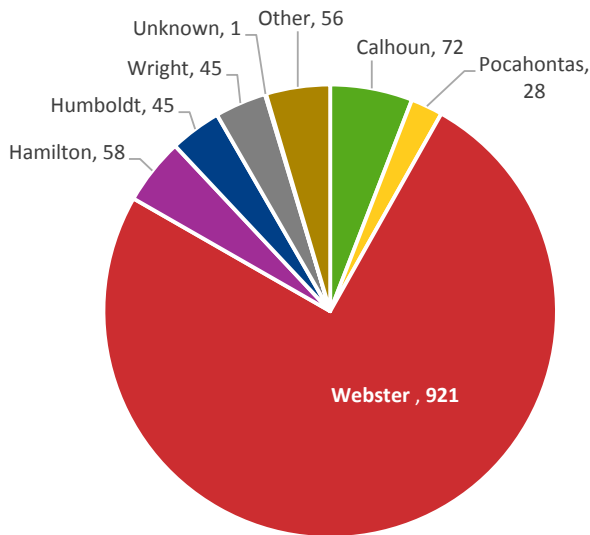


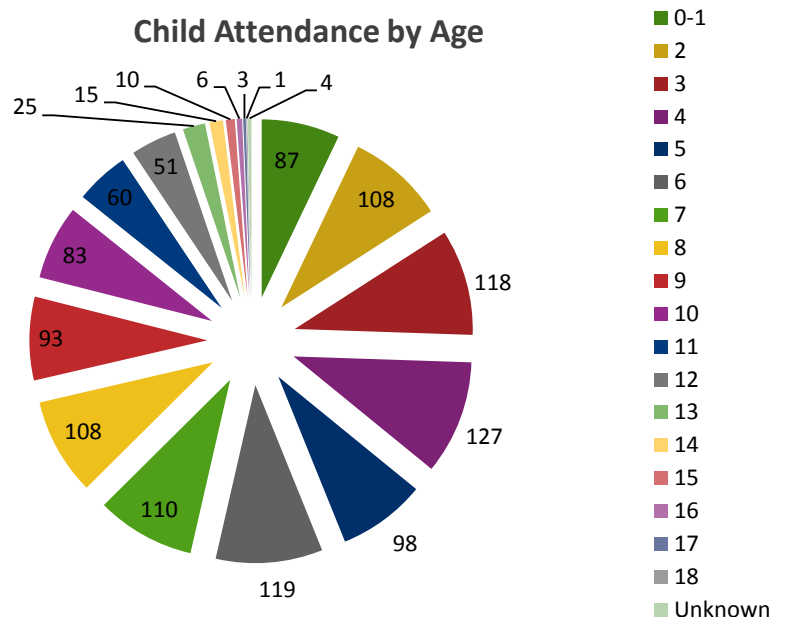
EVALUATION OF KIDZMANIA 2016

KIDZMANIA was held on Saturday, October 15th from 10:00 a.m. to 2:00 p.m. at the Crossroads Mall, Fort Dodge, Iowa. The event featured 62 booths, stage performances and 6 costumed characters including: The Dark Knight and Wonder Woman from the Iowa League of Heroes, Elsa and Anna from Little Princess Parties, Iowa State's Cy the Cyclone and Herky the Hawkeye from the University of Iowa. Children registered in five locations. Upon the close of KIDZMANIA, 1,226 children from 599 families had registered. It is estimated that the total attendance was over 1,800.

