

# fraze pavilion

## Fraze Pavilion – Kettering, OH Operational and Organization Assessment Study December 16, 2024



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# Executive Summary

Owned and operated by the City of Kettering, Ohio (City), the Frazee Pavilion (Frazee) has been identified as a treasured asset by the City, regional artists, and the people it serves locally and throughout the region. Opened in 1991, its location in Kettering's Lincoln Park (Park) gives the Frazee a serene and intimate setting and has become known both as a commercial music venue as well as a community gathering space.

The Frazee's has a capacity of 4,300-seats and serves as the City's home for live music, community events, and festivals. However, with increasing competition in the outdoor venue market, the Frazee has been underperforming in both ticket sales and ancillary revenue generation, which is causing a greater than anticipated need for annual City subsidy.

To continue planning strategically for the future, the City engaged Theatre Projects in early 2024 to conduct an assessment of Frazee operations, marketplace competition, and its relationship to Lincoln Park. Both the pavilion and park hold a place of significance and community pride for the City and the surrounding neighborhoods. Our goal is to provide an honest and accurate assessment to support future decision-making regarding funding, operations, and a realistic business model for the Frazee.



# Guiding questions

As we began our analysis process, along with the Frazee project team, we developed a set of guiding questions meant to be answered through this assessment, including:

- What is the community sentiment towards the Frazee today, and how does that compare with the City's internal understanding of community support and overall sentiment?
- What Frazee programming and experiences are the most meaningful and valuable to the community?
- In an increasingly competitive market, how can the Frazee stand apart via changes and improvements to its brand, programming, community access, and overall guest experience?
- How can the Frazee team create a balanced booking strategy that provides an optimal balance of free community events/festivals and commercial (revenue generating) ticketed programming?
- Within the modification and improvement strategy recommended, how can the Frazee also be financially sustainable in the long-term, and can it begin to decrease the financial risk to the City?



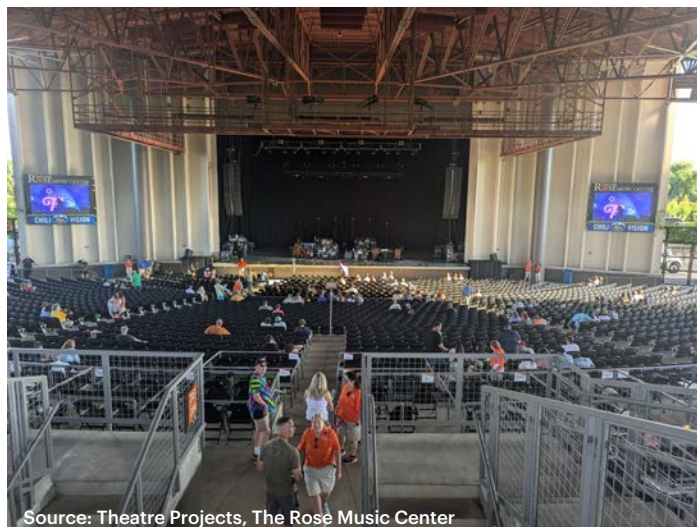


# Our approach and methodology

Our work combined local research, analysis and in-person engagement as a foundation to answer the guiding questions. We engaged with Frazee team members and City leadership during monthly project meetings to gain a greater understanding of the challenges and opportunities of the Frazee today.

Our team traveled to Kettering in July 2024 to extensively tour the pavilion, attend two Frazee events (Ludacris on July 18 and Night Ranger on July 19), attend a show at a competitive venue (.moe at The Rose Music Center), tour surrounding venue inventory, and more fully experience the surrounding communities.

Area venue tours and secret shopping experiences



Source: Theatre Projects, The Rose Music Center



Source: Theatre Projects, The Levitt Pavilion (Dayton)



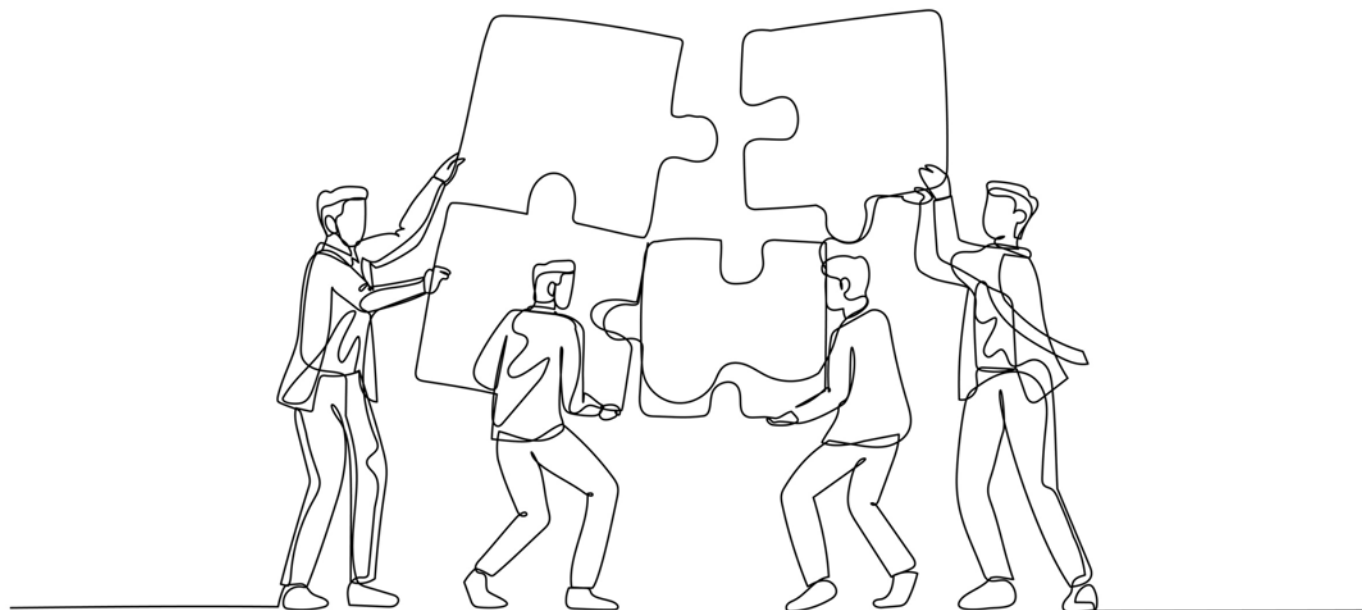
Source: Theatre Projects, Frazee Pavilion

# Community and stakeholder engagement

Engaging with the community and key stakeholders was crucial to our process to ensure that our analysis is grounded in the real-world experiences and perceptions of those most directly impacted by its operations. By involving the full-time Frazee/City of Kettering team, City leadership, Frazee guests, and the local community in the assessment process, we gained valuable insights into the Frazee's strengths and challenges from multiple perspectives. This inclusive approach not only enhanced the accuracy and relevance of our findings, but we believe the approach will also foster a sense of ownership and support among stakeholders. This support is essential for the successful implementation of any recommendations that emerge from the analysis.

With the help of the Study Project Team, we identified key stakeholders as:

- Frazee Pavilion team (full-time employees)
- City of Kettering leadership
- Frazee guests (current and past attendees and ticket buyers)
- Local Kettering community (at-large)





# Community Engagement

Based on the community engagement surveys and in-person interviews, several key themes emerged from the feedback provided by the community and the City team:

- **Strong Community Value and Sentiment:** The overwhelming majority of respondents (90%) have attended an event at the Frazee Pavilion, with over half attending both ticketed and free events. This demonstrates that the Frazee holds significant value for the local community as a cultural hub. Many respondents **expressed appreciation for its role in bringing the community together, providing entertainment, and being a social gathering space.**
- **Desire for More Diverse and High-Quality Programming:** While the community appreciates the Frazee's offerings, there is **notable dissatisfaction with the recurring use of tribute bands and the limited variety of big-name artists.** There was strong feedback from community members suggesting a greater focus on free and community-oriented programming to stay aligned with its original mission. Additionally, many respondents called for more diverse and fresh lineups, citing that the Frazee is losing quality acts to other local venues like the Rose Music Center.
- **Operational Challenges and Needed Improvements:** There are **clear operational issues that need to be addressed**, particularly concerning concessions, ADA accessibility, and overall customer service. Long wait times at concession stands, unfriendly staff experiences, and outdated infrastructure like seating were consistently mentioned as areas needing improvement.
- **Financial and Structural Concerns:** The need for more efficient management and financial sustainability was evident in the feedback. Community members and internal teams alike **mentioned that the Frazee seems to be falling behind competitors and needs investment in infrastructure upgrades and new technology**, including point-of-sale systems and better amenities for both patrons and performers. Additionally, many respondents highlighted the need for a clearer vision for the venue's future, with some expressing concerns over the Frazee's reliance on City subsidies.
- **Positive Perception of Location and Atmosphere:** One of the most consistent positives mentioned across all survey groups was the **Frazee's beautiful, intimate setting within Lincoln Park.** Respondents appreciate the natural environment and park integration, which adds to the overall concert and event experience.

The community clearly values the Frazee Pavilion but believes that significant improvements are necessary to enhance its programming, operational efficiency, and infrastructure to remain competitive and financially viable. Focusing on more diverse programming, improving customer service, and addressing physical improvements are key areas for the Frazee to focus on moving forward.

# Concessions analysis

A well-structured and managed concessions program can significantly enhance the guest experience and generate substantial revenue for venue operators. As we observed Frazee concessions operations, and reviewed the programs details of product selection, inventory management, trend analytics, and staffing, we applied the current Frazee program to industry standards for similar-sized outdoor amphitheaters. The current Frazee program is operated through oversight from City of Kettering purchasing, HR, legal, and financial, and is managed by the Frazee team who mostly staff hourly staff who are either students (high school and college/university) or from the retired population, in addition to supplemental volunteer workers from other City departments (Parks and Recreation, etc.) and the community.

As outlined in the experience mapping section, the most necessary area of improvement for Frazee operations is the concessions program. We have identified different areas of improvements, both immediate and short-term, as well as longer term that will require concessions infrastructure modifications. A modern concessions program requires expert use of technologies including mobile ordering, contactless payments, and point-of-sale (POS) systems to streamline operations. As the Frazee continues in their improvement process, the technological infrastructure additions are just as, if not more, important as the improvements to the physical spaces.

As a part of this study's identified KPI's, the concessions program most strongly relates to delivery of guest experience and revenue generation. Following our time on-site observing Frazee concessions operations, we compared the current program to key components of best practices in concessions management, which included observation and assessment of the following areas:

- Menu (food and beverage)
- Speed and efficiency of service
- Guest experience and satisfaction
- Staffing and general operations (including food safety, local compliance, and regulations)





Source: Theatre Projects

Overall, the Frazee concessions program is struggling to meet modern day concessions program standards due to the physical infrastructure requiring nightly, and manual, temporary POS set-up, and the lack of any technology systems to support the inventory management, transactions, tracking, and reporting necessary for a program of this level.

Additionally, there are challenges with the overall quality of staff and volunteers, as many frontline employees are younger and may lack the necessary motivation or experience to consistently provide high-quality, fast service. This issue is further compounded by the existing limitations in physical and technological infrastructure, which hinder their ability to perform efficiently.

The financial reporting of inventory, pricing, and sales is inconsistent between Frazee department tracking and City of Kettering financial reporting. While the staff is doing their best to create manual systems, the ability to maintain consistent tracking of inventory levels, product, and points of sale is not without error and the ability for manual adjustment. Staff is managing inventory through “counting caps and bags” which allows for a higher level of loss and risk.

# Competitive and programming analysis

Our project team researched and analyzed the venues that are within direct competition with the Frazee. We looked at the 2024 season programming of the following amphitheaters.

- The Rose Music Center - Huber Heights, OH
- PNC Pavilion - Cincinnati, OH
- MegaCorp Pavilion - Newport, KY
- KEMBA Live - Columbus, OH

The project team was focused on the following guiding questions during this exercise:

- In an **increasingly competitive market**, how can the Frazee stand apart via changes and improvements to its brand, programming, community access, and overall guest experience?
- How can the Frazee team create **a balanced booking strategy** that provides an optimal balance of free community events/festivals and commercial (revenue generating) ticketed programming?





Given the increasingly competitive landscape, which is dominated by large promoters, it will become more challenging for the Frazee to secure high-profile shows. The four competitive venues we researched are partnered with companies like Live Nation and AEG, both of which possess extensive resources and influence across the region and the country. This allows them to monopolize many touring acts, making it difficult for smaller, independent venues like the Frazee to compete.

Competition from the Rose Music Center, which is operated by MEMI, poses a substantial challenge. MEMI also owns and operates the PNC Pavilion and the much larger Riverbend Music Center in partnership with Live Nation. With Live Nation's involvement, MEMI has access to a larger pool of tours, increasing their control of the local market. Additionally, MEMI plans to open a new 4,500-capacity, year-round indoor venue next to the Rose Music Center, further intensifying competition in the market. They also operate the 4500-capacity Andrew J Brady Music Center in Cincinnati, OH.

PromoWest Productions adds another layer of competition as the owner and operator of both MegaCorp Pavilion in Newport, KY, and KEMBA Live! in Columbus, OH. PromoWest is partnered with AEG, the second-largest live music company globally, which, like Live Nation, frequently buys entire tours and brings those shows to AEG-controlled venues. Both MegaCorp Pavilion and KEMBA Live! have the flexibility to operate year-round as they utilize both indoor and outdoor spaces, giving them a significant advantage over the Frazee in terms of the volume of shows they can present and the flexibility to accommodate larger or more frequent acts.

Because of these challenges, if the Frazee wants to be competitive in this market, it will need to make significant infrastructure and operational improvements, as outlined in the 2016 study by Sustaita Architects. As such, we suggest that the Frazee should consider developing different kinds of programming and maintaining a mixed booking strategy. While high-profile shows will continue to be more difficult to secure, Frazee can lean into community-driven events, festivals, and free programming that set it apart from larger competitors. Embracing local music showcases, free movie nights under the stars, low-ticket-price shows, and unique events like yoga sessions at the Frazee can create a more diverse and inclusive atmosphere. These offerings not only provide value to the community but also generate consistent foot traffic and build a loyal following that distinguishes the Frazee from other venues focused solely on large-scale productions. By positioning itself as a venue that caters to both large events and community-centered experiences, Frazee can attract a broader audience while maintaining its relevance in an increasingly competitive market.

# Overall observations

Our investigatory process led us to observe that the Frazee is operating well within industry standards and local expectations given the current constraints of an aging facility, lack of an available consistent workforce, and, at times, restrictive City policies. The talented and dedicated team across the Frazee and the City appear to be committed to the future short-term and long-term success of operations but are eager for City leadership to provide direction on how to define success at the Frazee.

We have distilled our overall observations into areas of strengths, challenges, and opportunities:

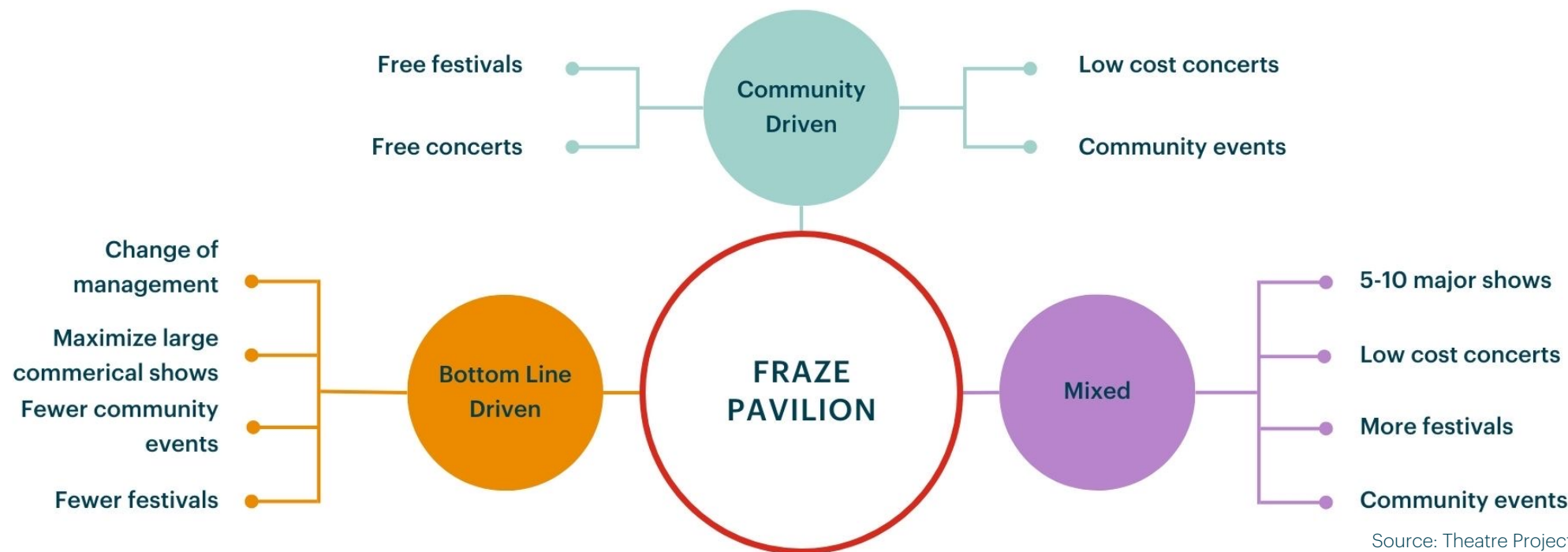
Strengths	Challenges
<ul style="list-style-type: none"> <li>• Dedicated Frazee team</li> <li>• Loved in the community</li> <li>• Appreciative and loyal audience base</li> <li>• Free events provide access to those who may not be able to attend ticketed events</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of qualified concessions staff and aging F&amp;B infrastructure</li> <li>• Operating within governmental organizational business structure</li> <li>• Reliance on single vendor for lighting equipment, IATSE (production) staffing and venue production management</li> <li>• Multiple similar sized venues within 90-mile radius.</li> <li>• Growth of festivals in market area, creating new exclusivity conflicts</li> <li>• Shortened season compared to competitive venues in the region</li> </ul>
Opportunities	
<ul style="list-style-type: none"> <li>• Develop stronger brand message, with a new communication to the community of what the Frazee experience is</li> <li>• Marketing services enhancements</li> <li>• Business model and process adjustments</li> <li>• Improvement in hiring parameters for qualified staffing</li> <li>• Concessions infrastructure enhancements to improve guest experience and profitability</li> </ul>	



# Opportunity: Business model adjustments

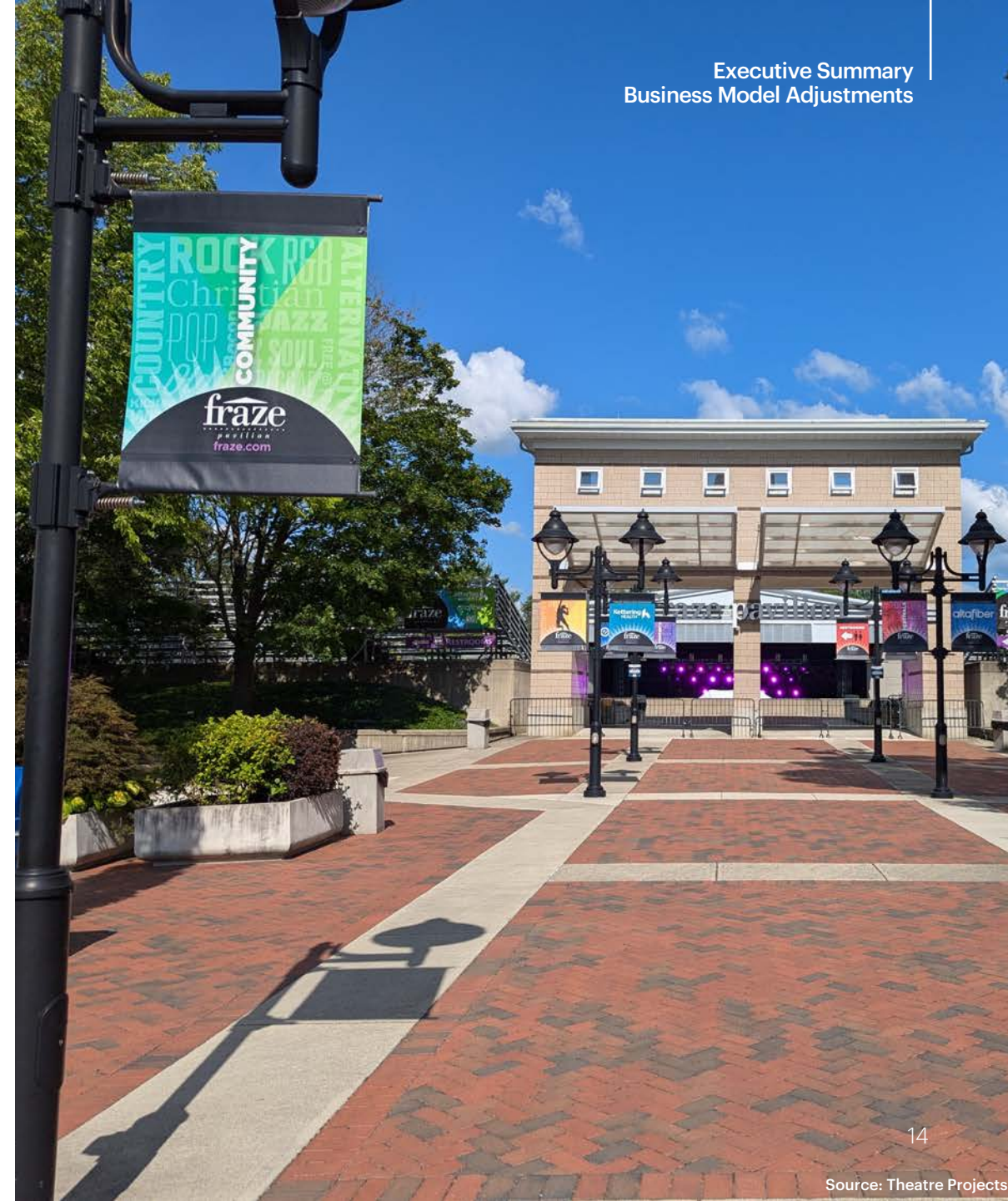
Opportunities exist for the Frazee to evolve its business model and modes of delivering quality and authentic experiences. We identified three paths that align with different success metrics and outcomes—namely, financial sustainability, community engagement, and a balanced approach—as illustrated below in Figure A. During the final phase of our study, we collaborated with the project team to evaluate each option and discuss the City's vision of success for the future of Frazee. Success was ultimately defined by delivering high-quality experiences while minimizing financial subsidies and reducing overall risk to the City. Each path is more fully detailed on the following pages.

Figure A: Path models



# Path 1 – Community driven

- Shifting the Frazé's focus to producing and hosting free festivals and community events as well as free or low-cost concerts would allow the Frazé to be less reliant on an increasingly more competitive booking market for big ticket live music acts and would allow it to redefine itself as a community-driven and accessible gathering space.
- This community driven model would most likely require a greater City subsidy annually.
- Short-term adjustments to concessions program menu, line management, signage, hours of operation, and non-event access that would allow the concessions areas to be more permanently set-up for the duration of the season.
- Long-term investment in concessions infrastructure and ADA seating and access accommodations
- Operational management remains with the City, with the potential for concessions operations shifting to a commercial entity.





