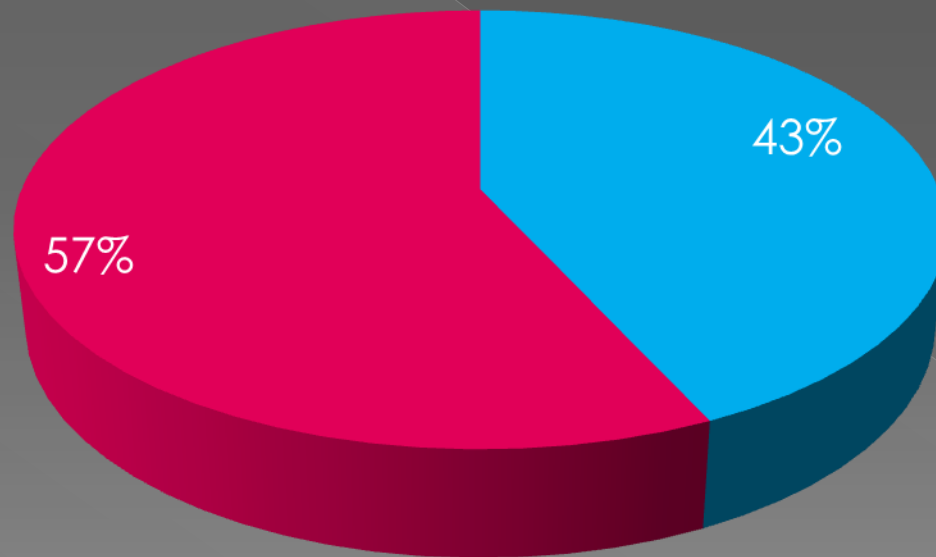
■ No Opinion



# ALCOHOL

Should the City of Austin work with the Texas Alcoholic Beverage Commission (TABC) to limit the amounts and hours that alcohol is served at events during SXSW?