Child Attendance by County



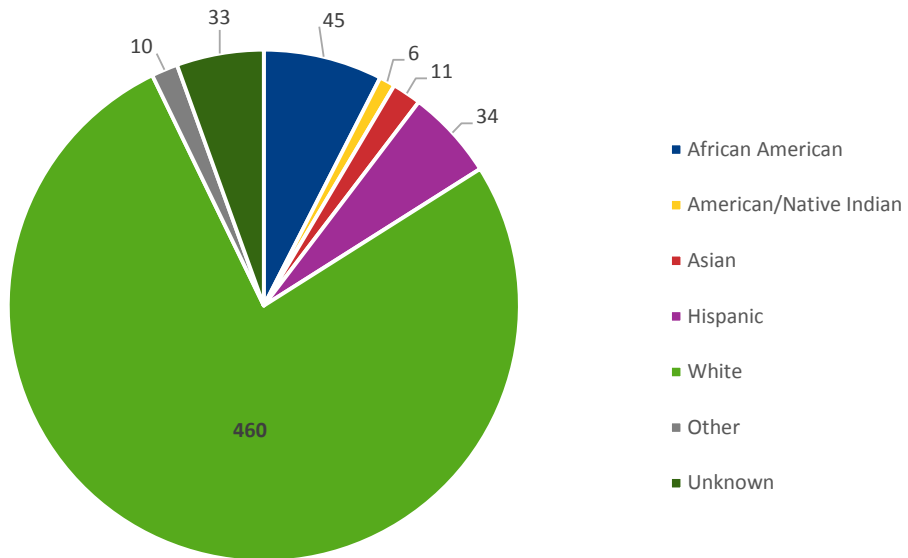
Child Attendance by Age



EVALUATION OF KIDZMANIA 2016



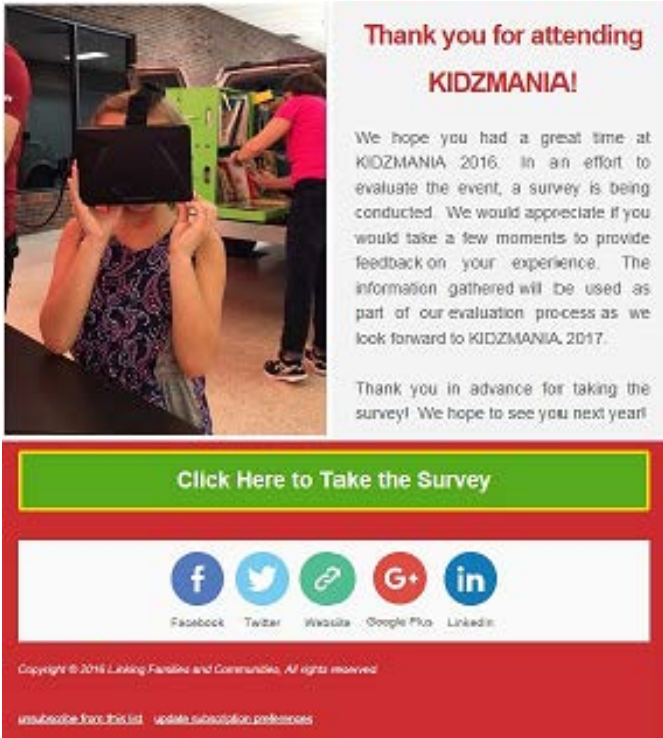
Number of Families by Race/Ethnicity



EVALUATION OF KIDZMANIA 2016

THE RESULTS:

From the registrations gathered prizes were awarded and electronic surveys were sent out to those that included an email address on their registration slip. An email went out to 341 participants requesting that they take a short survey.



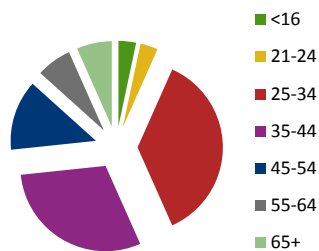
Of the 341 emails sent, 286 were valid email addresses. Of those emails:

- 79 people opened the email;
- 30 people started the survey; and
- 28 people completed the survey.

Of the survey respondents:

- 25 were female, 3 were male

Age



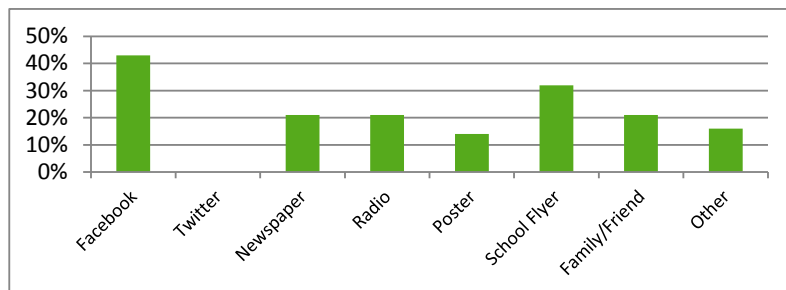
County



- Carroll
- Kossuth
- Humboldt
- Pocahontas
- Webster
- Hamilton

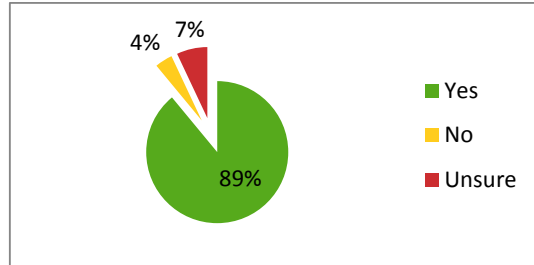
The purpose of the survey was to evaluate the marketing, event quality, but more importantly, to see if the goals of increased awareness of community resources, as well as, increased participation in those resources were met. The following were the results of the survey:

*How did you learn about KIDZMANIA?