## Path 2 – Bottom line driven

- This model focuses on an improved bottom line financial outcome and reduces or fully eliminates free community events. The pavilion would only be open when a profitable ticketed event could be booked.
- To become a viable commercial venue in the local market would likely require not only a programming shift, but a full operational management shift.
- This bottom-line driven model could greatly reduce the level of City subsidy for annual operations; however, a larger initial and on-going capital asset contribution would be required.
- Greater and more immediate investment in the facility in both the back-of-house enhancements for artists, as well as the front-of-house renovations to concessions and ADA accommodations will be necessary
- Operational management shifts to a commercial operator (operator-at-risk model) who would be responsible for a greater emphasis on revenue generation and the need to maximize the number of available dates for commercial bookings.





# Path 3 – Mixed strategy

- This model allows the Frazee to maintain a diverse programming mix but forecasts reducing reliance on numerous large-name artists by instead focusing on booking 5 to 10 major shows each season.
- Brand messaging focuses on the benefits and positive community impacts delivered by the Frazee (on behalf of the City) to the Kettering community, including brand messaging connected to festival, free programs, as well as the ticketed pavilion live music events.
- This diverse yet reduced programming strategy could offer a unique programmatic diversity not found at other venues in the market, by featuring smaller artists at lower ticket prices, along with increasing the number of free festivals and community-centered events.
- This model would still require annual City subsidy to maintain operations, offer affordable programming, and plan for on-going repair and replacement cycles.
- Short-term adjustments to concessions program menu, line management, signage, hours of operation, and non-event access that would allow the concessions areas to be more permanently set-up for the duration of the season.
- Long-term investment to improve the concessions infrastructure would be key to helping drive revenue.
- Operational management remains with the City, with the potential for concessions operations shifting to a commercial entity.

# Opportunity: Business model adjustments

## What path best defines success for the City of Kettering?

Path 1 – Community Driven

Path 2 – Bottom Line Driven  
(Operator-At-Risk)

Path 3 – Mixed Strategy

City  
Subsidy Levels



City  
Staffing Levels



Commercial  
Music Acts



Community  
Festivals & Events



Infrastructure  
Investment



# Recommendations – Path 3

Given the primary goal of determining the best path forward for Frazee that supports the amphitheater in a financially sustainable manner while driving community vitality, **we recommend that the City eliminate Path 1 (community driven)** as it will increase the subsidy and place too great a financial burden on the City. **While Path 2 (operator-at-risk) presents a potential option worth exploring, we do not believe it is the most viable solution** due to the large number of commercial operators already managing competitive facilities in the crowded marketplace. These operators own multiple venues in the market area, making it unlikely they would want to take on the financial risk of managing a venue that could negatively impact the profitability of their current businesses.

Although this path could be further validated through an RFQ process, we recommend that the **City prioritize Path 3 (rebranding and mixed-use strategy) as the most effective and sustainable path forward.** This approach will preserve community value while simultaneously reducing the Frazee's reliance on subsidies. We recommend the follow considerations and next steps:

- **Community-Focused Programming:** the Frazee can rebrand itself as more than “just” a summer concert venue by offering a variety of events year-round that emphasize community engagement and accessibility. This includes hosting free or low-cost events like outdoor movie nights (Movie Under the Stars), local music showcases, and wellness festivals, making the pavilion a gathering place for residents of all backgrounds. These community focused events could also be produced as rental events and further identified via an RFP process.
- **Leveraging Free and Low-Cost Events:** While free or low-cost events may not generate significant ticket revenue, they can drive increased foot traffic, which can be monetized through enhanced concessions and other revenue streams, as well as driving City-wide economic impacts. By increasing the frequency of these events, Frazee Pavilion can foster deeper connections with the community while still supporting financial sustainability through related sales.
- **Maintaining High-Profile Events:** Frazee can continue to host 5-10 high-profile, ticketed events per season. These events, strategically selected to align with the venue's community-first brand, will attract sponsorships and continue offering high-quality experiences while balancing free and affordable programming.
- **Expanding Festival Partnerships:** Frazee can explore new partnerships with local and national festival producers by issuing an RFQ to attract diverse festivals such as farmers markets, holiday festivals, and food and beverage events.
- **Year-Round Programming:** Frazee can look at developing year-round programming to continue to engage the community throughout all seasons, such as a farmers' markets, ice carving festivals, or other cultural or holiday festivals.
- **Concessions Overhaul:** Frazee can revamp its concessions offerings, streamlining operations and introducing fast-moving, high-quality options to maximize revenue from increased foot traffic during community events.
- **Evaluating Profitability of Ticketed Events:** For the rebranded programming strategy to be successful, the pavilion must evaluate each ticketed event's profitability based on artist performance history, production costs, and ancillary revenue potential. A detailed financial matrix that includes ticket fees, merchandise, and concessions revenue will help ensure that ticketed events contribute positively to the venue's financial goals.



## Evaluating and Managing Ticketed Events for Profitability:

In order for Path 3 to be successful, the Frazee team must carefully evaluate each proposed ticketed event from the talent buyer. This evaluation process should include the following:

- ✓ **Past Ticket Sales History of the Artist:** Understanding how the artist has performed in similar markets or venues, this may be received by an agent or pulled from Pollstar or Celebrity Access reported data and should include the number of tickets sold and show gross.
- ✓ **Date of Last Performance in the Market Area:** Ensuring the artist is not oversaturating the local market, which could negatively affect ticket sales.

Additionally, the team should receive a full breakdown of expenses from the talent buyer, including estimated production costs, artist fees (including backend potential), and marketing expenses, along with an estimated gross sales potential and number of tickets sold for the event.

Once all this information is collected, it should be evaluated through a profit and loss matrix, which will project potential earnings based on estimated ticket sales and ancillary revenues. This matrix should account for:

- ✓ **Ancillary revenue estimates** (concessions, merchandise, etc.), based on average per-head spending during the event.
- ✓ **Ticket fee rebates:** The venue should estimate how much it will earn from ticket fees based on the expected ticket prices.
- ✓ **Venue facility fee:** This should be based on the estimated total tickets sold.

## Programming Decision Matrix



# Defining success

Throughout this study, we've observed an assumption within the community and City financial frameworks that ties the Frazee's financial and operational success to Lincoln Park. While Kettering boasts a robust parks system with numerous open spaces with community programming, only Frazee Pavilion and Lincoln Park are currently scrutinized for their subsidy levels as a combined asset. This scrutiny doesn't fully consider the distinct costs associated with the park's amenities and the pavilion's infrastructure—combined, they create a unique destination but demand resources beyond what a stand-alone pavilion might require.

**This raises a fundamental question:** Why are the Frazee and Lincoln Park financially and operationally connected? Is it purely a matter of proximity, or does this connection reflect a broader vision for what Kettering can offer—a unique, community-centric asset that brings people together through shared experiences?

If the connection is based solely on proximity, we suggest exploring the option to separate them. This approach would enable Frazee's success to be more accurately measured through its ticketed events and programming, while free activities and festivals in the park could be assessed within the context of the City's larger parks system.

However, if the City sees Frazee Pavilion and Lincoln Park as a unified asset, we recommend establishing a set of tailored success metrics for this combined entity—metrics that aren't benchmarked against other parks with free programming but rather aligned with similar community-focused destinations in the region. This would then help to validate the reasons for any necessary on-going City subsidy as it includes not only the typical park area subsidy, but a larger subsidy validation that is connected to the overall success metrics and community benefit.

**We believe it's essential to outline success metrics, such as:**

**What makes a Frazee show successful?**

- Financially positive?
- Community impact?
- High-capacity ticket sales?
- Audience development targets met?

**What does success look like year-round at the Frazee?**

- Full calendar of high-profile events?
- Active calendar of diverse events with a range of ticket prices and free events?
- Multiple options for community gathering?
- Economic impact?

By creating specific, actionable metrics, the City can chart a path forward for Frazee Pavilion that celebrates its role in the community, supports sustainability, and brings Kettering's vision to life.

By integrating this analysis into the event planning process, Frazee Pavilion can make better and more informed decisions about which events to book and ensure that ticketed shows contribute positively to the venue's financial sustainability.

This will achieve Frazee and the City's ultimate goals of creating a financially sustainable and community-centered asset to the Kettering community.

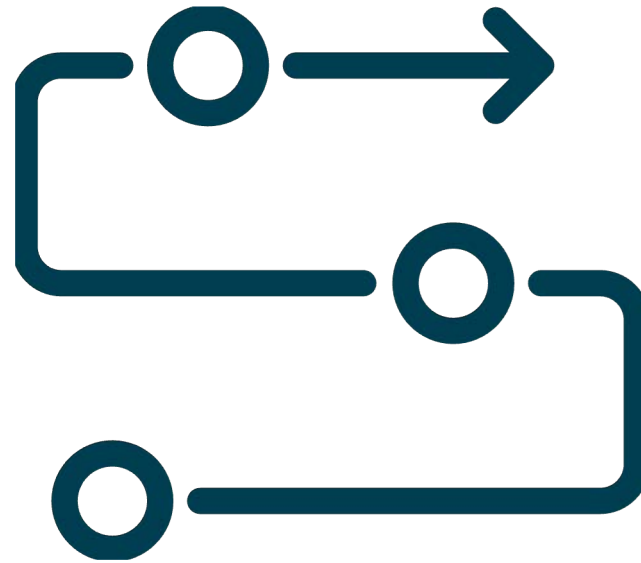
Our team conducted a comprehensive analysis by reviewing financial documents, vendor contracts, and performing secret shopping at the venue to evaluate the Frazee's operational strengths, weaknesses, and areas for improvement. This was followed by a market and competitor assessment, as well as a thorough evaluation of the venue's current programming strategy. These efforts have been synthesized to provide well-rounded recommendations for both the Frazee and the City team.

The following report pages detail the process and analysis and further explores the pros and cons of each path, opportunities, risks, and necessary next steps for the Frazee. There is detailed investigation and recommendations that will support the Frazee as it moves into its next chapter as an important asset to the City.





# Experience mapping



# Experience mapping

In July 2024, project team consultants traveled to Kettering, OH to extensively tour the pavilion and attend two Frazee events (Ludacris on July 18 and Night Ranger on July 19). While in the Dayton area our project team attended .moe at The Rose Music Center and received a tour of the venue, toured surrounding venue inventory and more fully experienced the surrounding communities.

The project team was focused on the following guiding questions during this exercise:

- In an increasingly competitive market, how can the Frazee stand apart via changes and improvements to its brand, programming, community access, and overall guest experience?
- How can the Frazee team create a balanced booking strategy that provides an optimal balance of free community events/festivals and commercial (revenue generating) ticketed programming?
- Within the modification and improvement strategy recommended, how can the Frazee also be financially sustainable in the long-term, and how can it begin to decrease the financial risk to the City?

The Frazee is a well-regarded venue that has successfully hosted a variety of performances and events over the years. However, as the competitive landscape evolves and the demands of both artists and audiences increase, it is essential for the pavilion to assess and address key areas of its infrastructure and operations.

This analysis is broken out to cover the below two areas:

**Front of house (FOH) and guest experience:** The concessions area requires significant improvements to meet guest demands and maximize revenue potential. A dedicated, permanent concession area would streamline operations and improve the guest experience. Furthermore, storage space, particularly refrigeration, needs to be enhanced and maintained annually to ensure that all concession services are delivered efficiently and consistently.

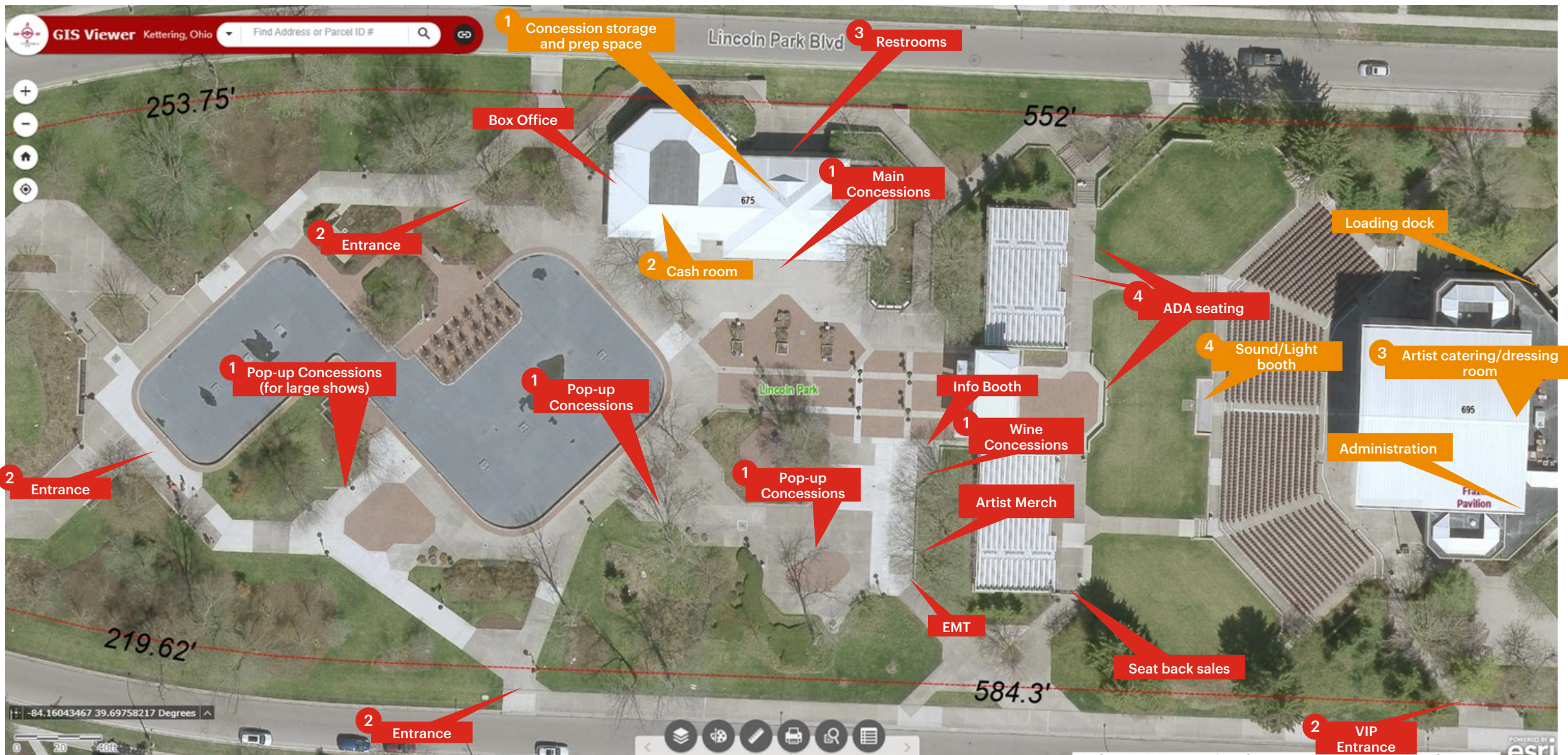
**Back of house (BOH) and infrastructure:** The current infrastructure presents several challenges that impact both the operational efficiency and the overall experience for artists and guests. Notably, the loading dock access is limited in both size and layout, making it difficult to accommodate modern-day production needs. Additionally, the stage height is lower than contemporary standards, which may restrict certain performances. Backstage areas, including dressing rooms and catering facilities, are in need of expansion to meet the expectations of larger tours and more prominent acts.

We also analyzed the Frazee's online presence, including the pavilion's website, social media engagement, and online search visibility. Overall, the Frazee's website is user-friendly, well-organized, and provides a simple navigation experience for visitors. Key areas such as event listings, ticket purchasing, and visitor information are presented clearly on both browser and mobile interfaces, and no significant changes are recommended. There is a strong presence on Facebook with high interaction rates, particularly for posts that encourage audience engagement such as asking favorite songs or showcasing upcoming events. Frazee uses Facebook effectively to drive audience participation and connect with fans.

Frazee is relatively easy to find on platforms like Google and TripAdvisor, where it ranks well for local searches. However, it remains unclaimed on platforms like Yelp and TripAdvisor, which presents an opportunity for improvement. The full online presence analysis can be found in Appendix A.

The following graphic provides an overview of the Frazee Pavilion and highlights the location of key infrastructure components that are essential to the venue's operations. Each point identified in the graphic corresponds to critical elements such as concessions, artist accommodations, guest services, and accessibility areas, all of which are discussed further in this report section. The layout of these elements influences the flow of guests, service speed, and overall visitor satisfaction. The mapping aims to analyze how these infrastructural components can be optimized to enhance the overall experience for both guests and performers at the venue.







# Front of house (FOH) and guest experience

## 1 Concessions stands and pop-ups

### Signage and line management:

- **Current observations:** The existing concession setup lacks clear signage, causing confusion and delays as guests cannot see product offerings until they reach the front of the line. Additionally, the absence of an effective line management system results in lines merging, leading to congestion and further delays.
- **Recommendations:** Implement stanchions and improve signage to clearly indicate product availability and streamline guest flow. This will reduce confusion, speed up the ordering process, and improve overall guest satisfaction.

### Product availability awareness:

- **Current observations:** Guests are unclear about which products are available at specific concession stands (menu boards) contributing to inefficiencies and prolonged wait times.
- **Recommendations:** Use large, visible menu signs that clearly indicate available products at each stand. This will help reduce confusion and expedite the ordering process. Also clearly identifying the type of each line will help with confusion upon line entry (Beer/Wine Only, Credit Only, Wine Only, Concessions, etc.).



# 1 Concessions stands and pop-ups

## Stand operations efficiency

- **Current observations:** Many concession stands lack expeditors, requiring staff to walk long distances to retrieve products. This significantly increases wait times, we experienced the main concessions stand taking over 17 minutes, and the wine stand taking 13 minutes.
  - **Recommendations:** Introduce expeditors to reduce wait times and improve service efficiency. This change could lead to faster service and greater guest satisfaction and revenue generation.

## Staff training and consistency

- **Current observations:** The mix of paid staff and volunteers results in inconsistent service quality. It appears that many staff members lack training, leading to slower service and a diminished guest experience.
  - **Recommendations:** Provide comprehensive training for all staff members, including volunteers, with an emphasis on customer service and efficiency. Implementing TIPS (Training for Intervention ProcedureS) certification for those serving alcohol can enhance both service speed and quality.

## Receipt issuance

- **Current observations:** The current point of sale (POS) system lacks the ability to easily provide receipts to guests, with some staff resorting to handwritten receipts or being unable to provide a receipt at all.
  - **Recommendations:** Upgrade POS systems to ensure receipts can be issued quickly and efficiently. This improvement is essential for customer satisfaction and accurate financial tracking.





## 2 Guest venue entrances

- **Current observations:** With multiple entry points, guests find it easy to enter into the Fraze. However, accessing the box office from the opposite side of the venue can be complicated. Guests may require staff escorts to the box office to purchase tickets or solve any ticket issues, which can be cumbersome.
- **Recommendations:** Consider implementing mobile sales options at entrance points using tablets to reduce the need for guests to travel to the box office.



## 3 Restrooms

- **Current observations:** The number of restrooms are adequate for the size of crowd. We observed staff blocking ingress and egress paths, causing congestion. The flow of traffic in restrooms varied between events, which led to inconsistency and confusion among guests.
- **Recommendations:** Standardize restroom operations with clear procedures for ingress and egress. Use consistent signage with arrows to guide guests, ensuring smooth and efficient movement. Better training for staff to manage restroom traffic effectively and better directional signage would help alleviate these issues in the future.



## 4

## ADA seating

- **Current observations:** The ADA seating area is not elevated, making it difficult for wheelchair users or those seated on bench seats to see the stage, especially when guests in the lawn area are standing.
- **Recommendations:** Redesign the ADA seating area to include a raised platform, ensuring better sightlines for all guests with disabilities. This will enhance accessibility and ensure greater compliance with ADA standards.



# FOH space utilization

## High-top tables and guest movement

- **Current observations:** High-top tables provide a convenient place for guests to eat and drink but take up valuable space needed for movement around the concession areas. This can lead to congestion, particularly during busy events. The fountain takes up a large amount of space that otherwise would allow the guests to spread out more naturally.
- **Recommendations:** Re-evaluate the placement and quantity of high-top tables to optimize guest flow and reduce congestion. Consider alternative configurations that balance guest convenience with the need for clear movement paths, particularly around the fountain.



Source: Theatre Projects





# FOH further observations

## Staff identification and roles

- **Current observations:** The use of different colored shirts for FOH staff members is an effective way to distinguish roles for the team. However, the guests may not be aware of what the different colored shirts mean as they are not clearly identified, this can cause confusion for guests who need assistance.
  - **Recommendations:** Introduction of distinct shirts for volunteers that clearly indicate their role and further designation for managers or those in charge may be helpful. This will help guests easily identify who to approach for assistance, improving the overall guest experience.

## Emergency response

- **Current observations:** There is uncertainty about the emergency response plan and the existing relationship with the Kettering Police Department (KPD).
  - **Recommendations:** Develop and communicate a clear emergency response plan in collaboration with the KPD. Develop training to ensure all FOH staff are trained in emergency procedures.

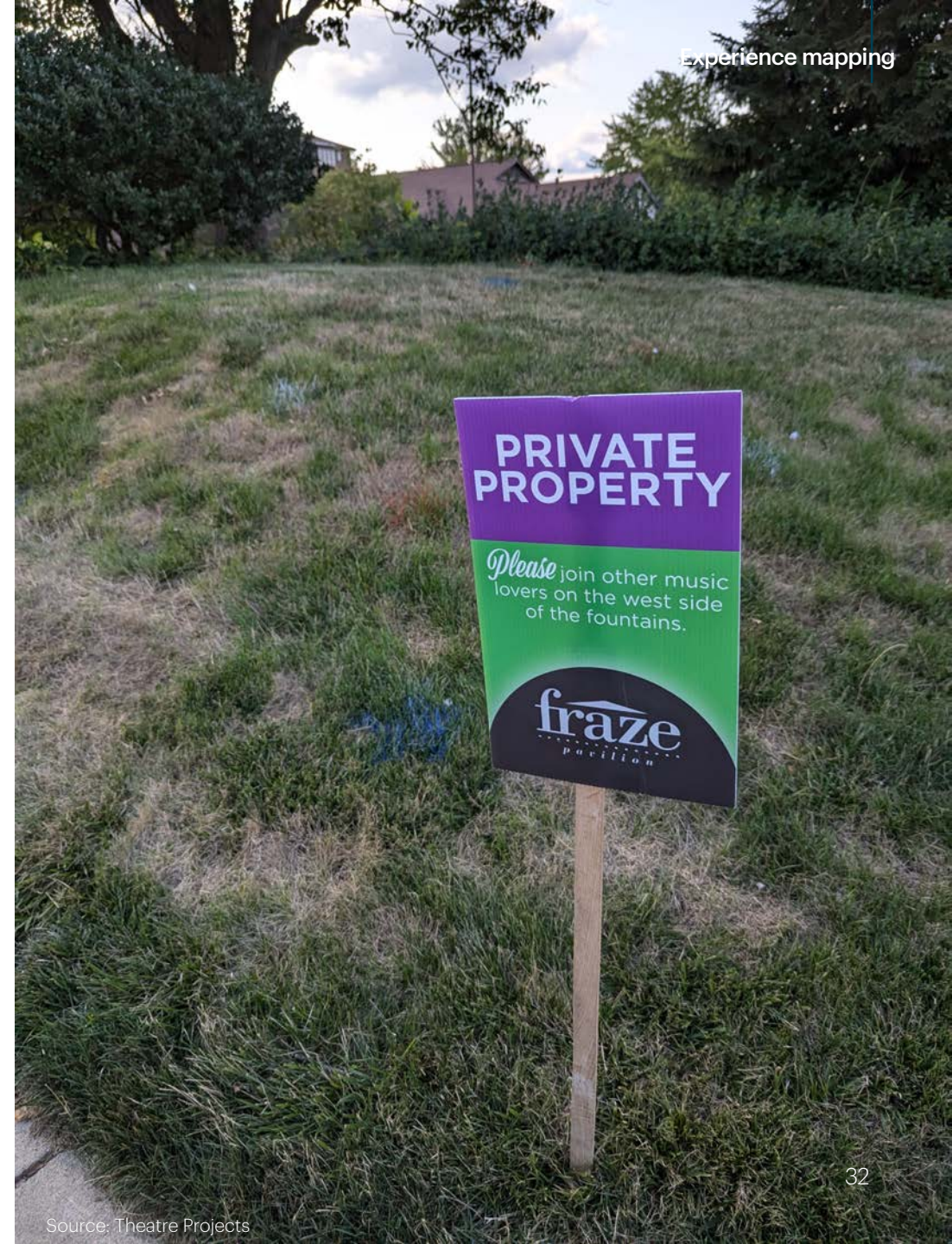
# FOH further observations

## Outdoor lawn signage

- **Current observations:** There is adequate outside signage directing guests to appropriate seating areas outside the official venue entrance. We found interactions with the Frazee team were positive and friendly, especially when guiding guests away from private property.
  - **Recommendations:** Continue to maintain clear signage and positive interactions between the community members and Frazee team in these areas. Additional signs or barriers may help ensure guests stay within designated listening areas, preserving the venue's relationship with neighboring properties.