■ Yes ■ No

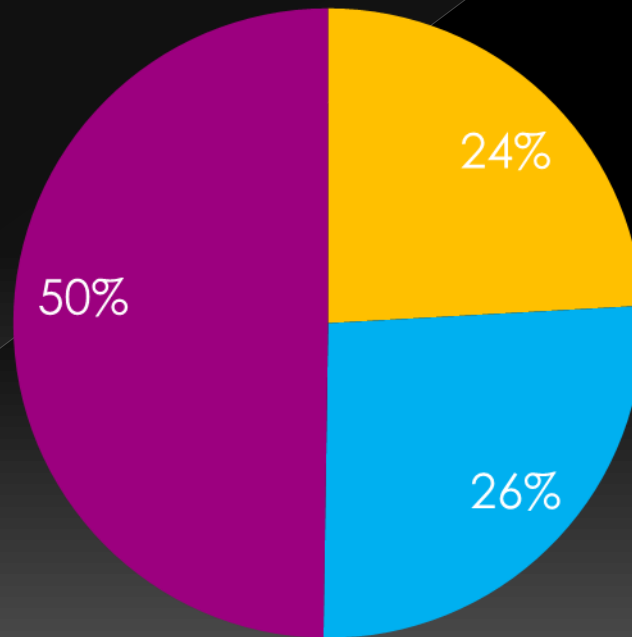


Survey Respondents: 850

# SOUND LIMITATIONS

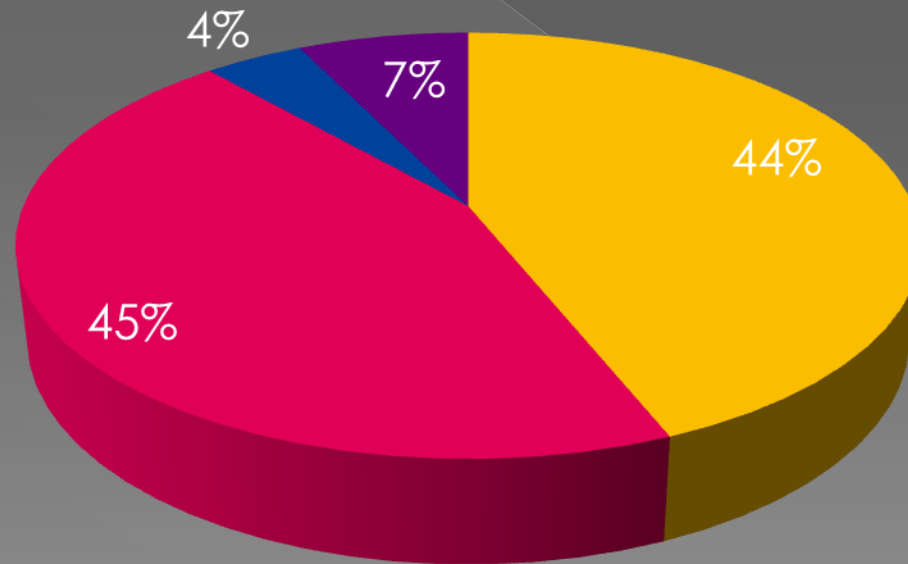
**Current sound limitations for outdoor events and venues in Austin:**

■ Should be greater   ■ Should be lesser   ■ Are sufficient



# What was the primary reason for attending SXSW?

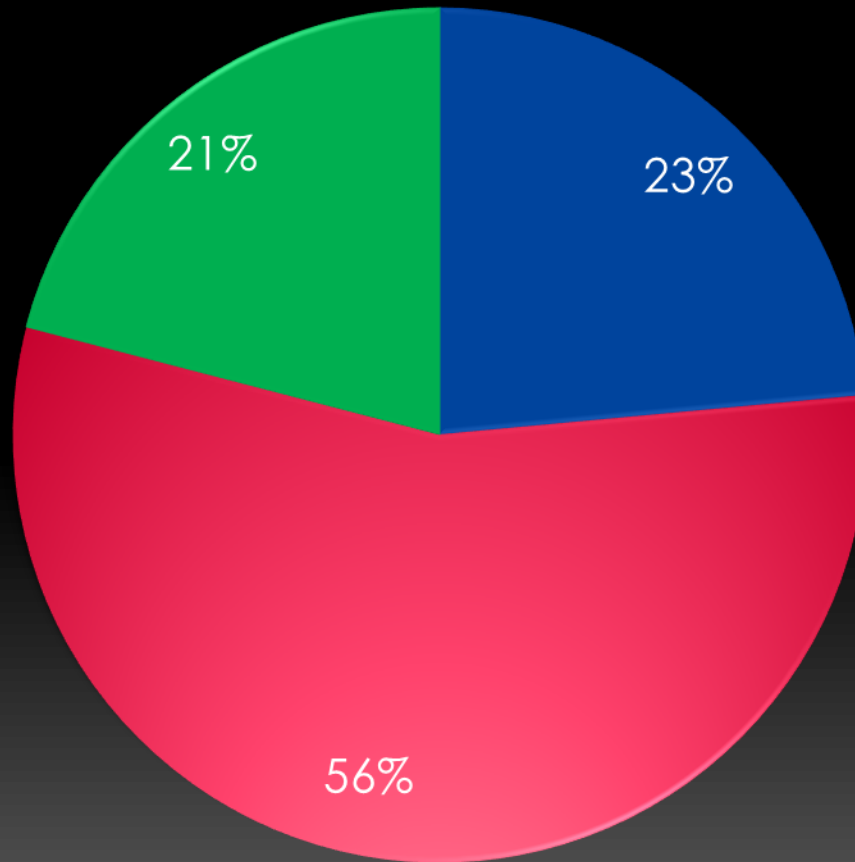
- Events/Industry Discovery
- Free food/alcohol/swag
- Other
- Registered Participant of the festival



# EVENT SECURITY

## Security and Personnel at events during SXSW

■ Was Inadequate ■ Was Sufficient ■ No Opinion/Unsure



Survey Respondents: 850