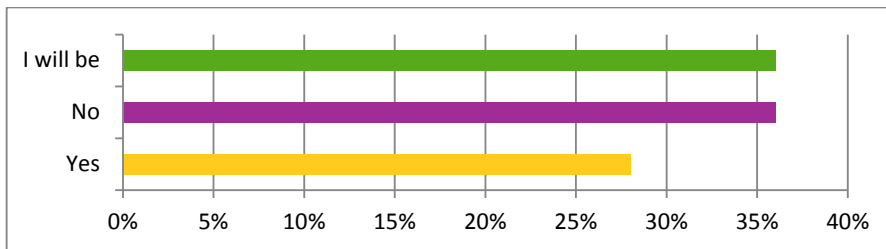


EVALUATION OF KIDZMANIA 2016

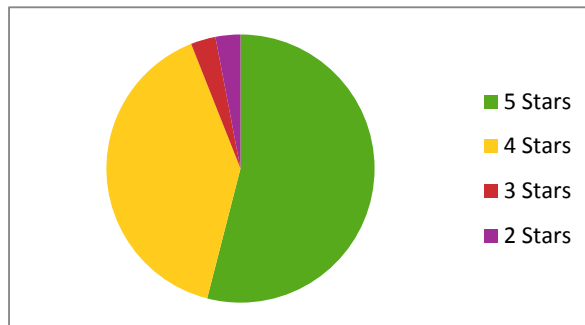
***By attending KIDZMANIA, did you learn about or learn more about any of the community programs, resources and businesses that were there?**



***Have you contacted, enrolled, participated or done business with any of the organizations that had booths at KIDZMANIA?**

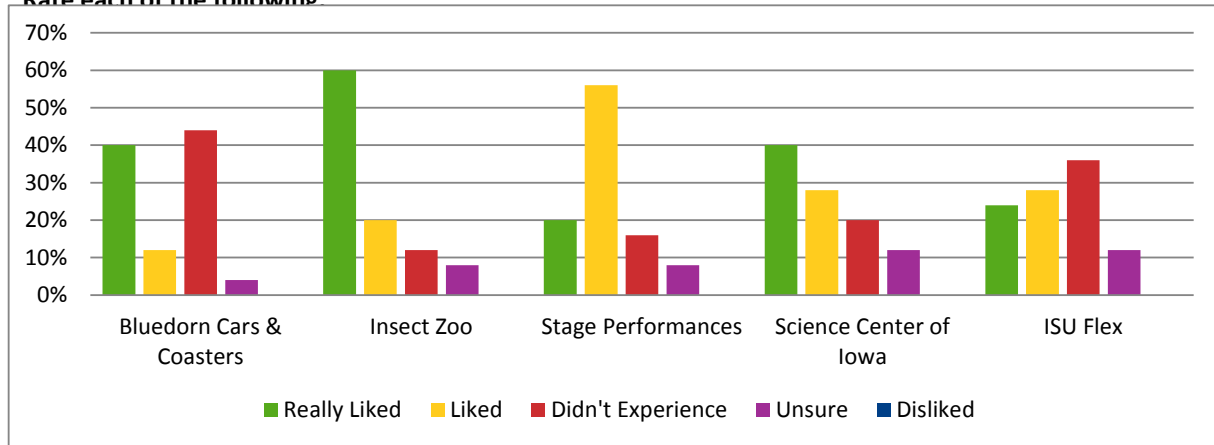


***Overall, how satisfied were you with KIDZMANIA? Rate from 1 (poor) to 5 (excellent). (31)**



EVALUATION OF KIDZMANIA 2016

*Rate each of the following:



*What did you/your family like most about KIDZMANIA?

- Getting to spend time together in a kid friendly environment.
- It was very educational. There was plenty of activities for my son, also information that I could read as well. It was all a very great experience for us and will definitely be back next year!
- Interacting to creating, designing and retrying.
- Insect Zoo and Science Center.
- Exhibits.
- There was so much for my little guy to experience and he just got so excited and loved it all. It's hard to pick one thing. I did like seeing the police officers there at their booth.
- All the choices in kinds of activities.
- The activities & games for the kids.
- The one that had the bulling one liked that on and the game that they had liked that
- Love all the activities for the kids!
- The balloons. I had an 18 month old.
- Robotics and 3d printer.
- The race car tracks and the face painting.
- Legos, race cars.
- So much to do and learn about the community.
- I brought my 2 yr. old granddaughter, I felt she was a little too young for the event. It appeared that everyone had fun and I will attend next year when she is older.
- It was very nice this year that there were more (or seemed like more) booths, it seems less crowded and there was a lot to do.
- ICCRC robots
- All the activities and spending time together while participating. We really liked the insect collection. The people running the activities were very friendly.