## Temporary infrastructure

- **Current observations:** Bike rack fencing is used to create a perimeter for entrances into the Frazee concessions area. However, this setup is time-consuming to assemble and disassemble for each event.
  - **Recommendations:** Look into the possibility of setting up a DORA (Designated Outdoor Refreshment Area) for the concessions area and move ingress to the pavilion itself. If this is not possible or in the best interest of the Frazee, further exploration into a more permanent or quicker-to-deploy infrastructure solution to reduce setup and teardown times would be recommended. This could lead to better use of staff time and resources.





# Back of house (BOH) and infrastructure

## 1 Concessions storage and prep space

### Temporary vs. permanent infrastructure

- **Current observations:** The reliance on temporary setups for concessions is inefficient, as these setups are time-consuming to prepare before each event.
  - **Recommendations:** Invest in more permanent infrastructure for concession areas to streamline operations and reduce setup times. This will also help maintain a consistent level of service across events.

### Storage capacity

- **Current observations:** Inadequate storage space, particularly for refrigerated items, hampers the efficiency of concession operations.
  - **Recommendations:** Expand storage capacity, including refrigeration, to ensure that all necessary products are readily available during events. This will support smoother operations and reduce the need for last-minute adjustments.

## 2 Cash room

- **Current observations:** There is a lack of security cameras in the box office and the cash room and around inventory areas, which raises concerns about accountability and the potential for theft and a safety concern for staff assigned to these areas.
  - **Recommendations:** Installation of security cameras in key areas where money is being handled and exchanged would greater ensure the safety of staff and reduce the risk of theft.

### 3 Artist catering, production and dressing rooms

#### Catering infrastructure

- **Current observations:** There is a significant lack of dedicated catering infrastructure, which requires staff to set up temporary kitchen facilities outside under tents. This setup is not only inefficient but also limits the ability to provide high-quality service, particularly for larger events. Storage and refrigeration space are insufficient, leading to the use of temporary refrigeration units and freezers placed side stage to meet demand. This is a workaround solution that highlights the need for more permanent infrastructure. All catering operations are handled in-house, which can strain resources, especially when accommodating larger tours or groups. The current catering area is too small to comfortably serve larger groups, which affects the overall experience for artists and their teams.
- **Recommendations:** Invest in permanent catering infrastructure, including a fully equipped kitchen and adequate storage and refrigeration space. This would streamline operations and improve the quality of service. Consider expanding the catering area to accommodate larger groups and ensure that the needs of all touring parties can be met comfortably.



Source: Theatre Projects

### 3 Artist catering, production and dressing rooms

#### Dressing rooms and production offices

- **Current observations:** There is a noticeable lack of dressing rooms, forcing staff to create makeshift dressing areas using temporary walls in the catering area. This solution is far from ideal and does not provide the level of comfort and privacy expected by touring artists. The current setup also lacks sufficient production offices and dressing rooms to accommodate larger tours, which can deter high-profile acts from choosing this venue.
  - **Recommendations:** Construct additional dressing rooms and production offices to meet the demands of larger tours. This would not only improve the backstage experience for artists but also make the venue more competitive with other amphitheaters in the area. Consider permanent structural changes or expansions to the existing facilities to eliminate the need for temporary solutions like makeshift walls.

### 4 Sound and lighting booth

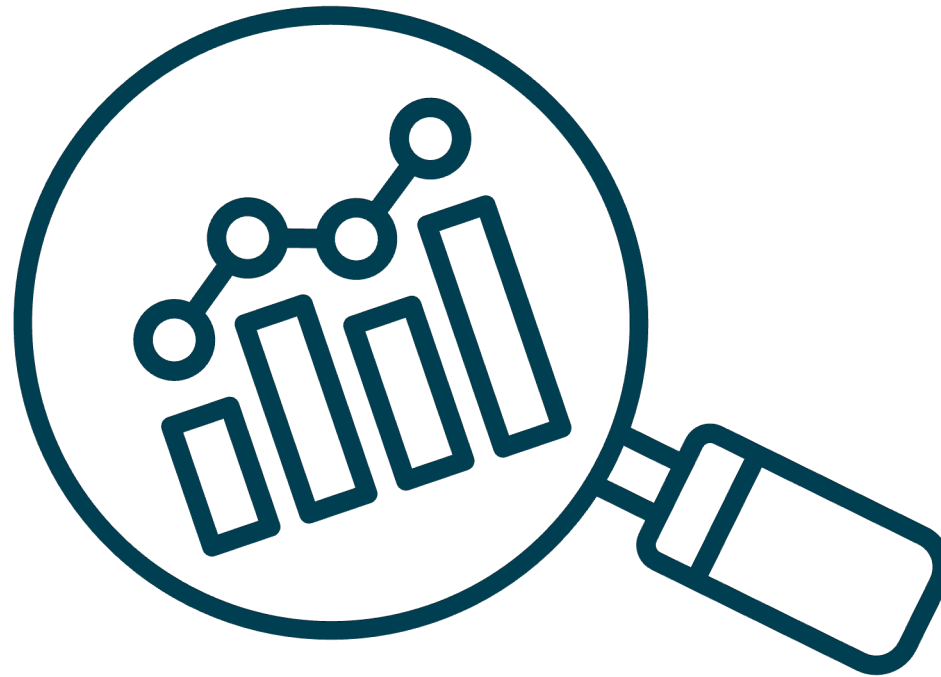
- **Current observations:** We observed guests seating near wires and placing drinks where they could easily spill onto sound or lighting desks. /There is little protection around this area aside from stanchions. Guests can easily access these areas, posing risks to both the equipment and overall event operations.
  - **Recommendations:** Install permanent barriers or other protective measures to prevent guests from sitting near wires and placing drinks near the sound and lighting equipment. This will safeguard the equipment and ensure that the technical aspects of events run smoothly.



Source: Theatre Projects



# Concessions analysis



# Concessions analysis

A well-structured and managed concessions program can significantly enhance the guest experience and generate substantial revenue for venue operators. As we observed Frazee concessions operations, and reviewed the programs details of product selection, inventory management, trend analytics, and staffing, we applied the current Frazee program to industry standards for similar-sized outdoor amphitheaters. The current Frazee program is operated through oversight from City of Kettering purchasing, HR, legal, and financial, and is managed by the Frazee team who mostly staff hourly staff who are either students (high school and college/university) or from the retired population, in addition to supplemental volunteer workers from other City departments (Parks and Recreation, etc.) and the community.

As outlined in the experience mapping section, the most necessary area of improvement for Frazee operations is the concessions program. We have identified different areas of improvements, both immediate and short-term, as well as longer term that will require concessions infrastructure modifications. A modern concessions program requires expert use of technologies including mobile ordering, contactless payments, and point-of-sale (POS) systems to streamline operations. As the Frazee continues in their improvement process, the technological infrastructure additions are just as, if not more, important as the improvements to the physical spaces.

As a part of this study's identified KPI's, the concessions program most strongly relates to delivery of guest experience and revenue generation. Following our time on-site observing Frazee concessions operations, we compared the current program to key components of best practices in concessions management, which included observation and assessment of the following areas:

- Menu (food and beverage)
- Speed and efficiency of service
- Guest experience and satisfaction
- Staffing and general operations (including food safety, local compliance, and regulations)



Overall, the Frazee concessions program is struggling to meet modern day concessions program standards due to the physical infrastructure requiring nightly, and manual, temporary POS set-up, and the lack of any technology systems to support the inventory management, transactions, tracking, and reporting necessary for a program of this level.

Additionally, there are challenges with the overall quality of staff and volunteers, as many frontline employees are younger and may lack the necessary motivation or experience to consistently provide high-quality, fast service. This issue is further compounded by the existing limitations in physical and technological infrastructure, which hinder their ability to perform efficiently.

The financial reporting of inventory, pricing, and sales is inconsistent between Frazee department tracking and City of Kettering financial reporting. While the staff is doing their best to create manual systems, the ability to maintain consistent tracking of inventory levels, product, and points of sale is not without error and the ability for manual adjustment. Staff is managing inventory through “counting caps and bags” which allows for a higher level of loss and risk.



## Menu Variety

Finding a balance of menu items that meet the needs of your audience without creating too large of a menu, while still allowing for diversity of preferences, dietary needs, seasonal products, and service-friendly products will vary from venue to venue. We observed that the Frazee has a large menu overall, with little consideration for healthy and/or dietary needs guests and is very heavy in the beverage program. There are small variations in the menu offers between concessions stand, without clear definition to the buyer of where those items can or can't be purchased. In planning for next season's menu, we recommend considerations for a balanced menu design include:

- **Audience demographics:** Understanding of guest profile (age, preferences, dietary needs) to offer a range of that appeal to different tastes. A survey could help you to better understand this profile if the ticketing system is unable to provide the details needed.
- **Sales by category:** Tracking trends across the sales, reviewing the percentage of total sales from food (packaged, hot, and cold) and beverages (alcoholic and non-alcoholic) to design a menu that leverages popular categories. With the addition of a POS system, this will be more achievable in future seasons.
- **Service speed and transaction time:** Compare size of menu to targeted service speed and transaction times to ensure that the variety of menu offerings is not so large that guests are not ready to purchase immediately, slowing down the service speed and reducing the amount of revenue generation over the sales period through slow and inefficient concessions lines. As illustrated in the experience mapping section of this report, line wait times exceeded recommended industry targets. The International Association of Venue Managers (IAVM) GuestX programs suggest a general goal of concessions wait times to not exceed between 5 to 10 minutes to ensure guest satisfaction and potential repeat/return sales. With this in mind, we recommend cutting the number of beverages available to help speed up service and transaction time.
- **Local Cuisine & Specialties:** Opportunities exist to offer local food and beverages that can create a connection with the community and enhance the venue's identity and removes the pressure from the Frazee concessions program to serve quality and local hot and cold food items. Consider additional options of the consistent availability of local food truck stations on show and event nights that will allow for local food offerings that do not have to be supported by the concession program kitchen, storage, and service infrastructure.
- **Dietary Options:** Based on guest profile, the menu may include vegetarian, vegan, gluten-free, and allergy-conscious choices, as well as non-alcoholic mixed drinks, beers, and other n/a beverages. Currently the menu is limited for anyone meeting this profile.
- **Seasonal Menus:** If extending the service season through the expansion of operations, providing a seasonal menu modifications that reflect locally available ingredients or holiday specials to keep the menu fresh for returning and frequent guests. This refresh could also be incorporated between early summer, late summer, and fall.

## Beverage Selections

Leveraging sales trends, guest profile, and speed of service targets, a well-designed beverage program will include a combination of:

- **Alcoholic beverages:** A variety of beer (canned and draft), wine, and canned cocktails, including local craft options needs to be balanced with speed of service and guest profile. When developing the program, designate service locations where premium cocktails, wine, or craft beer (draft) can be served. For the standards lines, limit the menu to canned products that sell well and have a high profit margin.
- **Non-alcoholic beverages:** A baseline of soft drinks and water (flat and sparkling), with special considerations towards specialty non-alcoholic beverages like canned mocktails, n/a beer, and bottled iced tea and coffee drinks should be integrated more fully into the existing beverage menu. If self-serve stations could be added, these stations could be grab-and-go style in designated cooler areas that don't require ID-check for alcoholic purchases.
- **Drink packages & upgrades:** Based on available storage and layout improvements, consider re-usable souvenir cups, combo deals (drink + food item), and branded drinks to boost sales overall, including options for VIP and mobile order areas.



Source: Theatre Projects

## Food Selections

Understanding that the guest profile may be looking for a light meal or heavy snacks with festival and evening events, food selections should be better balanced to include a limited amount of quality and service efficient offerings outside of pre-packaged snacks. Based on the availability of local food trucks on-site that can supplement a larger need for food, a well-designed food program should include a focus on both convenience and variety while maintaining high service standards and efficient service times. Food selections observed were inconsistent and significantly extended the transaction time to leave the POS for chicken tenders, pizza slices, and BBQ slider sandwiches. A refinement of the food offerings could include:

- **Packaged snack items:** Standards of popcorn, chips, nuts, and candy boxes can also be supplemented with healthy alternatives such as protein bars, and nut and trail mix. These can be sold in all standard lines and could also be a part of a non-alcoholic and snack self-serve area.
- **Packaged cold items:** Gourmet packaged sandwiches and wraps, cheese and charcuterie boxes, fresh fruit cups can be offered for standard or VIP service areas, with special consideration to pre-order items sold via the ticketing process. We recommend a system of pre-order and special packages to start this process to reduce food waste and spoiled cold items.
- **Hot items:** Standards of pretzels, hot dogs, pizza, chicken tenders, and sliders can also be supplemented with items such as savory empanadas, plant-based burgers and sausages. Hot food offerings should only be considered if infrastructure supports the quality and efficient service of these products, and can also be limited to VIP areas, pre-order party package, or supplemented by food truck partnerships. Currently the need to step away from the POS to retrieve hot items negates the convenience and quality of having this type of hot items offered. We recommend specific locations with hot and cold items (with signage saying FOOD) that is set-up to better serve quickly a variety of these options. Partnering with local restaurants to provide the hot items, as is done currently, is a creative solution to serving hot food without the adequate food preparation, storage, and cooking areas.



Source: Theatre Projects



## Service Speed & Efficiency

Quality, efficient, and fast service allows for the highest revenue generation potential, and greatly impacts guest experience and their willingness to return to the concessions area multiple times. Systems, staffing, and menu size are all dependent on each other for service speed and efficiency, and as noted in the experience mapping section, special attention and focus to these areas is necessary to concessions program improvements, including:

- **Multiple points-of-sale:** Create a variety of layouts (large concerts, community events, festivals, etc.) that includes sufficient selling areas for each type of audience (profile and size), options for portable stands, and even self-service stations (coolers and touchless transaction kiosks) can minimize wait times and should be further studied. Special attention should be focused on types of product sold at which POS, improved signage (FOOD, BEER/WINE ONLY, CRAFT BEER, etc.), and new, larger, and more easily readable menu boards.
- **Mobile ordering and pre-ordering:** Technology that allows guests to order from their phones for in-seat delivery, VIP pick-up stations, or advance pre-order (packages) for pick-up, reduces congestion and can help to increase revenue while reducing the strain on the primary POS.
- **Cashless and contactless transactions:** Promoting contactless payments decreases transaction time and reduces line size and reduces risk.

Equally as important to support service speed and efficiency is layout and flow, including considerations of:

- **POS locations:** Strategically place concession stands (POS) throughout the park and venue entry area to manage crowd flow and ensure accessibility from all seating areas, while also limiting stands in circulation pinch points and access areas.
- **Queuing systems:** Use well-marked lines or stanchions, post clear signage that can be easily understood, and dedicate specialty service areas for local products, sponsored products, and VIP lines. During high attendance events, also provide guest experience staff to monitor and communicate to guests, offering alternate service locations as well as move guests efficiently through lines.
- **Guest circulation and flow:** Plan for how POS areas can work with crowd movement, especially during high-traffic times like before shows or during intermissions.

## Guest Experience & Satisfaction

Guests can get excited about and support at well-designed concessions program, or they can be unsatisfied with the experience and the offerings, which will reduce their desire to wait in lines, arrive early for special packages and meal-type service, or return for repeat purchases. By leveraging the understanding and connection to your guest, you can increase sales by considering the experience in the following areas:

- **Local partnerships:** Partner with local restaurants, breweries, or food trucks for branded food options that enhance the guest experience, which can be offered outside of the standard concessions stands (special tents, food trucks, etc.). These local partnerships can be staffed externally, and the venue receives a commission on sales nightly.
- **Themed nights:** Offer specialty food and drink menus that align with events (e.g., pairing food with music genres or artist preferences, movie night favorites, etc.).
- **Leveled experiences:** Incorporate exclusive service areas, VIP food and drink service areas, or even pre-show culinary experiences for premium ticket holders, sponsors, or donors.

Sustainability efforts may also entice guests to support and engage with the concessions program, with eco-friendly considerations including:

- **Eco-friendly packaging:** Using biodegradable containers and utensils to align with sustainability goals and programs.
- **Food waste reduction and composting:** Implement strategies for reducing food waste, including smaller service portions, donation programs, or composting initiatives (as available).
- **Water stations:** Offer free water refill stations to reduce single-use waste from bottled water, while also selling branded venue water bottles.

The Frazee concessions program not only offers an amenity to guests attending events at the venue, but it should also be a primary source of earned ancillary revenue that needs to be more fully maximized. As improvements to the program are considered, following a model that serves the park experience, festivals, and community gatherings can increase the operational days, and potentially develop a more consistent reason to “drop into Lincoln Park” when there is not a show, creating a larger sense of community gathering and place making.

### ***Industry operational standards and opportunities***

Finding a POS system that will allow the Frazee to easily source and track data and performance analytics continues to be a key factor in modern day concessions operations, including:

- **Data from POS system:** A quality digital POS system that allows for data from sales transactions, inventory, and sales periods to be easily tracked for trends in product performance, preferences, and inventory levels is a critical element of any concession program today. The current method is a manual spreadsheet that is used more as a nightly settlement and inventory tracking system, is inconsistent with format and product, and doesn't allow for easy trend tracking or data analysis.
- **Sales optimization:** Systems can be set-up that analyze sales trends to optimize menu selections, product placement and locations, and pricing strategies for higher profit margins.
- **Guest feedback:** Regularly survey patrons about their experience with the concessions services to improve future offerings.

Industry standards related to revenue stream management are tied directly to pricing, profit margins, and inventory controls. Special considerations include:

- **Dynamic pricing:** Options to tailor prices to event type premium pricing for high-demand shows, discounts for community events could be further considered if POS technology and staffing could support this level of dynamic pricing.
- **Ticket bundles:** Combine concessions sales with ticket purchase process, including reserved seating areas with pre-order items that could include picnic packages, movie night packages, and premium or VIP POS areas.
- **Profit margins and inventory control:** POS systems help to monitor pricing, profit and loss margins, and track inventory and sales trends to maximize profitability while maintaining guest satisfaction.

We compared the drop count (number of attendees who scanned through the entry) with the reported gross concessions sales from the 2024 ticketed events to determine the per capita sales (per cap) by attendee for 2024 at approximately \$9.17, with a high-end of sales reported at a \$12 per cap for the August 2024 Get the Led Out performance. While venue target per caps can typically range from \$8 to \$15 per attendee, factors like event type, audience demographics, quality of concessions program, and speed of service can impact where a venue falls in this range. The Frazee average is at the low, yet acceptable range, and with improvements to staff pay structure (tips), infrastructure, and systems we believe that a reasonable growth rate could reach the higher end of this range.



As the operator, it is also important to always keep health and safety at the forefront of space planning, staffing, training, and general program delivery, including:

- **Food safety compliance:** Staff continues to ensure all food service operations (including food trucks and vendors) meet local health and safety regulations, including food handling, hot and cold storage, and preparation guidelines.
- **Staff training:** Continuous training of concessions staff in hygiene, guest interaction, and food safety practices is important, especially with seasonal staff and volunteers.
- **Emergency plans:** Have clear protocols for dealing with incidents, intoxicated guests, or food safety concerns fully integrated in the venue's larger Emergency Response Plan (ERP).

Running a profitable, quality, and efficient concessions program requires the ability to recruit, train, and pay a competitive wage to the venue's frontline concessions staff. With the inability to pay tips as City of Kettering employees, which is causing a struggle in finding quality staff who are being recruited by other competitive venues that can offer a better pay, tips, and incentive packages, the City may want to more fully assess if hiring a concessions operator to run the program on behalf of the Frazee may be an optimal path to improving satisfaction, efficiency, and profit from the program. In considering the opportunities for a concessions operator, further study can help to identify:

- **Potential operators:** Securing a proven operator with a track record of successfully working with local and venue staff in a program that align with the venue's needs, ensuring flexibility and reliability. Further study and an RFQ process can ensure that a selected operator has a reputation for delivering quality of services and guest service as well as operational efficiency and adaptability
- **Revenue-sharing models:** Determining the appropriate revenue-sharing or lease arrangements with the operator should be based on gross sales performance and other established KPI's.

# Competitive and program analysis



# Competitive and programming analysis

Our project team researched and analyzed the venues that are within direct competition with the Frazee. We looked at the 2024 season programming of the following amphitheaters.

- The Rose Music Center - Huber Heights, OH
- PNC Pavilion - Cincinnati, OH
- MegaCorp Pavilion - Newport, KY
- KEMBA Live - Columbus, OH

The project team was focused on the following guiding questions during this exercise:

- In an increasingly competitive market, how can the Frazee stand apart via changes and improvements to its brand, programming, community access, and overall guest experience?
- How can the Frazee team create a balanced booking strategy that provides an optimal balance of free community events/festivals and commercial (revenue generating) ticketed programming?



The chart below outlines the owners and operators of the four closest competitors to the Frazee. These competitors include some of the largest promoters and venue operators in the world, such as Live Nation and AEG, along with Music and Entertainment Management Inc. (MEMI), the leading promoter and venue operator in southwest Ohio. All of these venues are located within a 70-mile radius of Kettering, OH, allowing them to implement radius clauses that can limit booking opportunities for the Frazee.

Radius clauses vary depending on the venue or promoter but are typically used to restrict an artist from performing at nearby venues within a certain time frame. It is common for radius clauses to cover a 90-mile range or more, particularly for amphitheater performances. Additionally, our research found that several music festivals, particularly Country music festivals, take place near Kettering. These festivals often enforce even larger radius clauses, which can exceed the 90-miles and further limit acts available for the Frazee.

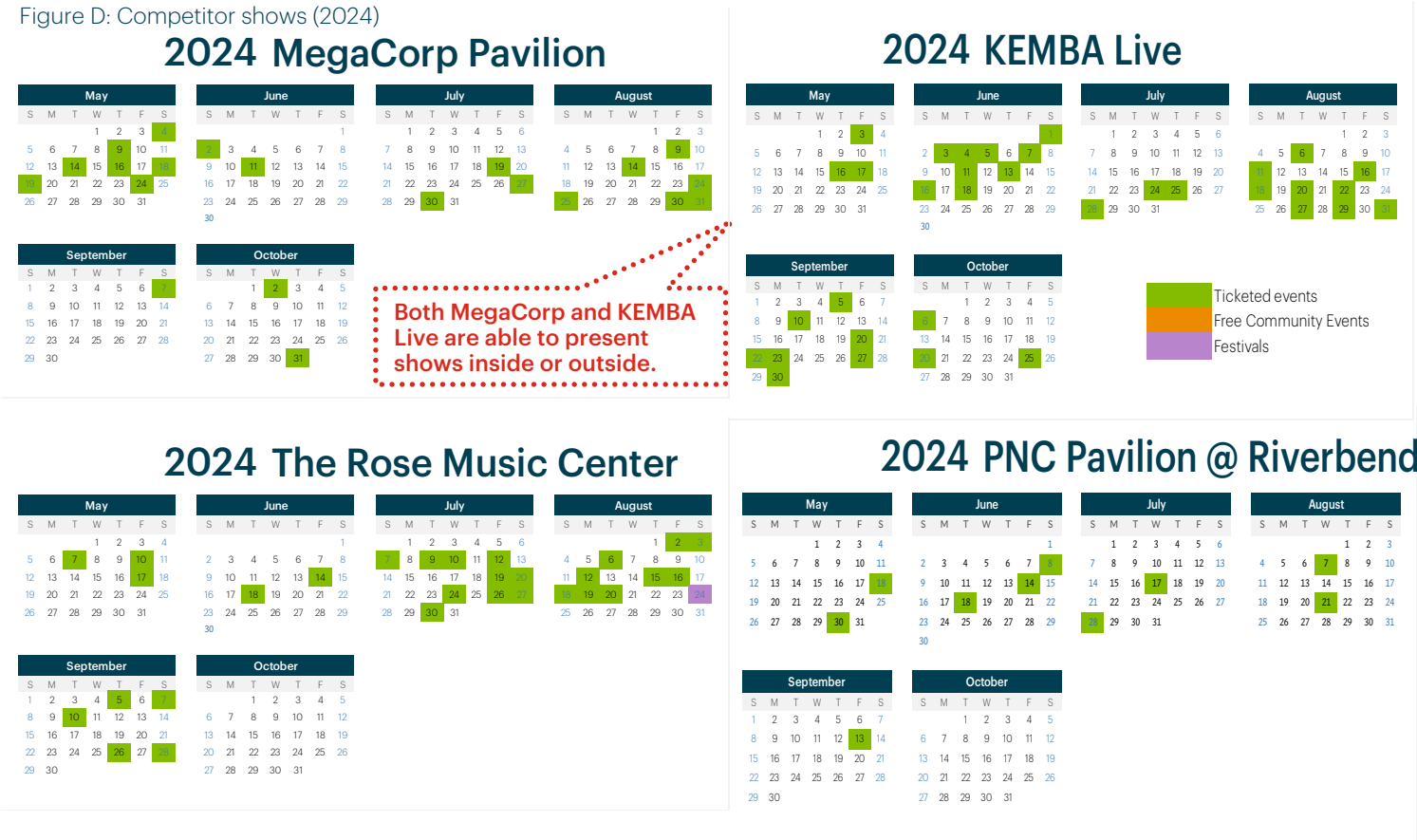
Figure C: Close competitor chart

Venue Name	Capacity	Covered	Current Season Events (May-October 2024)	Booking Process	Concessions Program	Venue Owner	Venue Operator	Ticketing Company	VIP Program Details
<b>Fraze Pavilion</b>	4300	No	34	Variety Attractions - contractor	in-house	City of Kettering	City of Kettering	Etix	Founder Club program
<b>Rose Music Center</b>	4200	Yes	30	MEMI	MEMI manages the program. The staff are City of Huber Heights staff	City of Huber Heights	MEMI	Ticketmaster	VIP Insider Program: Includes premium seating, VIP parking, and access to the VIP Club with a private bar and restrooms
<b>PNC Pavilion</b>	4100	Yes	10	MEM/Live Nation	MEMI	MEMI/Live Nation	MEMI/LiveNation	Ticketmaster	VIP Program: Includes VIP Box Seats, access to VIP Club and restaurant,, private entrances, and VIP parking
<b>MegaCorp Pavilion</b>	4500 (can go up to 7000)	No	21	AEG	PromoWest Productions	PromoWest Productions/AEG	PromoWest Productions/AEG	AXS	VIP Program: Includes access to VIP areas, premium seating, private restrooms, and dedicated service
<b>KEMBA Live!</b>	4500	No	34	AEG	PromoWest Productions	PromoWest Productions/AEG	PromoWest Productions/AEG	AXS	VIP Program: Includes premium seating, VIP parking, and access to exclusive VIP areas

In review of the shows presented in the 2024 season at the top four competitive venues to the Fraze there is no crossover in artists presented between any of the venues and the Fraze.

KEMBA Live and MegaCorp Pavilion, both owned and operated by PromoWest Productions/AEG, route with themselves most often, while the Rose Music Center and PNC Pavilion, both owned and operated by MEMI, have less crossover with artists. We expect this is due to the number of shows at Riverbend Amphitheater making events at PNC Pavilion not possible. Our team did not research the Andrew J Brady Music Center, also owned and operated by MEMI, however with its capacity of 4500 and noting they will do shows outside at Smale Park the venue is also a competitor of the Fraze.

Figure D: Competitor shows (2024)

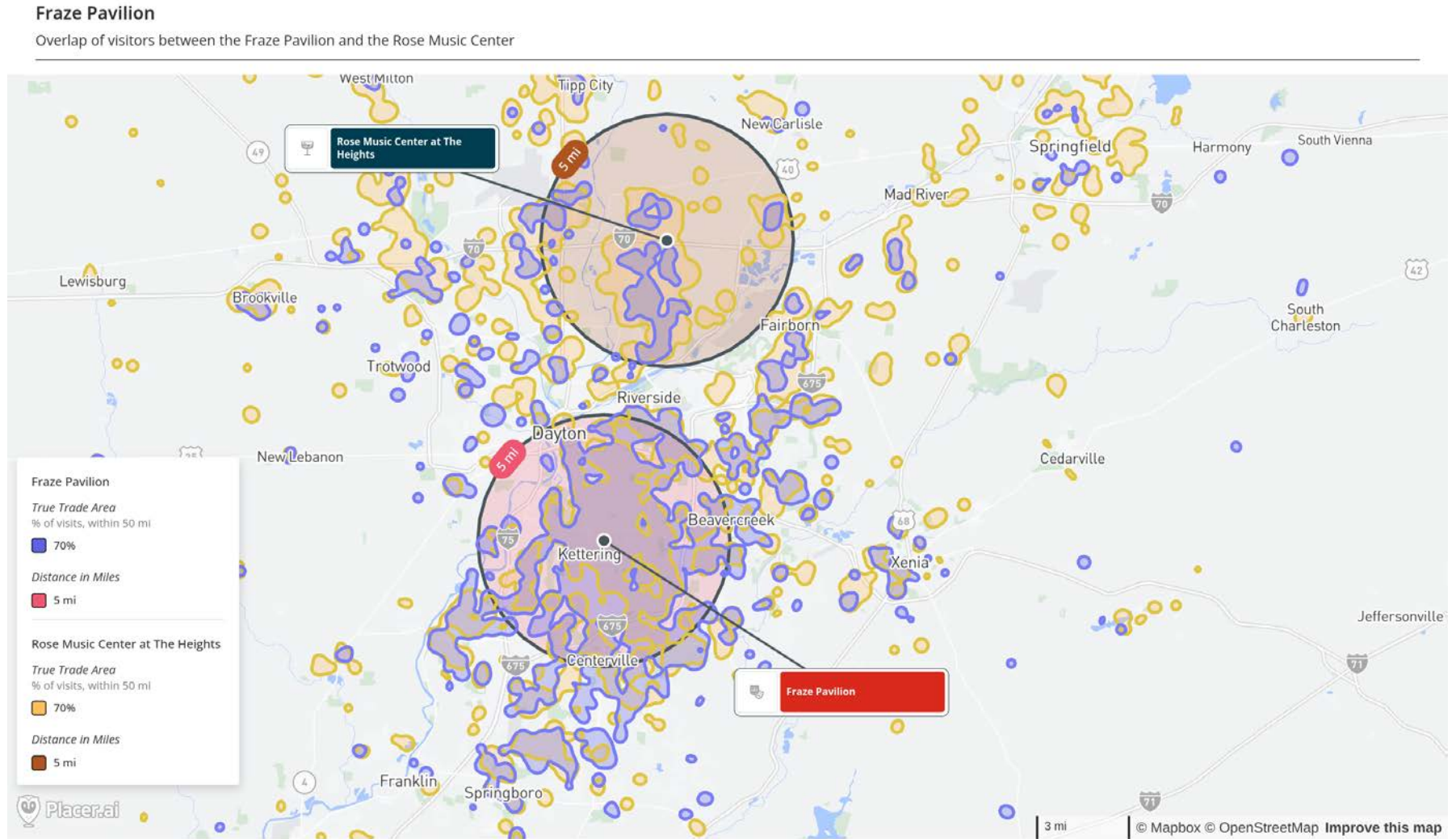


Below is a list of the Artists that played more than one of the competitive venues in the 2024 season.

- Alkaline Trio:**  
 Kemba Live!: September 28  
 MegaCorp Pavilion: September 29
- Warren Haynes:**  
 Kemba Live!: July 28  
 Rose Music Center: July 27
- Cole Swindell:**  
 Rose Music Center: September 5  
 PNC Pavilion: June 8
- Rumours Of Fleetwood Mac:**  
 PNC Pavilion: August 7  
 Rose Music Center: August 2
- Switchfoot:**  
 Kemba Live!: August 18  
 MegaCorp Pavilion: August 14
- The Avett Brothers:**  
 Kemba Live!: August 20  
 MegaCorp Pavilion: August 24

Figure E: Frazee Pavilion and Rose Music Center audience map

We conducted a deeper analysis of visitor overlap between Frazee Pavilion and the Rose Music Center. The data, as shown in the graphic, indicates that approximately 70% of visitors to both venues are drawn from largely the same geographic regions. Given the proximity of the two venues, this overlap is not surprising, but the visual representation here further underscores the competitive challenge in attracting distinct audiences to each venue.



Sep 1, 2023 - Aug 31, 2024

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

Placer.ai



Figure F: Competitor visitor metrics

# Visitor Metrics

Sep 1, 2023 - Aug 31, 2024

Metrics				
Metric Name	<div>Fraze Pavilion</div> <div>Lincoln Park Blvd, Kettering, OH</div>	<div>Rose Music Center at The Heights</div> <div>Executive Blvd, Dayton, OH</div>	<div>MegaCorp Pavilion</div> <div>W 4th St, Newport, KY</div>	<div>KEMBA Live</div> <div>Neil Ave, Columbus, OH</div>
Visits	54.9K	109.4K	114.7K	79.8K
Visits / sq ft	2.25	2.04	1.11	4.29
Visitors	43.9K	82.2K	96.4K	67.9K
Visits YoY	-4.4%	+2.4%	+5.9%	-0.1%
Visits Yo2Y	-24.9%	0	+35.3%	+78.7%
Visits Yo3Y	+6.3%	+59.6%	+1.5K%	N/A
Sep 1st, 2023 - Aug 31st, 2024 Data provided by Placer Labs Inc. (www.placer.ai)				

We further looked at a comparison of visitor metrics for the Fraze Pavilion with three of its competitors between September 1, 2023, and August 31, 2024. The data reveals that all three competitors have not only attracted a larger number of visitors during this period but have also seen year-over-year growth in their visitor counts. In contrast, Fraze Pavilion has experienced a decline in visitors over the last two years.

This is a concerning trend given the competitive nature of the regional market. While venues like the Rose Music Center and others are expanding their audience base, the Fraze Pavilion is not maintaining its attendance levels. This decrease in visitors indicates a need to reevaluate programming, marketing strategies, and the venue experience.

Given the increasingly competitive landscape, which is dominated by large promoters, it will become more challenging for the Frazee to secure high-profile shows. The four competitive venues we researched are partnered with companies like Live Nation and AEG, both of which possess extensive resources and influence across the region and the country. This allows them to monopolize many touring acts, making it difficult for smaller, independent venues like the Frazee to compete.

Competition from the Rose Music Center, which is operated by MEMI, poses a substantial challenge. MEMI also owns and operates the PNC Pavilion and the much larger Riverbend Music Center in partnership with Live Nation. With Live Nation's involvement, MEMI has access to a larger pool of tours, increasing their control of the local market. Additionally, MEMI plans to open a new 4,500-capacity, year-round indoor venue next to the Rose Music Center, further intensifying competition in the market. They also operate the 4500-capacity Andrew J Brady Music Center in Cincinnati, OH.

PromoWest Productions adds another layer of competition as the owner and operator of both MegaCorp Pavilion in Newport, KY, and KEMBA Live! in Columbus, OH. PromoWest is partnered with AEG, the second-largest live music company globally, which, like Live Nation, frequently buys entire tours and brings those shows to AEG-controlled venues. Both MegaCorp Pavilion and KEMBA Live! have the flexibility to operate year-round as they utilize both indoor and outdoor spaces, giving them a significant advantage over the Frazee in terms of the volume of shows they can present and the flexibility to accommodate larger or more frequent acts.

Because of these challenges, if the Frazee wants to be competitive in this market, it will need to make significant infrastructure and operational improvements, as outlined in the 2016 study by Sustaita Architects. As such, we suggest that the Frazee should consider developing different kinds of programming and maintaining a mixed booking strategy. While high-profile shows will continue to be more difficult to secure, Frazee can lean into community-driven events, festivals, and free programming that set it apart from larger competitors. Embracing local music showcases, free movie nights under the stars, low-ticket-price shows, and unique events like yoga sessions at the Frazee can create a more diverse and inclusive atmosphere. These offerings not only provide value to the community but also generate consistent foot traffic and build a loyal following that distinguishes the Frazee from other venues focused solely on large-scale productions. By positioning itself as a venue that caters to both large events and community-centered experiences, Frazee can attract a broader audience while maintaining its relevance in an increasingly competitive market.

In addition to diversifying its programming, the Frazee could explore hosting a variety of new festivals and events that would engage the community and maximize the venue's unique assets. Several ideas for potential events include:

- A Yoga Festival that leverages the spacious outdoor lawn for health and wellness activities.
- A Farmer's Market that showcases local produce and artisanal goods, encouraging weekly visits.
- A Holiday Village/Winter Festival to utilize the space during the off-season, attracting families and community groups.
- A larger Local Music and Art Festival that highlights regional talent and fosters a deeper connection with the local creative scene.
- Expanding upon the Food and Beverage Festivals (such as wine, beer, or cider festivals) that would attract a different demographic while utilizing existing concession infrastructure.

**Key recommendations include:**

- Issuing an RFQ (Request for Qualifications) to attract festival promoters who could bring in new, diverse events, helping to expand Frazee's event offerings beyond traditional concerts.
- Exploring year-round programming options that capitalize on the venue's potential outside of the summer concert season, ensuring it remains active and relevant year-round.
- Leveraging Frazee's existing infrastructure—the stage, lawn, and other facilities—to create immersive, community-focused experiences that set the venue apart from competitors.

Frazee's current festival model, which works primarily through the local restaurant association, may not be fully utilizing the venue's potential. Bringing in new festival partners with fresh concepts could introduce exciting new events and help Frazee differentiate itself in the market.

Ultimately, the shift toward more creative, community-oriented programming will enable Frazee to capitalize on its strengths while driving increased attendance and engagement. This strategy, combined with some infrastructure improvements, could significantly enhance the venue's appeal and ensure its long-term success in an increasingly competitive landscape.



# Path 3 Pro Forma



# Path 3 Recommendation: Pro Forma Budget

To better understand the risk and opportunity with Phase 3, we've created lean, moderate, and aggressive (maximum) projections. These projections are further illustrated in detail on pages 57-59. We have included the below assumptions into the financial model:

**Lean:** This model is calculated based on the moderate model and assuming an 8% decrease in all expenses and revenue due to lack of momentum in ticket sales, marketing efforts, audience development, and ability to jump-start brand change. This is assumed as a “worst-case” model.

**Moderate:** This model is developed from the Frazee's 2023 expenses and assumes 8 large ticketed shows as part of the revenue projection, as well as associated changes to concessions and attendance projections.

**Maximum:** The maximum model is outlined as the fullest expression of events at the Frazee with a 5% increase from the moderate model.



Source: Theatre Projects

# Pro Forma Budget

This path provides the most viable way to reduce the City's subsidy while also providing free and low-cost community activities. In this model, most of the revenue continues to come from ticket sales, rentals, and concessions. The City subsidy reduces from an average of \$360,000 over the last 8 years\* to around \$132,000 annually.

Figure G: Frazee pro forma summary (path #3)

Frazee Pavillion Operational Pro Forma - Path #3 (in 2024 dollars)					
REVENUE PROJECTIONS		Lean		Moderate	
		Maximum			
Earned Income	\$	2,954,672	\$	3,211,600	\$ 3,372,180
Contributed Revenue	\$	460,000	\$	500,000	\$ 525,000
INCOME TOTAL		\$ 3,414,672	\$	3,711,600	\$ 3,897,180
EXPENSE PROJECTIONS		Lean		Moderate	
		Maximum			
Facility Expenses	\$	140,852	\$	153,100	\$ 160,755
Concessions	\$	280,738	\$	305,150	\$ 320,408
Show Costs	\$	2,249,400	\$	2,445,000	\$ 2,567,250
Administrative Costs	\$	865,720	\$	941,000	\$ 988,050
EXPENSE TOTAL		\$ 3,536,710	\$	3,844,250	\$ 4,036,463
OUTCOME	\$	(122,038)	\$	(132,650)	\$ (139,283)
Less Capital Asset Contribution	TBD		TBD		TBD
Annual City of Kettering Subsidy	\$	(122,038)	\$	(132,650)	\$ (139,283)

Small increase from current contributed revenue goals.

\*average does not include 2020 subsidy numbers



# Revenue model

The revenue model for the Frazee Pavilion is based on a strategic mix of large-ticketed events, free community-focused events, low-cost shows, and festivals. The projections below outline the expected performance and attendance for each type of event, while the accompanying concession estimates consider necessary infrastructure improvements to support increased guest spending.

- 8 large-ticketed events:** Anticipated to sell 3,000 tickets on average, with an estimated \$48 average ticket price.
- 13 free events:** Estimated attendance of 1,500 guests per event.
- 10 low-cost ticket shows:** Expected to sell 2,500 tickets per event.
  - 5 shows priced at \$10 per ticket
  - 5 shows priced at \$20 per ticket
- 3 rental events:** Projected to sell an average of 3,000 tickets each.
- 5 festivals:** Expected to draw approximately 3,000 attendees per festival.

Our calculations also factor in an adjusted \$13 per head for concessions, which is attainable with targeted investment in concession infrastructure enhancements.

Figure H: Revenue models

REVENUE PROJECTIONS		Lean		Moderate		Maximum	
Earned Income	\$	2,954,672	\$	3,211,600	\$	3,372,180	
Ticket Sales	\$	1,505,120	\$	1,636,000	\$	1,717,800	
Box Office Fees	\$	232,852	\$	253,100	\$	265,755	
Facility Rental	\$	110,400	\$	120,000	\$	126,000	
Concessions Sales	\$	1,106,300	\$	1,202,500	\$	1,262,625	
Contributed Revenue	\$	460,000	\$	500,000	\$	525,000	
Government Support (non-City)	\$	-	\$	-	\$	-	
Sponsorship	\$	460,000	\$	500,000	\$	525,000	
INCOME TOTAL	\$	3,414,672	\$	3,711,600	\$	3,897,180	

# Expense model

The financial model for the Frazee Pavilion relies on the 2023 expense data as a foundational basis for projecting future pro forma expenses. This includes incorporating a new line item for a much-needed point-of-sale (POS) system, to emphasize its importance to the venue's future efficiency. Equipment rental costs and labor expenses for events are calculated based on an average per show, aiming for a practical reflection of actual expenditures.

Regarding artist fees, the model sets a baseline at an average of \$125,000 for larger events, factoring in the current market rates. For more moderate financial projections, the model accounts for fluctuations by setting expense variations. The "lean" scenario anticipates 8% lower expenses, while the "maximum" scenario assumes up to 5% higher expenses. This methodology helps balance the financial outlook based on different event volumes, ensuring flexibility in planning for more or fewer events at the Frazee.

This approach allows the Frazee team to plan for variable factors while remaining financially responsible and prepared for various outcomes.

Figure I: Expense models

EXPENSE PROJECTIONS		Lean	Moderate	Maximum
Facility Expenses	\$	140,852	\$ 153,100	\$ 160,755
	Utilities \$	28,520	\$ 31,000	\$ 32,550
	Equipment Maintenance \$	15,640	\$ 17,000	\$ 17,850
	Communications \$	1,840	\$ 2,000	\$ 2,100
	Grounds & Building Maintenance \$	94,852	\$ 103,100	\$ 108,255
Concessions	\$	280,738	\$ 305,150	\$ 320,408
	Cost of Goods \$	276,000	\$ 300,000	\$ 315,000
	Uniforms & Clothing \$	644	\$ 700	\$ 735
	Printing, Publications & Memberships \$	230	\$ 250	\$ 263
	POS System	TBD	TBD	TBD
	Other Materials & Supplies \$	3,864	\$ 4,200	\$ 4,410
Show Costs	\$	2,249,400	\$ 2,445,000	\$ 2,567,250
	Equipment Rentals/Show Labor \$	561,200	\$ 610,000	\$ 640,500
	Marketing & Publicity \$	230,000	\$ 250,000	\$ 262,500
	Artist Fees \$	1,145,400	\$ 1,245,000	\$ 1,307,250
	Contractual Services \$	312,800	\$ 340,000	\$ 357,000
Administrative Costs	\$	865,720	\$ 941,000	\$ 988,050
	Supplies, Tools and Materials \$	34,040	\$ 37,000	\$ 38,850
	Salary, Wages, Benefits (FTE, PTE, hourly) \$	759,000	\$ 825,000	\$ 866,250
	Uniforms & Clothing \$	4,600	\$ 5,000	\$ 5,250
	Printing, Publications & Memberships \$	64,400	\$ 70,000	\$ 73,500
	Training & Travel \$	3,680	\$ 4,000	\$ 4,200
EXPENSE TOTAL		\$ 3,536,710	\$ 3,844,250	\$ 4,036,463

# Opportunity & Path Ahead





# Recommendations

In developing recommendations for the future of the Frazee Pavilion, we considered three potential paths forward, each with varying degrees of operational and financial impact.

Path 1, which would require an increased city subsidy, would shift Frazee away from booking large ticketed events and focus entirely on free or low-cost community programming. While this model would serve a strong community need, it is not aligned with the City's desire to reduce financial dependence on subsidies. Given the City's objective to lessen its fiscal contribution to the venue's operations, Path 1 was omitted from consideration, as it would increase the financial burden on the City rather than alleviate it.