EVALUATION OF KIDZMANIA 2016

***What did you/your family like most about KIDZMANIA? (Continued)**

- My boys are 10 & 13 years ... they LOVED the technology & stem items!! Legos, science things, hands on... we had a great time and I love how most of the people were excited about talking with them about their interests.

***What did you like least?**

- The lines.
- The crowds.
- The bugs and then the vet thing where kids can do or check on animals or pets, as they have had that for all the years. We did the other stuff.
- Would be nice if there was an area dedicated to toddlers.
- So many people sometimes hard to get to do things wish it started in one door and everyone work your way around so all kids can enjoy each station.
- Can't think of anything.
- None
- My kids were terrified of the characters from UI and ISU, etc.
- Dancing.
- Candy and trinkets given out.
- Long lines.
- It is usually crowded at the popular attractions.
- N/A.
- Waiting in long lines is difficult for young children, but not much can be done about that.
- No complaints.

***How do you think KIDZMANIA could be improved?**

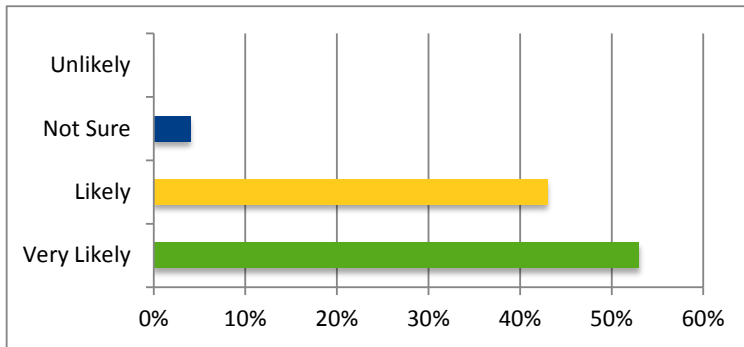
- The point is to get people to come so not sure how much you can change the crowds. What a great event for the community.
- Longer time frame.
- Try to number it down with not so many booths and have like other booths that sells stuff like maybe Thirty-One or Tupperware or something to offer books like a book fair like what kids have at school and then other activities and some more fun for kids and families to do more balloon people to make balloon animals and stuff for kids and then more free stuff for parents food drinks.
- Start in one door and everyone work your way around so all kids can enjoy each station.
- Honestly with an event that big with that many people there's not much you can do to improve it. I could tell everybody there was trying their best. All the kids seemed happy and busy. So you are all doing a wonderful job.
- A few more attractions for little tykes.

EVALUATION OF KIDZMANIA 2016

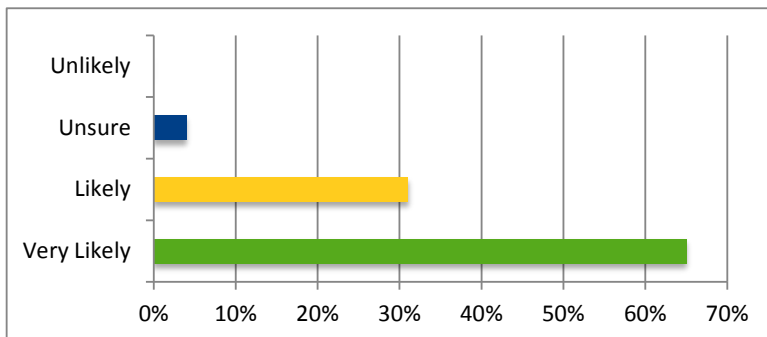
*How do you think KIDZMANIA could be improved? (Continued)

- Thought it was good.
- Experiencing and creating a craft, potential gift or putting in names for a gift certificate, etc. at all booths.
- Improved lunch provided-healthier - maybe samples from local restaurants or creating a snack/meal (a prior year there were smoothies that kids could help measure/create and ride a bike to blend).
- Open one of the empty buildings for more room.
- Area for younger kids.
- Not sure, it works pretty well as is, more space would be nice, but not sure where it could be held that would be better. It is nice in the mall where the atmosphere is nice and it fills that otherwise empty mall.
- One the right track.
- I feel it was fine.
- It was great. Good location, ease of getting around, fun.... no complaints at all.

*How likely are you to attend KIDZMANIA next year?



*Would you recommend KIDZMANIA to family and friends?



“KIDZMANIA 2016 was amazing!! My entire family had a great time experiencing and learning about businesses and technology that is being offered right in our area. My sons left the event energized and thinking of their future. The businesses hosting people were knowledgeable and friendly when asked questions. It was well organized and executed. Can't wait till next year!! Definitely a "must do" for families of children 5 years to teens.”

~ Meredith M.