Instead, we focused on Path 2 and Path 3, both of which offer more sustainable options for Frazee Pavilion. While Path 2 (the operator-at-risk model) is worth exploring, we have reservations about its viability due to the competitive marketplace and the potential lack of interest from experienced commercial operators. Nonetheless, we recommend that the City conduct further research into this path to better understand the feasibility of this option.

However, after careful analysis, **we believe that Path 3, which involves rebranding and adjusting the programming model, presents the most viable and sustainable strategy.** By striking a balance between community-focused events, low-cost ticketed shows, and a select number of larger ticketed concerts, Frazee Pavilion can re-establish itself as both a cultural asset and a financially sustainable venue. This mixed-use strategy, combined with enhanced concessions and sponsorship opportunities, will allow Frazee to reduce its reliance on City funding while continuing to serve the Kettering community.



Source: Theatre Projects

## Path 2 Recommendation: Exploring the Potential for an Operator-at-Risk Model

While this path may offer a way to reduce the Frazee's reliance on City subsidies, we recommend that the City of Kettering conduct more detailed research into this model and potential commercial operators to determine its viability. Given the competitive regional marketplace, there may be limited interest from commercial operators. The goal would be to explore whether a commercial operator can help the venue reduce its reliance on City subsidies while ensuring that the pavilion continues to serve the community, provide high-quality programming, and remain financially viable.

Should the City determine this path is worth pursuing, we recommend initiating a structured Request for Qualifications (RFQ) process. This process should aim to answer the following critical questions:

➤ **Is there a proven and successful venue operator interested in an operator-at-risk venue management model?**

This would involve identifying operators with a demonstrated track record of successfully managing similar-sized venues under similar models. The process would seek to attract operators with experience in balancing commercial interests with public access and community events, which are vital to the Frazee's mission.

➤ **Would the operator-at-risk model allow the City to fully or only partially reduce funding?**

The analysis would need to explore whether the proposed operator could assume full responsibility for both operational and capital costs or if the City would still need to provide a level of financial support and capital investment.

➤ **Does the potential operator meet key success metrics for the venue's operation?**

The RFQ should outline key performance metrics the City expects any operator to meet, such as delivering a diverse range of programming, maintaining ticket affordability, enhancing the guest experience, and ensuring continued community access to the pavilion. The operator's ability and willingness to align with the Frazee's mission and the needs of the community will need to be evaluated.

➤ **Is the potential operator able to contribute to the capital raise for necessary venue improvements?**

Given the infrastructure improvements potentially needed for the Frazee, the City should explore whether the operator can help raise or invest capital to fund these upgrades. This would not only reduce reliance on City funds but also ensure that the pavilion remains competitive in the marketplace through necessary physical improvements.

## Path 3 Recommendation: Rebranded Mixed Programming Strategy

Fraze Pavilion is in a prime position to redefine its role in the Kettering community by rebranding itself as more than just a summer concert venue. While the Fraze already operates under a mixed programming model, this approach can be fine-tuned and rebranded to further emphasize its value as a cultural and community hub. By balancing a limited number of high-profile, ticketed events with an expanded slate of community-focused, free, and low-cost programming, Fraze Pavilion can align itself with the needs and desires of its audience while reducing its reliance on City subsidies.

### Key Elements of the Rebranding Strategy:

- **Focus on Community Engagement and Access** - The rebranding effort should position Fraze Pavilion as a venue that provides inclusive and accessible entertainment for everyone. Rather than focusing solely on large-ticketed concerts, the pavilion should highlight its role as a community gathering place, offering a variety of events—many of them free or low-cost. This will allow the pavilion to reach broader audiences and enhance its value to Kettering residents. Events like outdoor movie nights, local music showcases, or wellness festivals (such as yoga events) can encourage families and diverse groups to see Fraze as a year-round destination.
- **Leverage Free and Low-Cost Events to Drive Concessions Revenue** - One of the key components of this rebranding is to amplify the frequency of free and low-cost events (e.g., \$10-\$15 ticketed shows). While these events may not generate significant revenue from ticket sales, they will foster a deeper connection to the community and increase foot traffic, which can be monetized through an enhanced concessions program. By improving concession offerings, reducing wait times, and expanding the variety of food and beverage choices, the venue can increase its revenue during these events.
- **Continue Hosting 5-10 High-Profile, Ticketed Shows Per Season** - Although the focus of the rebrand is on community access, Fraze should continue hosting five to ten larger ticketed events each season. These events will remain important revenue drivers, attracting sponsorships and serving as key opportunities for marketing and promotions. However, these shows should be carefully selected and strategically programmed to ensure they align with Fraze's overall brand as a community-first venue.
- **Explore New Festival Partnerships** - As part of this rebranding, Fraze Pavilion should broaden its festival offerings by putting out a Request for Qualifications (RFQ) to attract local or national festival producers. Current festival partnerships with the Miami Valley Restaurant Association are valuable but may not be fully utilizing the venue's potential. By working with new festival promoters, Fraze could introduce a wider range of events, such as a farmers' market, holiday village/winter festival, local music and arts festival, or food and beverage festivals (like wine, beer, and cider events). Expanding the diversity of festival programming will help differentiate the pavilion and attract a broader range of sponsors and attendees.

## Path 3 Recommendation: Rebranded Mixed Programming Strategy

- **Year-Round Programming for Increased Revenue and Community Engagement** - To maintain relevance and activity beyond the traditional summer concert season, Frazee Pavilion should also explore year-round programming. Events like holiday markets, health and wellness events, and community festivals can take place in the off-season and offer opportunities to keep the venue in use while driving consistent revenue streams. This approach ensures that Frazee becomes a cornerstone of the community, offering varied experiences throughout the year.

With the increase in free and low-cost programming, Frazee Pavilion has a unique opportunity to overhaul and enhance its concessions program. By streamlining operations and introducing a wider array of high-quality, fast-moving concessions options, the venue can capitalize on higher foot traffic from community-oriented events. A well-functioning concessions program is key to ensuring financial sustainability, even when ticket prices are low or events are free.

By rebranding itself as a community-centered, year-round venue, Frazee Pavilion can continue to play an essential role in the cultural life of Kettering, while strategically setting itself apart from other amphitheaters in the area. A carefully curated combination of free, low-cost, and large-ticketed events, complemented by an enhanced concessions and sponsorship strategy, will not only attract a more diverse audience but also position Frazee as a vital community resource that provides entertainment and value for all residents. This rebranding effort is about redefining what Frazee Pavilion stands for—focusing on inclusivity, creativity, and community.

### Next Steps

To proceed with implementing and planning for Path 3, the following areas should be focused on in next steps planning. These next steps will position the Frazee to create a stronger community presence and help to ensure greater financial stability through improved programming and operations.

- **Concessions program:**
  - **Infrastructure:** Determine level of available capital investment available for an upgrade project, revisit previous concept design and update concept design, phasing, and project costing assumptions.
  - **Operator:** Initiate RFP process to solicit potential concessions operators to verify if moving operations to an independent operator is a viable path
- **Festival and programming partners:** Solicit interest from festival promoters and potential new partners to diversify events through an RFQ process.
- **Rebrand the Frazee:** Look to change the perception for the Frazee through rebranding the pavilion as a community-driven venue that balances the large shows with a wider array of free and low-cost programs through out the year.
- **Review programming process:** Implement a profit and loss evaluation process for all large ticketed events to ensure greater profitability.



# Appendix A:

# Community engagement



# Community Engagement

Based on the community engagement surveys and in-person interviews, several key themes emerged from the feedback provided by the community and the City team:

- **Strong Community Value and Sentiment:** The overwhelming majority of respondents (90%) have attended an event at the Frazee Pavilion, with over half attending both ticketed and free events. This demonstrates that the Frazee holds significant value for the local community as a cultural hub. Many respondents **expressed appreciation for its role in bringing the community together, providing entertainment, and being a social gathering space.**
- **Desire for More Diverse and High-Quality Programming:** While the community appreciates the Frazee's offerings, there is **notable dissatisfaction with the recurring use of tribute bands and the limited variety of big-name artists.** There was strong feedback from community members suggesting a greater focus on free and community-oriented programming to stay aligned with its original mission. Additionally, many respondents called for more diverse and fresh lineups, citing that the Frazee is losing quality acts to other local venues like the Rose Music Center.
- **Operational Challenges and Needed Improvements:** There are **clear operational issues that need to be addressed**, particularly concerning concessions, ADA accessibility, and overall customer service. Long wait times at concession stands, unfriendly staff experiences, and outdated infrastructure like seating were consistently mentioned as areas needing improvement.
- **Financial and Structural Concerns:** The need for more efficient management and financial sustainability was evident in the feedback. Community members and internal teams alike **mentioned that the Frazee seems to be falling behind competitors and needs investment in infrastructure upgrades and new technology**, including point-of-sale systems and better amenities for both patrons and performers. Additionally, many respondents highlighted the need for a clearer vision for the venue's future, with some expressing concerns over the Frazee's reliance on City subsidies.
- **Positive Perception of Location and Atmosphere:** One of the most consistent positives mentioned across all survey groups was the **Frazee's beautiful, intimate setting within Lincoln Park.** Respondents appreciate the natural environment and park integration, which adds to the overall concert and event experience.

The community clearly values the Frazee Pavilion but believes that significant improvements are necessary to enhance its programming, operational efficiency, and infrastructure to remain competitive and financially viable. Focusing on more diverse programming, improving customer service, and addressing physical improvements are key areas for the Frazee to focus on moving forward.

To engage fully with this varied group of stakeholders, we conducted individual interviews with the full-time Frazee team, key City leadership, as well as Frazee contractors and vendors.

#### Study project team

- Matt Greeson, City Manager
- Steve Bergstresser, Assistant City Manager
- Maggie Pasqualone, Assistant Law Director
- Chris George – Superintendent of Administration & Special Projects
- Rachel Sherwood – Frazee Manager

#### Contractors and vendors

- Todd Boltin – Talent Buyer, Variety Attractions (vendor)
- Dan Schlegel – Marketing Manager (independent contractor)
- John Rensel – Production Manager, (vendor)

#### City of Kettering and Frazee Pavilion

- Bryan Chodkowski – Assistant City Manager
- Tara Barnhart – Frazee Facility Coordinator (finance and personnel)
- Calvin Frazier – Frazee Facility Coordinator (operations)
- Breck Jordan – Frazee Ticket Office/Merchandise Manager
- Amanda Lasson – Frazee Concessions Manager

Via City communication channels, we distributed three different digital surveys designed to collect feedback about the Frazé's operational strengths and weaknesses of the Frazé, and to further understand the perception of the Frazé among the stakeholders.

**The three surveys included:**

- **Frazé and City team members**
  - Goal: Operational strengths, weaknesses, and perception insights
  - Completed responses: 191 (76% response rate)
- **Frazé current and past ticket buyers**
  - Goal: Experience and programmatic insights, strengths, and weaknesses
  - Completed responses: 1880
- **Local community survey**
  - Goal: Overall perception insights
  - Completed responses: 2647



Source: City of Kettering



# Community Survey

A survey was made available to the residents of the City of Kettering as well as available to those within the region to determine the community perception of the Frazee Pavilion and Lincoln Park

The survey was available via public input and promoted via social media channels.

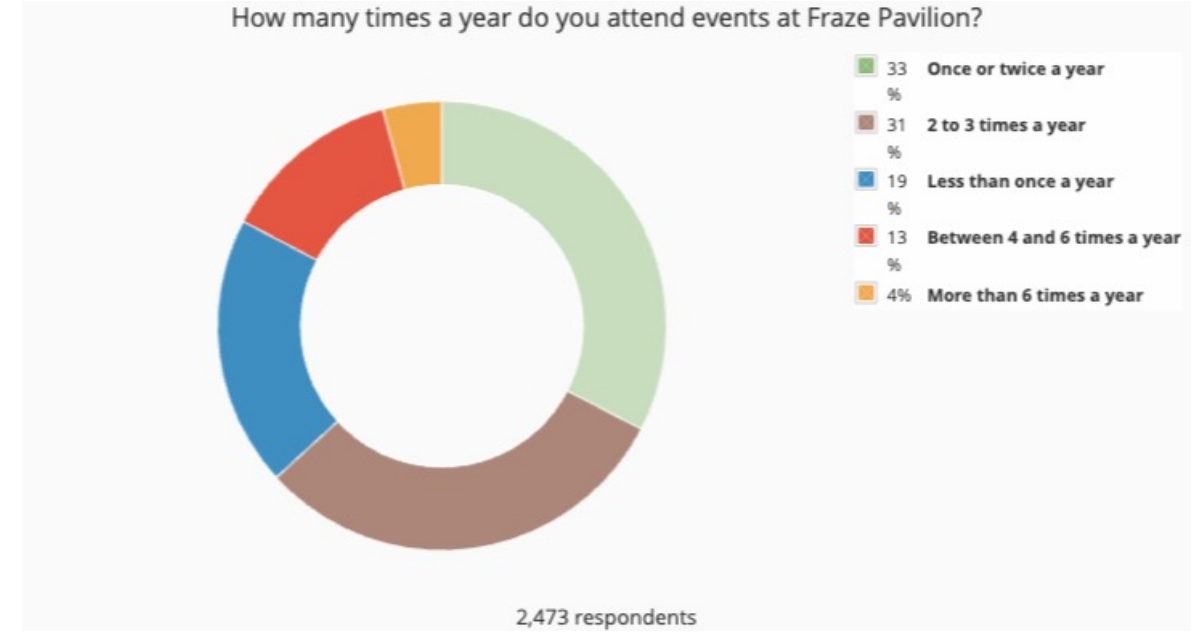
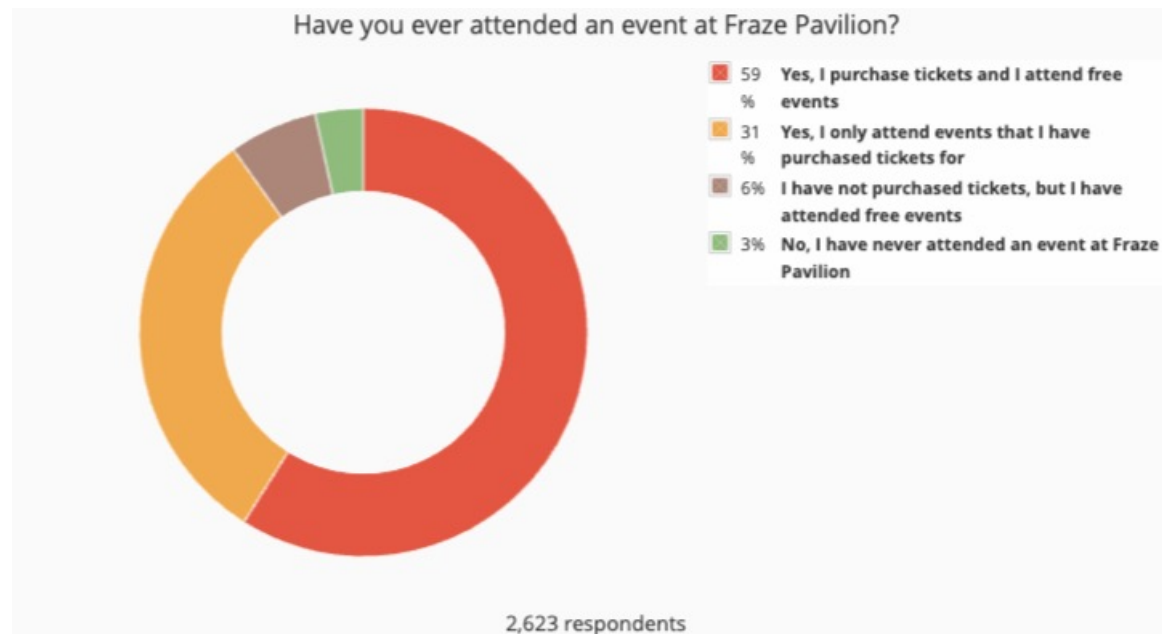
SURVEY ANALYSIS



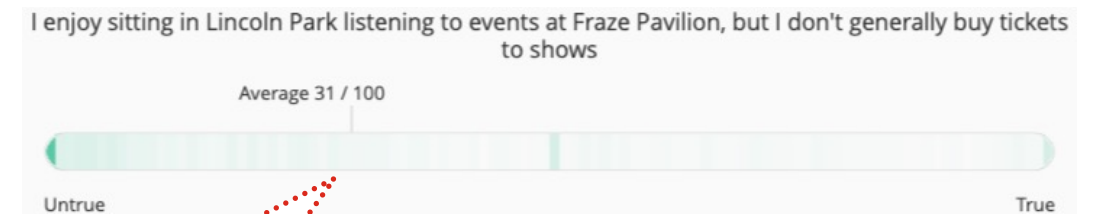
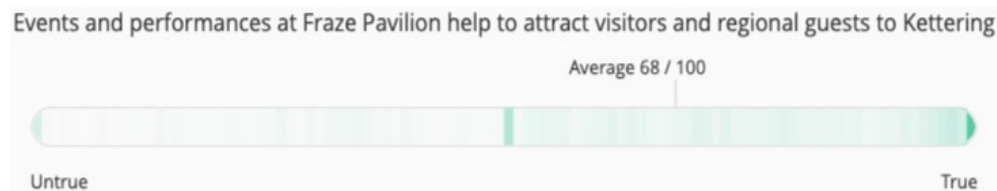
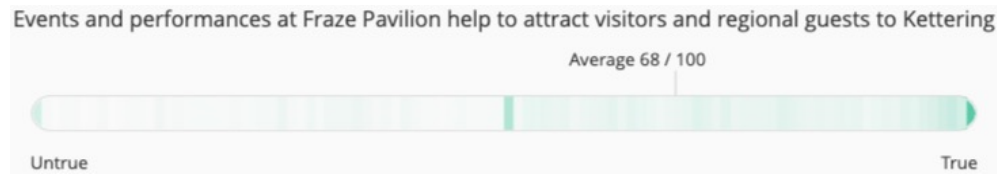
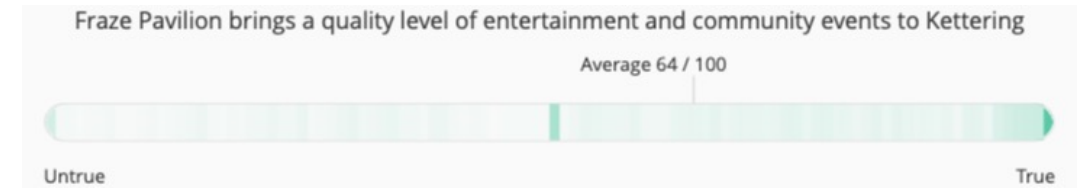
# Community survey data analysis

In total, 2646 community members responded to this survey.

Community members were asked if they have ever attended an event at the Frazee Pavilion. 90% of the respondents reported they attend events hosted by the Frazee Pavilion, with 59% responding that they attend both ticketed and free events. This question was followed by asking how many times per year respondents are attending events. 50% of the respondents reported they attend events at Frazee Pavilion 2 or more times per year.



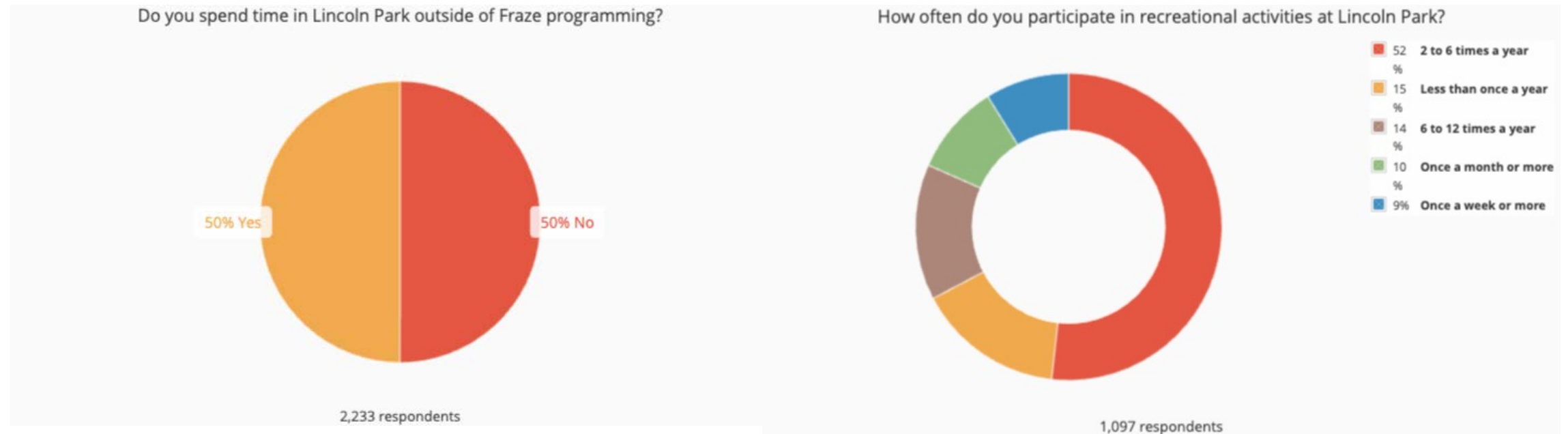
We asked the respondents to rate from extremely true to extremely untrue a series of statements to determine how they felt about the Frazee Pavilion and how they interacted with events and performances hosted at the Frazee. Overall, respondents felt positive about the events and performances at the Frazee and felt it was a valuable resource to the community.



A low percentage of respondents reported they listen to events in the park without buying tickets.

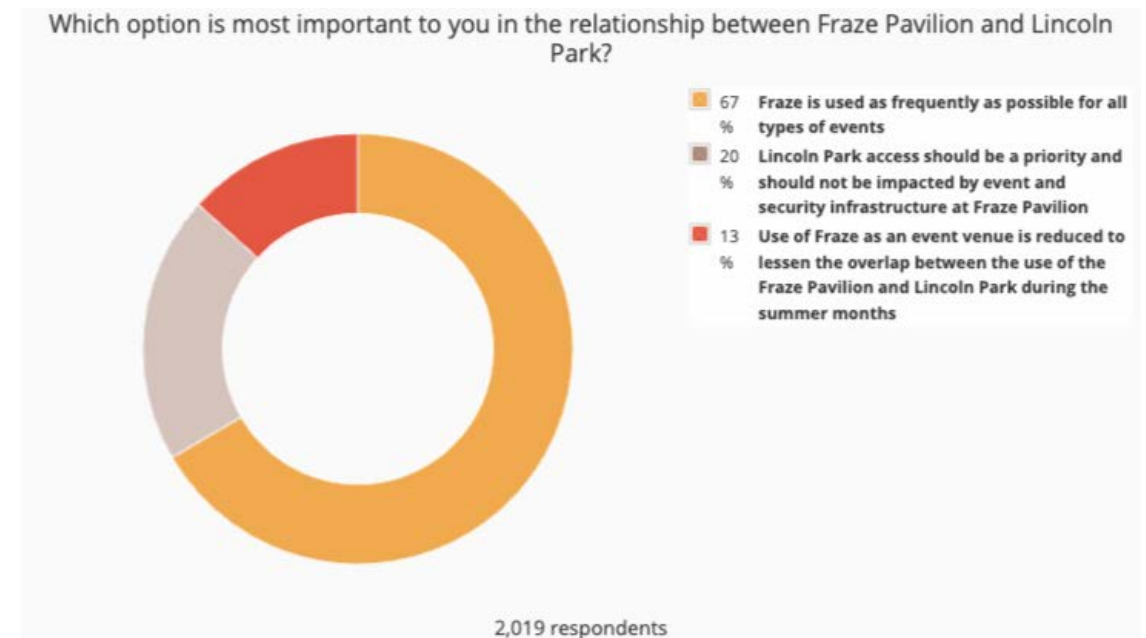
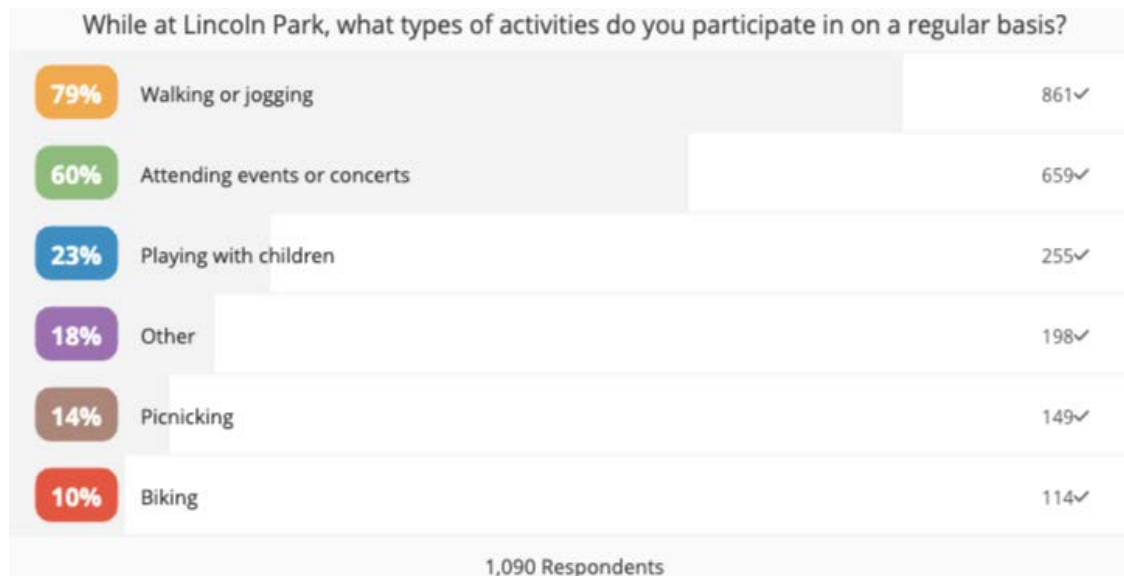


We asked how often respondents spent time in Lincoln Park outside of programming happening at the Frazee. The responses were split. We further ask how often respondents participated in recreational activities at Lincoln Park. 52% of respondents participate in activities 2 to 6 times per year in Lincoln Park, with only 9% reporting they participate once a week or more in activities in the Park.





We further asked what types of activities the respondents participated in while at Lincoln Park, 79% of respondents reported they are walking or jogging in the park with 60% reporting they attend events or concerts. We asked respondents what was most important to them in the relationship between the Frazee Pavilion and Lincoln Park and 67% of respondents report that the utilization of Frazee as frequently as possible for all types of events was most important.



We offered the opportunity for respondents to share anything else they wanted as an open-ended response question. We received 1325 comment, excerpts are below.

Would like to see **more free concert and festival options** offered. Ticketed concerts should be more popular artists.

A valuable City asset.

So disappointed in the Frazee for the past 5+ years. Every year seems like the same line up. Mostly tribute bands, and not many big names. Every year when I read the line up it feels like it was copied and pasted from the year before and the one before that. Get some new acts there!

Add **more concessions**. Maybe bathrooms. Replace bleachers with real seats.

Bring in **more events**.

A cover would be a nice addition

**Staffing is incredibly rude** and hostile.

Make sure the staff is friendly. Some of the people who man the security at the entrance are unsmiling and grumpy.

Save the Frazee. In recent years, booked events have been flagging in quality - most of the good acts going to Rose. I prefer Frazee's intimacy. Much better venue, needs more attention and investment.

**More variety** of musical artists. Theater, community musical performance.

We love the integration of Frazee and Lincoln Park.

Get better performers.

Need **more free events as promised** when you asked us to vote for this in the beginning.

I don't like to invest money into an event that may be rained out. Just a cover over the top would make it more enjoyable

I would attend the Frazee for concerts more if there was a roof on it. I don't go as often because if it rains there's no refunds.

**Better ADA access/parking.**

**Keep it beautiful and accessible.**

Let's maintain the integrity of this community. I would hate to see the Frazee go and the beautiful Lincoln park for walking, strolling, playing with kids, enjoying the beautiful Christmas lights and so much more. I would **ramp up your events at the Frazee and Lincoln park**. It's centrally located and plays a pivotal role in this community. It's important to not let that go

Keep having fun events and concerts.

Usher's are notoriously way too strict. I see a ton of live music during the summer and no other music venue in Ohio is as strict as Frazee Pavilion. It makes me not want to see shows there because I get hassled.

Frazee should look at Rose for how to work **concessions**. They have small lines versus endless wait at Frazee..

# Team members survey

A survey was administered to City of Kettering staff to gain high-level feedback from team members at all levels. This survey was sent to about 250 team members, and we received 191 total responses. This survey was open for a total of 32 days.

The survey was broken down into responses from: Frazee team members, City leadership, and City team members who do not work at Frazee. For the purposes of this report and for ease of analysis, we will be reporting the responses as if these were three separate surveys.

Full response data can be found in Appendix D.

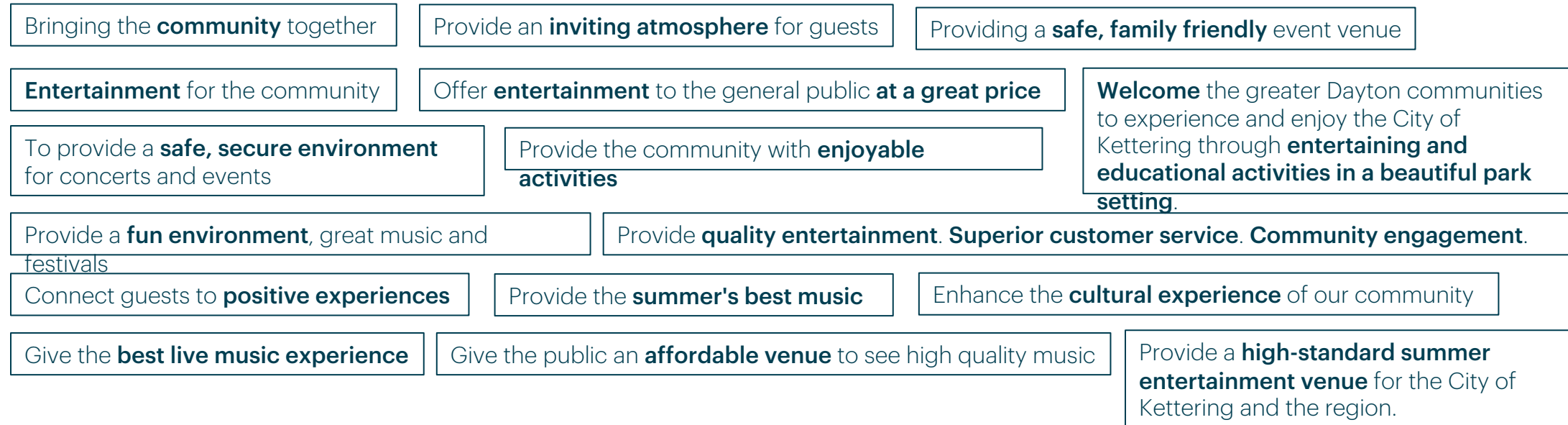


Source: Theatre Projects

# Fraze team member data analysis

In total, 116 Frazee team members responded to this survey. These team members have worked for Frazee for an average of 5.6 years, with the lowest response being zero years (likely employees who have worked for Frazee for less than year) and the highest being 28 years, with 5 team members reporting having worked at Frazee for 20 or more years.

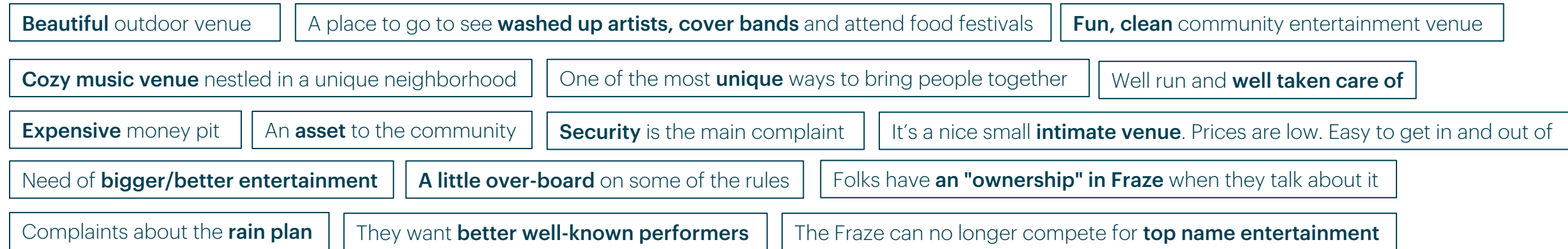
Team members were asked what they believed the goal of the Frazee Pavilion is and if they believe the Frazee accomplishes this goal. Generally, team members reported that they do believe that the Frazee accomplishes the goals, with only a few team members reporting that the goals are not met. The team members who do not believe that the goals are being met cited band lineups and repeat shows as reasons that the goals would not be met. Excerpts from goal responses can be seen below. Full responses can be found in Appendix D.



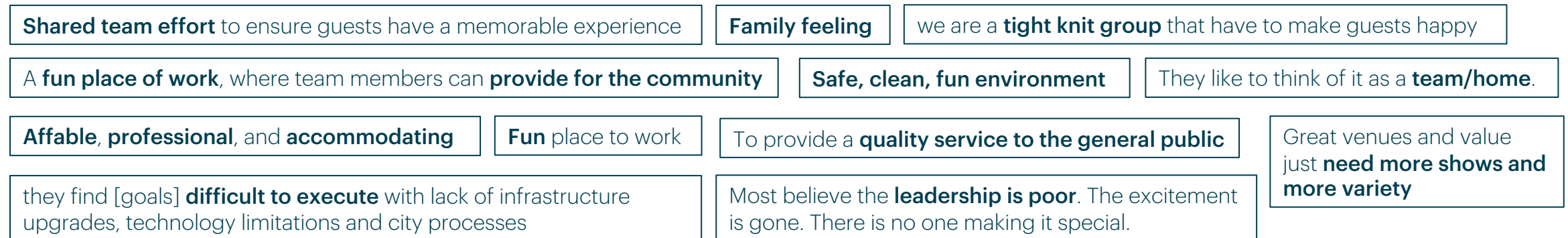


The team was asked what they believed the public perception of the venue is and what the team perception of the venue is. Excerpts from the responses can be found below with the full list of responses located in Appendix D

## Public perception



## Team perception



The team was also asked to detail what they believe is the Frazee's greatest contribution to the community and to explain their answer. Excerpts are below with full responses included in Appendix D.



The next questions asked the team if they could change one thing about the way the Frazee operates, what would they change and why? This questions was followed by asking what area Frazee should prioritize for improvements. Excerpts can be found below with full responses included in Appendix D.

### *What would you change about the way the Frazee operates?*

We are in desperate need of a <b>POS system</b>	Better <b>management skills</b> in every position	<b>Better resolutions</b> for when shows are canceled due to weather
Book <b>more popular acts</b>	More <b>modern acts</b>	<b>treating EVERYONE</b> the way that they want to be treated
The lack of a <b>permanent or semi permanent perimeter</b>		<b>Concession stands</b> are not adequate
The lack of a <b>permanent or semi permanent perimeter</b>		
<b>More consistent work hours</b> and <b>better pay</b> for summer/part time work		
Recruit sooner, <b>train more thoroughly</b>	That the <b>concessions team is allowed to accept tips</b> upon sale	The Frazee needs to <b>advertise more</b>
<b>Longer season</b>	Have Frazee <b>managed by an entity other than the city</b>	Review the current <b>concessions</b> workflows

### *What area should Frazee prioritize for improvements?*

<b>Access</b> for the handicapped	<b>Increasing pay</b> and targeting younger workers	Overall <b>facilities updates</b>	<b>A POS system</b> that is up to date and functional
<b>Back stage accommodations</b> for artist	<b>Recycle!</b> To be a good steward of the environment	<b>Concession</b> choices and lines	Book <b>better acts</b>
Have <b>another bathroom</b> for handicap individuals	The <b>existing structures</b> could use updates	<b>Ticket prices</b>	<b>Costumer service</b> experience
<b>Infrastructure.</b> Frazee is falling behind the times with seating, concessions and technology	<b>a clear direction from City officials</b> would help us gauge what to prioritize	The Frazee lacks when it comes to <b>set up and tear down</b> , takes too long	<b>More shows</b>

Team members were asked to identify their greatest achievement at Frazee and their favorite Frazee memory. Excerpts can be found below with full responses included in Appendix D.

## Greatest achievement

Being a <b>team player</b>	Chit chatting with guests- <b>meeting new friends</b>	Bringing together <b>a great team</b>	<b>Selling out</b> shows
Collaborating with <b>the team</b>	Getting through a <b>sold-out show!</b>	Creating <b>systems</b> for which none existed	<b>Helping guests</b> find the perfect show
The opportunity to <b>work with guests</b> to make their day	<b>Helping people</b> have a good night	Making <b>lifelong friends</b>	<b>Pride</b> in my work
<b>Finding a knife</b> while bag checking	helping to <b>implement greater security measures</b>	Providing a <b>friendly face</b> and <b>helpful attitude</b> to our guests	Making sure folks with mobility issues were <b>placed so that they could see the performance</b>
Seeing that our guest, artist and staff have a <b>great experience</b> at the Frazee	Working along side <b>great team members</b>	Saying hello to <b>guests &amp; making new friends</b> w/ other staff	

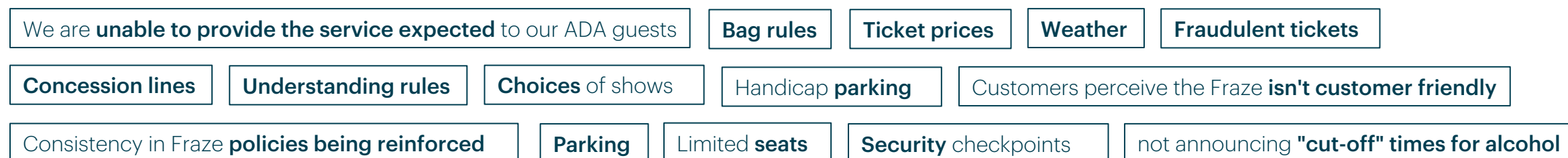
## Favorite memory

Watching my fellow Team members <b>make someone's day</b>	Donny Osmond	<b>Cooking omelets</b> for the many Breakfast with the Beatles fans on Sunday mornings
<b>Big named bands</b>	Diana Ross and family	<b>Creating memories</b> with other team members
Feeling <b>a part of a group</b>	Working with <b>the team</b> I'm part of	
<b>Meeting customers</b> from all over the area and many from out of state	<b>The clients</b> and associates	Earth Wind and Fire
Disco Inferno		
One year we did a <b>flash mob dance</b> for a member that was retiring	Josh Groban	The Moody Blues
<b>Singing along</b> to songs with coworkers		
<b>Having fun</b> with the team and the community while enjoying music	<b>Developing friendships</b> throughout the years	Joe Coker and Maxwell
		Harry Connick

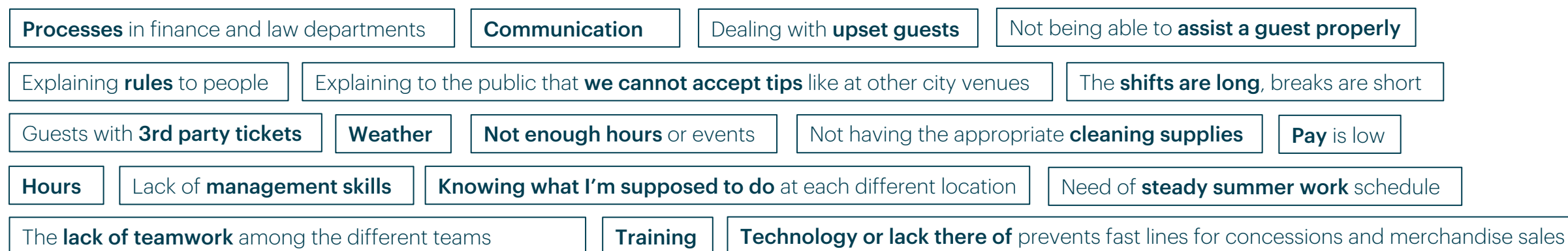


The last group of questions including hurdles at Frazee Pavilion. Team members were asked what they believed the are the biggest hurdles as a customer attending an event and what the hurdles as an employee are. Excerpts can be found below with full responses included in Appendix D.

### *Hurdles for customers*



### *Hurdles at a team member*



As a part of the survey, we conducted a SWOT (strengths, weaknesses, opportunities, and threats) exercise. Team members were asked to think about general operations, guest experiences, and overall satisfaction within the community. They were then asked to spend approximately 90 seconds per prompt giving short thoughts and phrases detailing their thoughts. Strengths are considered to be internal advantages; weaknesses are internal flaws; opportunities are external possibilities; and threats are external factors that may pose a threat. The table below details the general thoughts of the group. A full list of responses can be found in Appendix D.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Beautiful location</li> <li>• Community</li> <li>• Customer service</li> <li>• Fun</li> <li>• Team members</li> <li>• Venue feels intimate</li> </ul>	<ul style="list-style-type: none"> <li>• Concession lines/ no POS system</li> <li>• Pay</li> <li>• Infrastructure</li> <li>• Lack of shows/top names/low quality of artists</li> <li>• No cover over audience</li> <li>• Short-staffed</li> <li>• Weather</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Adding POS system</li> <li>• Adding a cover over the audience</li> <li>• Bigger/more recognizable names</li> <li>• More festivals</li> <li>• Updates/renovations</li> </ul>	<ul style="list-style-type: none"> <li>• Competition</li> <li>• Lack of variety</li> <li>• Loss of revenue</li> <li>• Safety</li> <li>• Weather</li> </ul>

Finally, team members were asked if they would like to share anything else. Only 5 team members offered additional thoughts. These are included below.

- I feel that we need to be mindful of how we approach guests about policies. While it is frustrating to repeat yourself to numerous guests, we have to treat each guest the same. This means approaching a guest calmly and with a positive demeanor.
- I Love to attend the Frazee and I am proud to work there. I Love the Frazee!!!
- Lighten up! If guests want to bounce beach balls during a Beach Boy concert... let it go! If a guest can't show their ticket because they have beverages in both hands, relax. Trust your workers to do their jobs and if you want us to "make their day"... let us do that. Taking a backpack away from a 5-year-old is embarrassing. Many adjustments were made this year (no longer id at gate, backpack purses) that were great common sense changes. Let's keep adjusting so that our guests can view this venue as the go-to place for a great experience.
- The Frazee is a special part of the community. I hate that it is not thriving the way it did in its earlier years. I hope changes can be made to bring it back to life.
- The turnover rate in concessions.

# City of Kettering team member – not at Frazee

We collected survey responses from City of Kettering team members who do not work at Frazee Pavilion. 46 City team members responded to this survey. These team members have worked for the City for an average of 13 years, with responses ranging from 2 years to 32 years, with 4 team members having worked for the City for 30 or more years.

Team members were asked what they believed the goal of the Frazee Pavilion is and if they believe the Frazee accomplishes this goal. Responses to if they believe the goals are being met were mixed. Most replied that they believe the goals are being met, but a handful landed on “somewhat” and “no.” Most of the “no” and “somewhat” responses cited the lineups as being the reason the goals are not being met. Excerpts from goal responses can be seen below. Full responses can be found in Appendix D.

To be a **public arts and entertainment venue**

Provide **quality conditions** and **entertainment**

Provide a **focal point** for city events

**Community entertainment**

Provide a **good or increased quality** of life for Kettering residents within their community

Provide a **variety of entertainment** and cultural activities to our community

**Breaking even** on operational cost

Make a **profit** to help supplement other City (PRC) functions

Bring the **community** together

To provide **local, family friendly** entertainment

To create a **sense of community** and **generate funds**

Public Entertainment opportunities in the **heart of Kettering**

City **revenue**

To deliver **entertainment**

To provide a **safe environment** for citizens to attend entertaining events



The team was asked what they believed the public perception of the venue is and what the team perception of the venue is. Excerpts from the responses can be found below with the full list of responses located in Appendix D.

### Public perception

Aging outdoor music venue

Money pit

A venue that **plays a lot of forgotten bands**

Not friendly to people of color

It's nice but a little **overpriced**

Nice for **weeknight concerts** rather than driving to Cincinnati, Huber Heights, etc.

Could use **additional activities, concerts**, etc.

Not **welcoming** to all classes of people

It is a **fun place** to see a concert but is **unpredictable due to weather** and has not attracted large acts in recent years

Nice, but **The Rose is better**

**Concessions** are very **poorly managed**

An **asset** to the community

**Off putting** and **unwelcoming**

Ushers are somewhat **vigilant and unkind**

Should have **covered seating**

it would be nice to have some **bigger names** perform

### Team perception

A **struggling** concert venue

TSA spinoff

A nice venue but **somewhat dated**

Venue is small and should have **covered seating**

**Challenging** to work with Frazee leadership

**Close-knit group** who works hard and likes to have fun

That it is **not generating revenue** and is a lot of work

Does not generate enough **revenue**

**Beautiful** area. Good entertainment

It is a **net financial loss** for the city but a **net positive for the community**

It **doesn't raise any funds** and needs to be subsidized every year

Frazee team seems **overconfident in customer satisfaction**

**High maintenance** and lots of work for the events. Needs better **parking**

An older venue with **tired looking amenities**

**Understaffed**, LOW paid

The City team was also asked to explain what they believe is the Frazee's greatest contribution to the community. Excerpts are below with full responses included in Appendix D.

A local venue that is hometown small with some really **great events/concerts**

A great **resource** for **residents**

Brining **music** and **art** to the community

Makes the city a **more attractive place** to want to live

Central public **meeting spot**. Beautiful landscaping

Its role as a **cultural and social hub**

A wonderful place to **bring people together**

**Local entertainment**

Bringing **people into the community** that may not otherwise visit

Offering a **great community location** to bring people together

It's past its ability to **contribute in the way that it used to**

Providing a center to come together and **enjoy live music or events**

The **free events** that bring Kettering residents together to socialize and interact

A **beautiful outdoor venue** that is unique to the region; supported by a city that is invested in giving a high quality of life to all of its residents

An **open air park setting** in the Lincoln Park design, the Frazee theatre as itself is not an attractive venue

A **close to home** entertainment venue

It **attracts people to the City of Kettering** and allows us to provide a service to a large number of people

Next, the City team was asked if they could change one thing about the way the Frazee operates, what would they change and why? This question was followed by asking what area Frazee should prioritize for improvements. Excerpts can be found below with full responses included in Appendix D.

### *What would you change about the way the Frazee operates?*

An **entertainment management company** should take control of professional act contracting and venue management

TSA **security check, pricing**. Blocking off public sidewalks during events. Keeping bathrooms open outside of events.

**Better management** and cooperation with other departments

**Technology upgrade** with ticket sales

**Concessions/Beer lines**

Hire **more permanent staff**

Frazee struggles with a **lack of direction**

**Better acts**

**Better paid staff** and **more shows**

**More collaboration** between its operations and the rest of the city

More **friendly greeters**. They can be sort of rude.

**More events** for more kinds of people

Stop putting up the **temporary metal fence**. Concerts should be inviting, not discouraging.

Make it an open amphitheater for **community events** like outdoor theatre, **free summer concert series**, and available for **community groups**

### *What area should Frazee prioritize for improvements?*

**Aesthetics**

**More activities** to bring City residents together

Bring in **better acts** and **more acts**

**Covered seating**

City leadership needs to **decide what the Frazee is going to be**

**Concession** stand improvements

Get **better performers** or just stop doing live music

Facility **upgrades**

Create **a more welcoming environment**

**More diversity** in the shows

**Revenue**

**Clearer mission** for its programming

Bring back the **initial intention of open/free public arts** or music use for the area and less on professional costly acts

Better **ADA seating** and accommodations

The City team was asked to provide their favorite Frazee memory. Since this team does not work at the Frazee, most memories are from attending specific shows. The team was also asked what they believed the biggest hurdles as a guest of the Frazee are. Excerpts can be found below with full responses included in Appendix D.

***Favorite Frazee memory***

So many **friends** all in the same place for local music on a large stage

Enjoying music with friends and family

John Denver

Beautiful weather and a good live act

Steely Dan

Sitting near the front row at Gladys Knight

All of my Frazee concert/show experiences have been great

Going to the Frazee every Christmas with family for photos and walk the lights and music

Reuniting with high school friends to attend a 90's concert

Sitting out by the fountains while in high school and just listening to good music with my friends.

Taking my kids to see a concert of their favorite musician

The return of Journey 2003

Seeing a ton of people dancing and having a great time at the Juneteenth event

Randy Travis Concert at the Frazee in 2009

***Biggest guest hurdles***

A lot of rules to follow, which in turn takes a long to get through the gates at times

Better acts available at another venue

Finding something worth purchasing a ticket to see

The long concession lines and rain can be problematic/discouraging

Long lines at the concession stand

Parking and dealing with the greeters

Weather



As a part of the City team survey, we conducted a SWOT (strengths, weaknesses, opportunities, and threats) exercise. Team members were asked to think about general operations, guest experiences, and overall satisfaction within the community. They were then asked to spend approximately 90 seconds per prompt giving short thoughts and phrases detailing their thoughts. Strengths are considered to be internal advantages; weaknesses are internal flaws; opportunities are external possibilities; and threats are external factors that may pose a threat. The table below details the general thoughts of the group. A full list of responses can be found in Appendix D.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Beauty</li> <li>• Location</li> <li>• Reputation</li> <li>• Security/safety</li> <li>• Parking</li> <li>• Employees/staff/team members</li> </ul>	<ul style="list-style-type: none"> <li>• Competition</li> <li>• Age of facility</li> <li>• Concessions</li> <li>• No covered seating</li> <li>• Smaller/less well known/older acts</li> <li>• Parking</li> <li>• Understaffed</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• New/better/more well-known acts</li> <li>• Roof</li> <li>• Local acts &amp; events</li> <li>• Redefine/reinvent the identify</li> </ul>	<ul style="list-style-type: none"> <li>• Competition</li> <li>• Contractual restrictions</li> </ul>

Finally, City team members were asked if they would like to share anything else. Only 2 City team members offered additional thoughts. These are included below.

- I think the most important thing right now is securing direction for Frazee. Providing direction on what types of acts we want to attract, how focused should we be on community events, at what level should Frazee be subsidized and similar topics will go a long way towards determining what the staff at Frazee needs to do to be successful. Right now, they are forced to guess on how to be successful, and that's not fair.
- Covering the seated section, like the Rose. Better for bad weather.

# City of Kettering Leadership

We also collected survey responses from City of Kettering Leadership. 28 members of the City of Kettering Leadership team responded to this survey. These team members have worked for the City for an average of 13.75 years, with responses ranging from 0 years (likely started this year) to 37 years.

Team members were asked what they believed the goal of the Frazee Pavilion is and if they believe the Frazee accomplishes this goal. Responses to if they believe the goals are being met were mixed. Most replied that they believe the goals are being met. Excerpts from goal responses can be seen below. Full responses can be found in Appendix D.

A **gathering place** for city events and a top-notch concert venue

To provide an **enjoyable experience** to those who visit the Frazee

To provide **quality entertainment** to Kettering residents and to be an **entertainment destination** for visitors outside of the City in an effort to **positively affect the City's economy**, highlight its **beauty**, and foster **community engagement**

**Make money** while spending very little

To provide a **great patron experience** through **affordable, quality** entertainment with exceptional customer service

**Provide entertainment** services to City's residents

to facilitate a sense of **community**, provide a city center place for community events

**Bring community together** and **not be a loss leader** for the city

To provide a valuable an **unique community amenity** that **does not burden the city's general revenue fund**

To provide **community entertainment** and build **community pride**

To **entertain** the community through shows and host public events

Try to bring a **diverse group of acts** to the Frazee to promote attraction and different entertainment to the City of Kettering

Provide a combination of **paid concerts** and **free community events**

Members of the leadership team were asked what they believed the public perception of the venue is and what they believe the team perception of the venue is. Excerpts from the responses can be found below with the full list of responses located in Appendix D.

## Public perception

A nice to have <b>amenity</b>	Is " nice " but could always be better & also be <b>utilized more</b>	<b>Wonderful space.</b> Outdoors <b>risky with weather</b> - would be nice to have a respected cancellation/refund policy
A symbol of <b>community pride</b>	sometimes the <b>volunteers/staff aren't very friendly</b>	
a place that brings in <b>washed up acts</b> but not willing to pay the prices for higher quality acts	A <b>nice, clean, safe</b> , local outdoor venue to listen to live music or attend outdoor festivals/shows	Wanna see a good concert, go to <b>Rose</b> or <b>Riverbend</b>
		Its a <b>quality venue</b> that overall does a great job for the scheduled events.
Fraze workings do not allow for community participation. Even at community festivals, <b>it is very unwelcoming</b>	<b>Negative.</b> There is a lot of comparison to the Rose, and the Fraze comes up short. They don't have the same level of acts, and the <b>customer service</b> -- while some improvement over the past few years -- has a terrible reputation from past eras.	We are <b>charging for concerts folks can see for free</b> in other communities

## Team perception

<b>Concerned</b> the venue continues to <b>lose money</b>	A <b>strong team</b> that cares about each other	The leadership is <b>unfriendly</b>
<b>Great attribute</b> to Kettering but <b>unwelcoming</b>	The internal perception is <b>very good</b>	A <b>solid benefit</b> to the community
A point of <b>pride</b>	With the loss of larger concerts, I am not sure the team knows what the facility is <b>supposed to be moving forward</b>	



City Leadership was asked to explain what they believe is the Frazee’s greatest contribution to the community. Excerpts are below with full responses included in Appendix D.

A **beautiful park** that hosts many great community building events

That the idea of **community gathering** space could be more than just a park.

An **amenity** that showcases the **beauty** of our city to folks who live outside our city. **A place for residents to gather**

Providing a **unique experience** for many to enjoy outdoor summer entertainment

It shows that **we care about diversity** with the different acts that are brought in

**Good location** with excellent use of close parking lots

**Free festivals** and sense of community for people who live in Kettering

**Kettering does not have a downtown**, so the Frazee is a partial substitution

Decent, **well-kept piece of property**

**Local** - no drive, easy parking, **pleasant setting**

Bringing the **community** together through **sponsored events and concerts**

A **gathering type place** & benefits overall quality of life

Next, the City leadership was asked if they could change one thing about the way the Frazee operates, what would they change and why? This question was followed by asking what area Frazee should prioritize for improvements. Excerpts can be found below with full responses included in Appendix D.

### *What would you change about the way the Frazee operates?*



### *What area should Frazee prioritize for improvements?*



City Leadership was asked to describe their favorite Frazee memory. Excerpts can be found below with full responses included in Appendix D.

## Favorite memory



City Leadership was then asked to indicate where they believe the Frazee should fall on the continuum between “more financial risk/more name recognition in acts” and “less financial risk, lower name recognition in acts.” The average landed nearly in the middle, trending slightly towards “more financial risk/more name recognition in acts.”



As a part of the City Leadership survey, we conducted a SWOT (strengths, weaknesses, opportunities, and threats) exercise. Team members were asked to think about general operations, guest experiences, and overall satisfaction within the community. They were then asked to spend approximately 90 seconds per prompt giving short thoughts and phrases detailing their thoughts. Strengths are considered to be internal advantages; weaknesses are internal flaws; opportunities are external possibilities; and threats are external factors that may pose a threat. The table below details the general thoughts of the group. A full list of responses can be found in Appendix D.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Affordable</li> <li>• Beautiful</li> <li>• Location</li> <li>• Reputation</li> <li>• Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Concessions lines</li> <li>• Red tape</li> <li>• Lack of identity</li> <li>• Smaller acts</li> <li>• No cover during weather</li> <li>• Profitability</li> <li>• Competition</li> <li>• Unwelcoming</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Ability to expand</li> <li>• Better concession setup</li> <li>• Changes to business model</li> <li>• Food trucks</li> <li>• Bigger acts</li> <li>• Weather shelter</li> </ul>	<ul style="list-style-type: none"> <li>• Competition</li> <li>• Financial performance</li> <li>• Weather</li> </ul>



Finally, the City leadership team was asked if they would like to share anything else. Only one member offered additional thoughts. This is included below.

- The Frazee is really missing an opportunity to create income by increasing concession sales by setting up small snack and drink kiosks throughout the venue.

# Ticket buyer survey

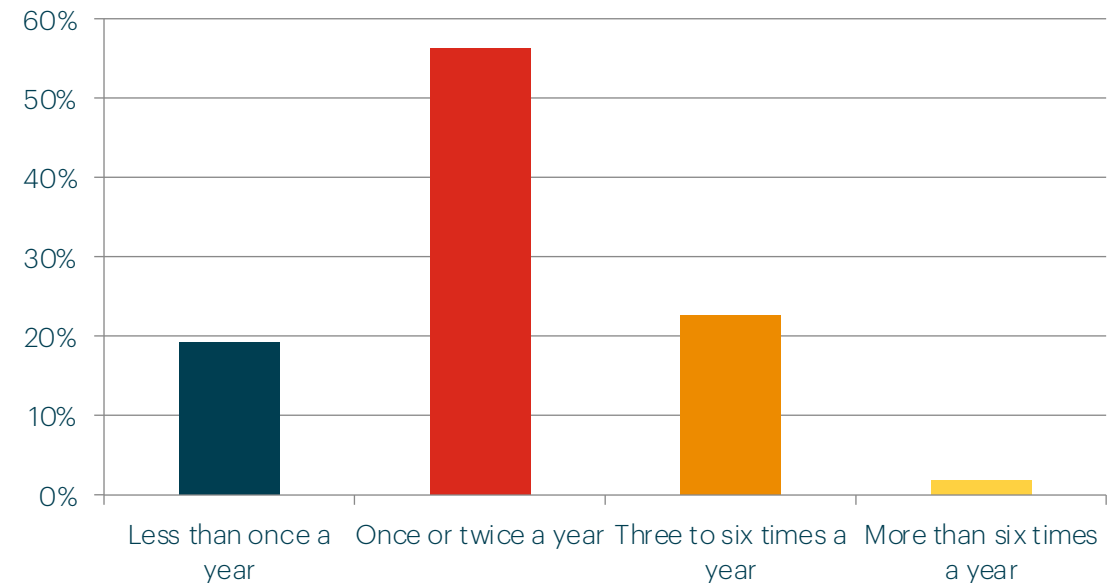
As a critical part of the engagement process, we conducted a survey that was sent widely to ticket buyers from Frazee Pavilion. This survey was included in the Spotlight newsletter, which is sent to ticket buyers after shows.

The survey was open for 39 days and received 1,880 responses.

## About survey respondents

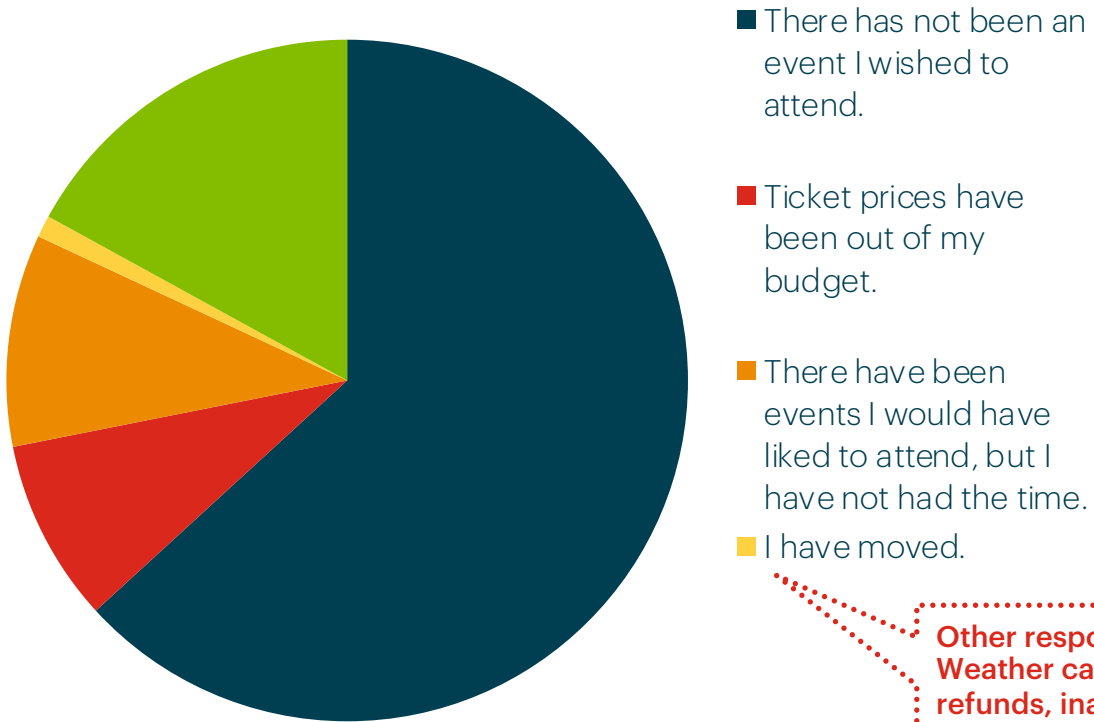
- Approximately 44% of respondents identify as male and 54% identify as female.
- 61% of respondents are over 60
- 39% reported a household income of over \$100,000
- 82% identify as White
- 17% are full-time Kettering residents and 58% live in a neighboring community. Dayton-area residents reported living in the area for an average of 44 years. 25% reported being visitors to the area.

## How often do you attend events at Frazee Pavilion?



Ticket buyers were asked if they have purchased tickets in the past 2 years. 85% responded that they have, while 15% responded that they had not. This question was followed by asking the ticket buyers what factors into them either buying or not buying tickets at the Frazee.

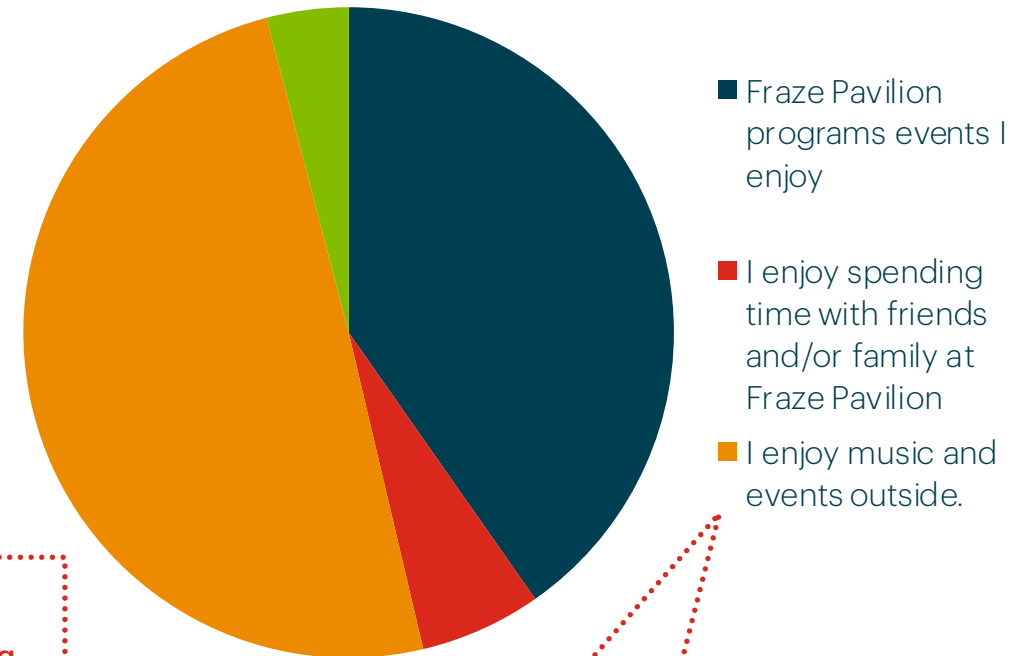
## What is your primary reason for not purchasing tickets in the last 2 years?



- There has not been an event I wished to attend.
- Ticket prices have been out of my budget.
- There have been events I would have liked to attend, but I have not had the time.
- I have moved.

Other responses included:  
Weather cancellations without refunds, inadequate ADA seating, previous bad experiences, and repeat artists and acts

## What is your primary reason for purchasing tickets?

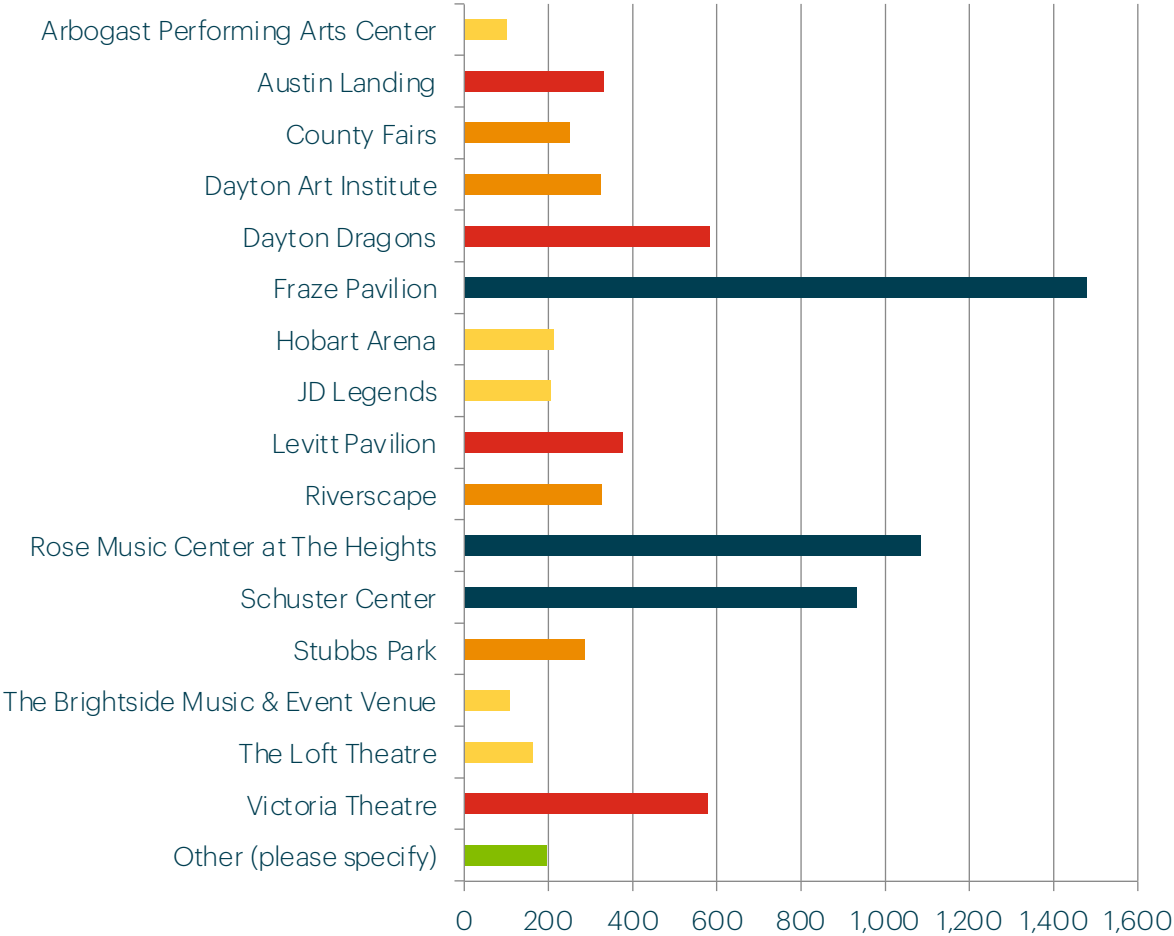


- Frazee Pavilion programs events I enjoy
- I enjoy spending time with friends and/or family at Frazee Pavilion
- I enjoy music and events outside.

Other responses included:  
interest in specific artists that were booked, price, and the size/intimacy of the venue

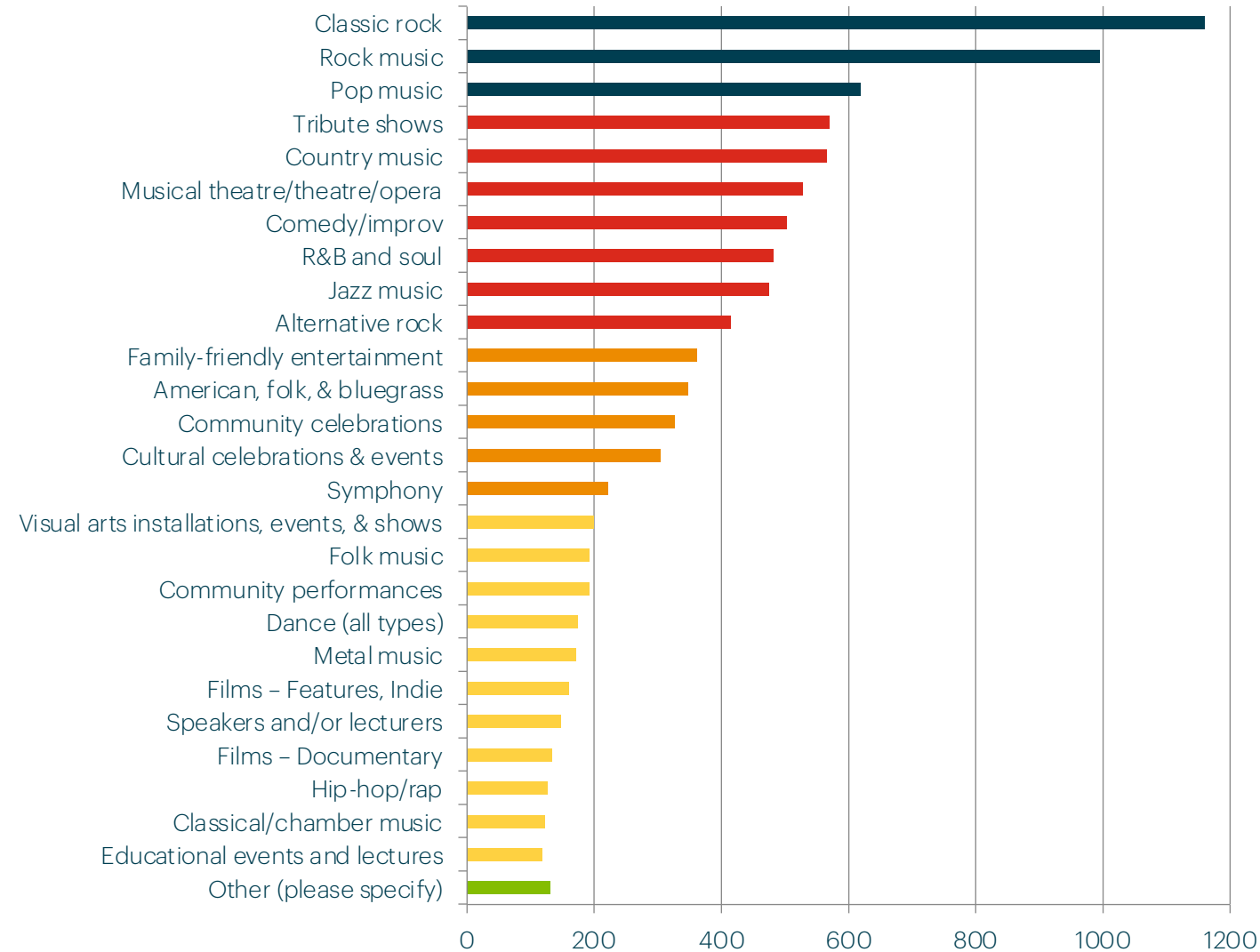
64% of ticket buyers indicated that they attend events in the Dayton area more than 3 times a year. When asked what venues they frequent, the highest response rate was for the Frazee, followed by The Rose and the Schuster Center. Other responses included; Beavercreek Theatre, Cayton Playhouse, Funny Bone, LaComedia, local bars, North Park, Nutter Center, Riverbend, The Greene, University of Dayton, and Yellow Cab. A full list can be found in Appendix D.

### Where do you attend events in the Dayton area? Please select all that apply.





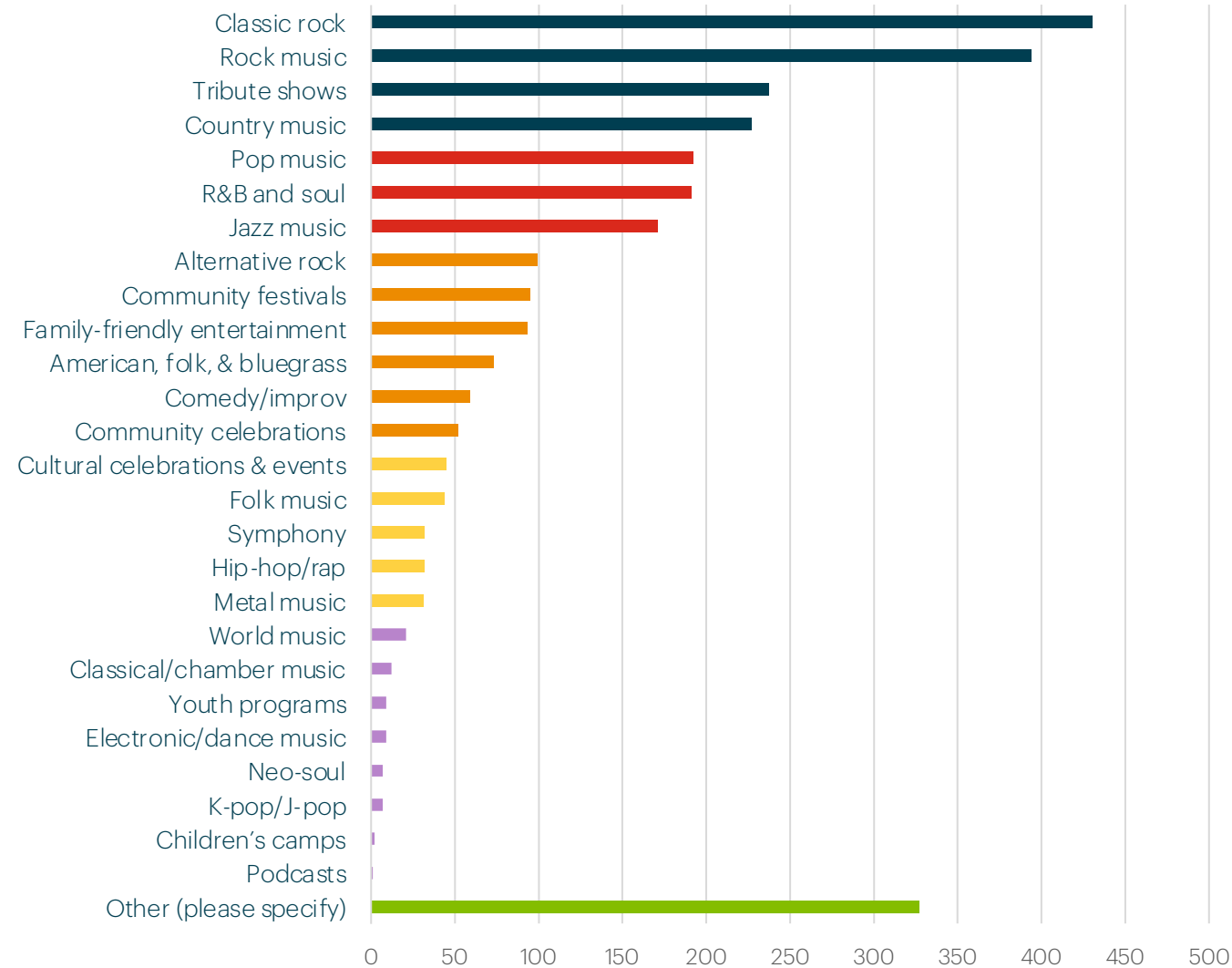
What types of events do you typically attend in the area? Please select all that apply.



Ticket buyers were asked to indicate what type of events they typically attend in the Dayton area. The figure to the left indicates the response with 100 or more responses. A full list of responses can be found in Appendix D.

Other responses included: blues, Broadway, Christian music, oldies, reggae, and sporting events.

## What types of events do you expect to see at Frazee Pavilion? Please select all that apply.



Ticket buyers were then asked what type of events they expect to see at the Frazee Pavilion. These results mimic the results of the previous question, with classic rock and rock music floating to the top. Guests also expect to see tribute shows and country music.

Other responses included: 70's & 80's music, all of the above or "all types of music," blues, Christian music, and oldies.

Finally, ticket buyers were asked if there was anything else they would like to share with us as a part of this process. We received 755 responses to this question in total. Excerpts can be found below with a full list in Appendix D.

Additional <b>restrooms</b> would be great for the larger events	One of my <b>favorite venues</b> . Beautifully maintained	An updated <b>refund policy</b>	
It would be nice if it were <b>covered</b>	<b>Extremely strict security</b> at the gate has stopped me from buying	<b>Better acts!</b> Poor selection last few years	
Be more accommodating and <b>less rude to concert attendees</b>	Too many <b>tribute bands</b>	Fraze is a <b>wonderful</b> Kettering and regional <b>treasure!</b>	
<b>Concessions</b> need to be reassessed	Always enjoy the artists and the <b>event atmosphere</b> when we attend	Consider more <b>diverse music</b>	
<b>Prices</b> way <b>too high</b> , too many <b>rules</b>	Our <b>favorite venue</b> to see an outdoor concert locally	I <b>love attending</b> events at the Fraze	<b>Parking</b> is confusing
Should not have to <b>wait more than a week to receive tickets</b>	Improve the <b>restroom facilities</b>	Fraze is <b>too restrictive</b> and often <b>not customer friendly</b>	
I have stopped attending shows at Fraze due to the <b>bad experiences</b> I have had there		The Fraze is <b>not our first choice</b> of venues to attend anymore	
It seems that the Fraze is losing larger acts to the Rose. The Fraze now seems to attract <b>mainly tribute bands</b> .		Most of the artists seem <b>outdated</b>	
Very <b>disappointed</b> in the 2024 schedule	Additional <b>restrooms</b> would be great for the larger events	<b>Rain policy</b> needs to be revised	
<b>Parking</b> is still problematic for people who can't walk long distances	<b>Lawn tickets</b> are high priced	I would like to see <b>less tribute shows</b>	
Employees need to have <b>better customer service</b>	Fantastic <b>sound quality</b> and a <b>beautiful location</b>	Would attend more if <b>fees were not so high</b>	

# Appendix B:

# Contractual services

# analysis



# Contractual services analysis

The contract between the City of Kettering and Light Fantastic was executed in 2021. It is our understanding that this contract will remain in place until the conclusion of the 2025 season. As it currently stands, the City of Kettering is responsible for a total of \$37,000 paid each season, in an initial payment of \$8,000 followed by eight equal payments of \$3,625 each week until the balance is paid off. For this \$37,000 price tag, the City of Kettering receives:

- Technical Direction services to include:
  - Operation, scheduling, technical specifications, repair, and maintenance of all production areas at the Frazee
  - Organizing, scheduling, and assembling crew to handle production work, transportation, and backstage catering
  - Coordination of all technical needs
  - Liaising between the Frazee and all arts groups, community groups, and production companies
- Rental, delivery, installation, and removal of a lighting package, agreed upon in advance of the season
- Access to additional rental equipment for a nominal fee



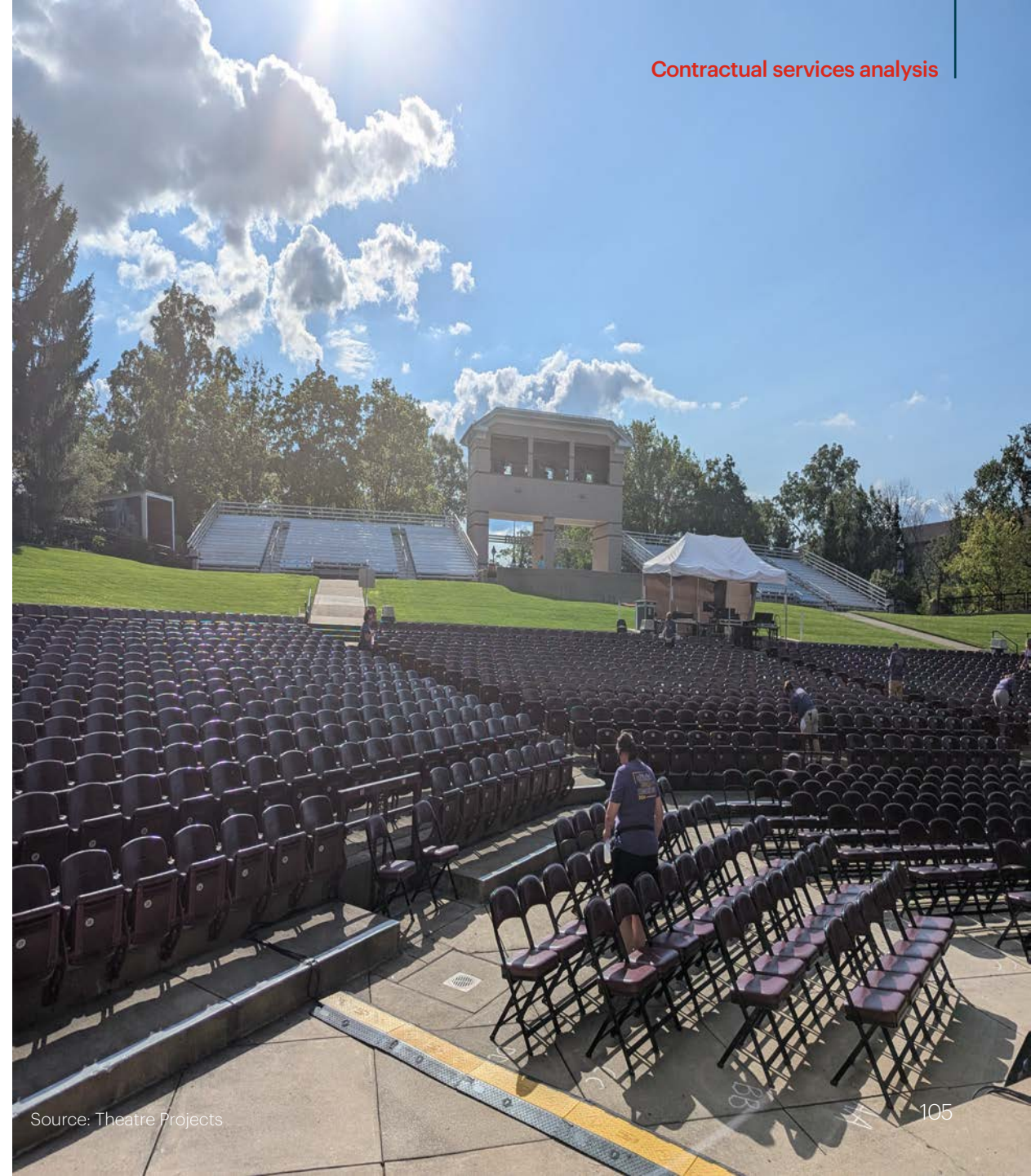
In reviewing this contract, it is our observation that \$37,000 for the above stated is well below market value. Frazee and the City of Kettering is paying a mere portion of what amphitheaters in similar markets would pay for similar services. Additionally, the grouping of rental gear, labor services, and technical direction services is fairly unique and adds additional, non-monetary, value to the contract.

If Frazee and the City of Kettering were to move on from this contract, it would be necessary to replace the services that are detailed in the contract. Frazee would most likely need to pursue a contract through two to three separate vendors in order to cover all the necessary services that are supplied. This would likely result in a much higher premium.

If the contract with Light Fantastic is terminated, Frazee and the City of Kettering would first need to determine if they are willing to take the Technical Director in-house, versus contracting this position out.

If Frazee was to bring the position in-house, the City of Kettering would be responsible for an additional full-time salary, likely in the range of \$80,000, commensurate with the salary of the full-time Ticket Office/Merchandise Manager.

Further research would need to be conducted to determine the final salary range of the position.





An additional contract would need to be entered into in order to secure production staff. If possible, the City of Kettering could choose to hold the collective bargaining agreement (CBA) with the local IASTE stagehand union. The City could also choose to enter into a contract with a labor company that could in turn, hold the IATSE CBA.

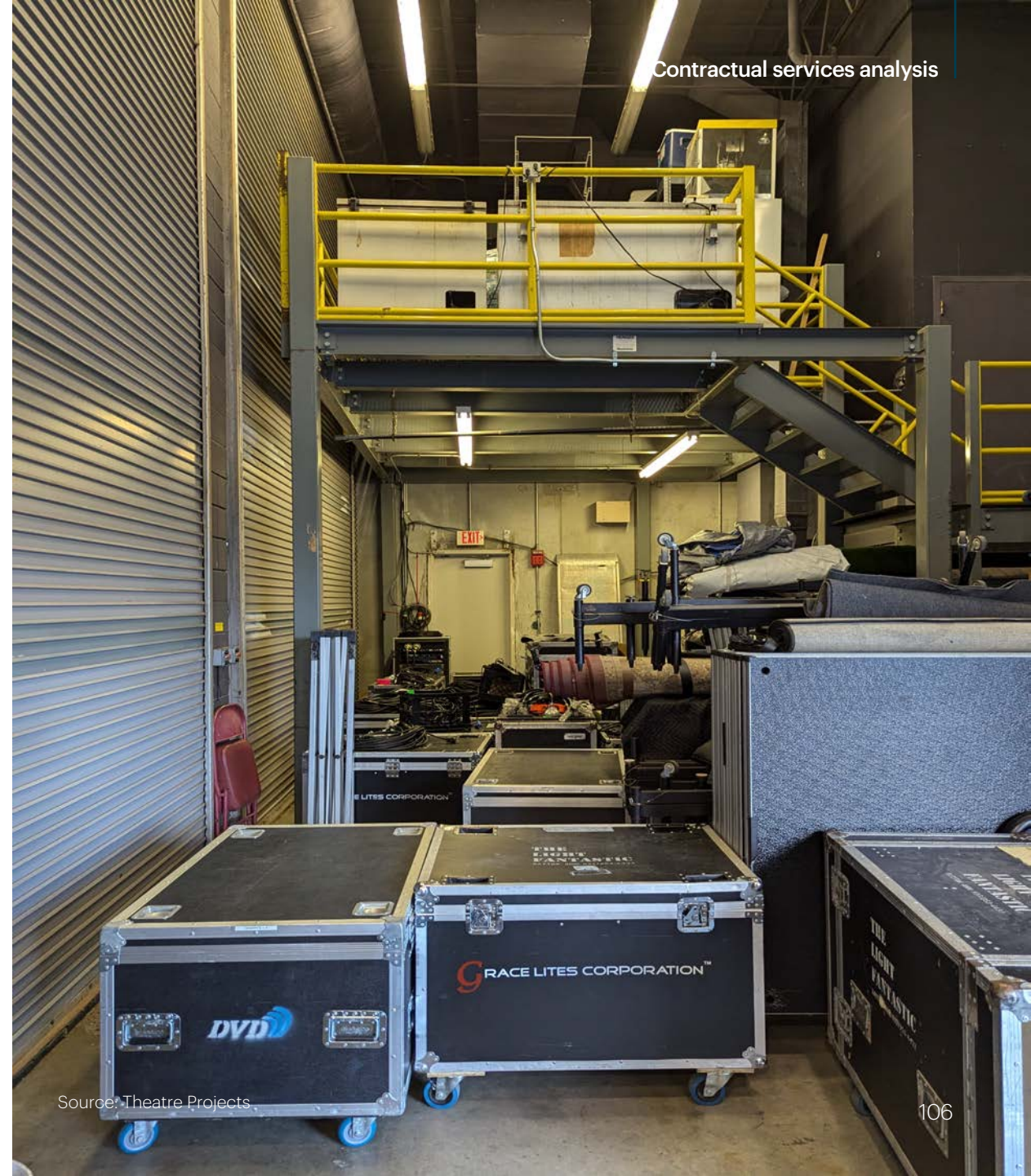
Finally, the City would need to find a preferred vendor to supply the necessary lighting equipment as well as supplying the needed additional equipment, used on a show-by-show basis.

Rental lighting equipment is available in the Dayton area. However, it is unknown if these companies would be willing to rent similar gear at a similar price to remain outdoors for the summer and if the rates would be comparable.

Most rental houses do not publish their rental rates and are not willing to supply their rates without a formal request. However, in our experience in working with rental companies, we can confidently report that the contracted amount is low for the supplied services. Further research would be required to determine the amount a similar contract would cost in the current market.

Similar to the Light Fantastic contract, the contract with Production Solution was entered into in 2021 and will remain in place until the conclusion of the 2025 season. Through the review of this contract, it appears that the City of Kettering spends approximately \$74,800 per season on the included audio gear. This is not inclusive of the labor to operate the equipment.

Since local production houses do not advertise or publish their rates, further research would need to be conducted to determine if there is a company within the Dayton area that would be able to supply the necessary audio gear below this rate.



Source: Theatre Projects

## Talent Buyer – Variety Attractions

The contract between Variety Attractions and the City is renewable on an annual basis by the City at its sole option. Through review of this contract, it is noted there is not an Artist fee budget nor is there a minimum number of shows agreed to in the contract. The negotiated fee of \$125,000 per season, plus a bonus structure for sell-out shows is within industry standards for the number of shows and types of Artist's the Frazee is currently aiming to present per season, including the ability to request of the Talent Buyer artist booking for other City-sponsored events.

It appears there is a clause in the contract whereas Variety Attractions is to make themselves available for consultation regarding the marketing of events. In our experience, it would help to have the Talent Buyer review all marketing plans to sign off on how much is being spent of the budget and where it is allocated. A Talent Buyer may often make suggestions or advise other allocations based on past sales history of an artist.

The ability to route with other events, fairs and festivals Variety Attractions are booking may give them an advantage over other contracted talent buyers that may not have as many events. In an increasingly competitive market, the more offers a Talent Buyer can give an agent for a single artist the better chance they have.

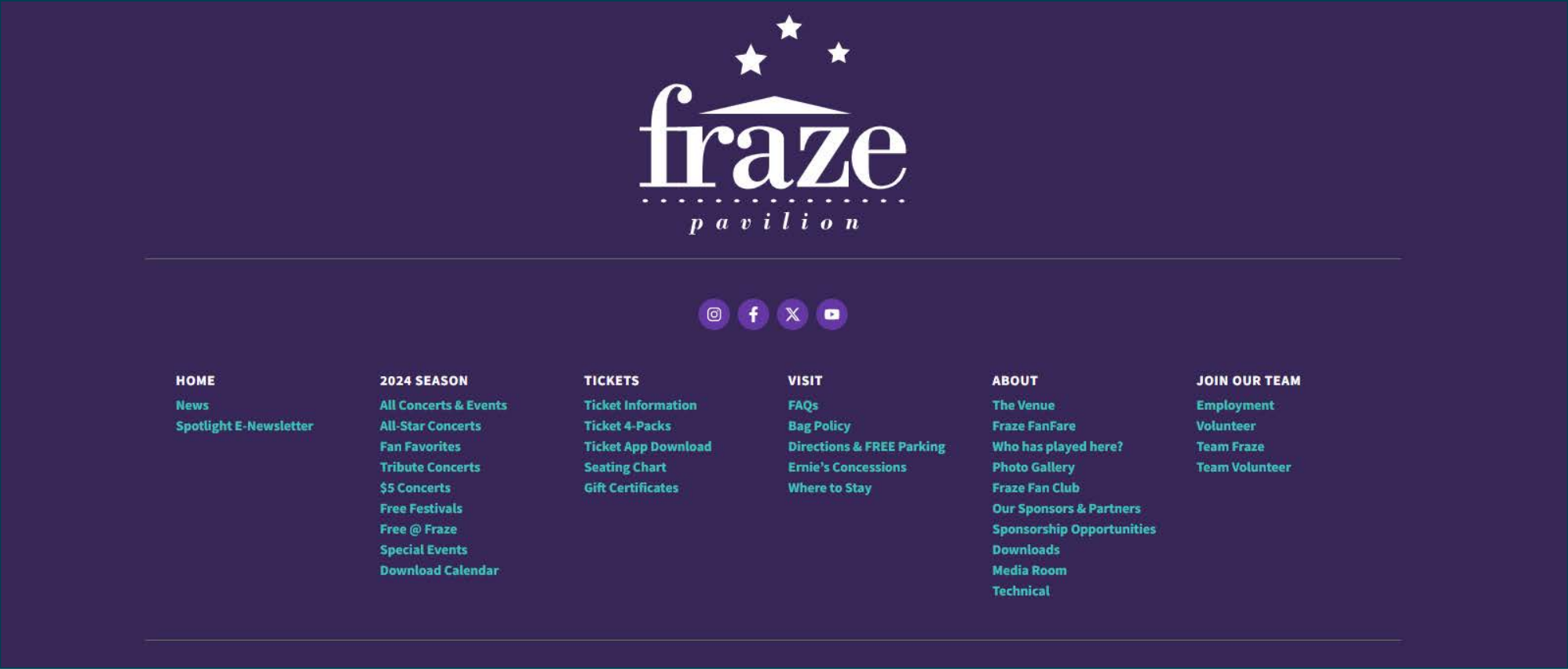
# Appendix C: online presence analysis



# Website review

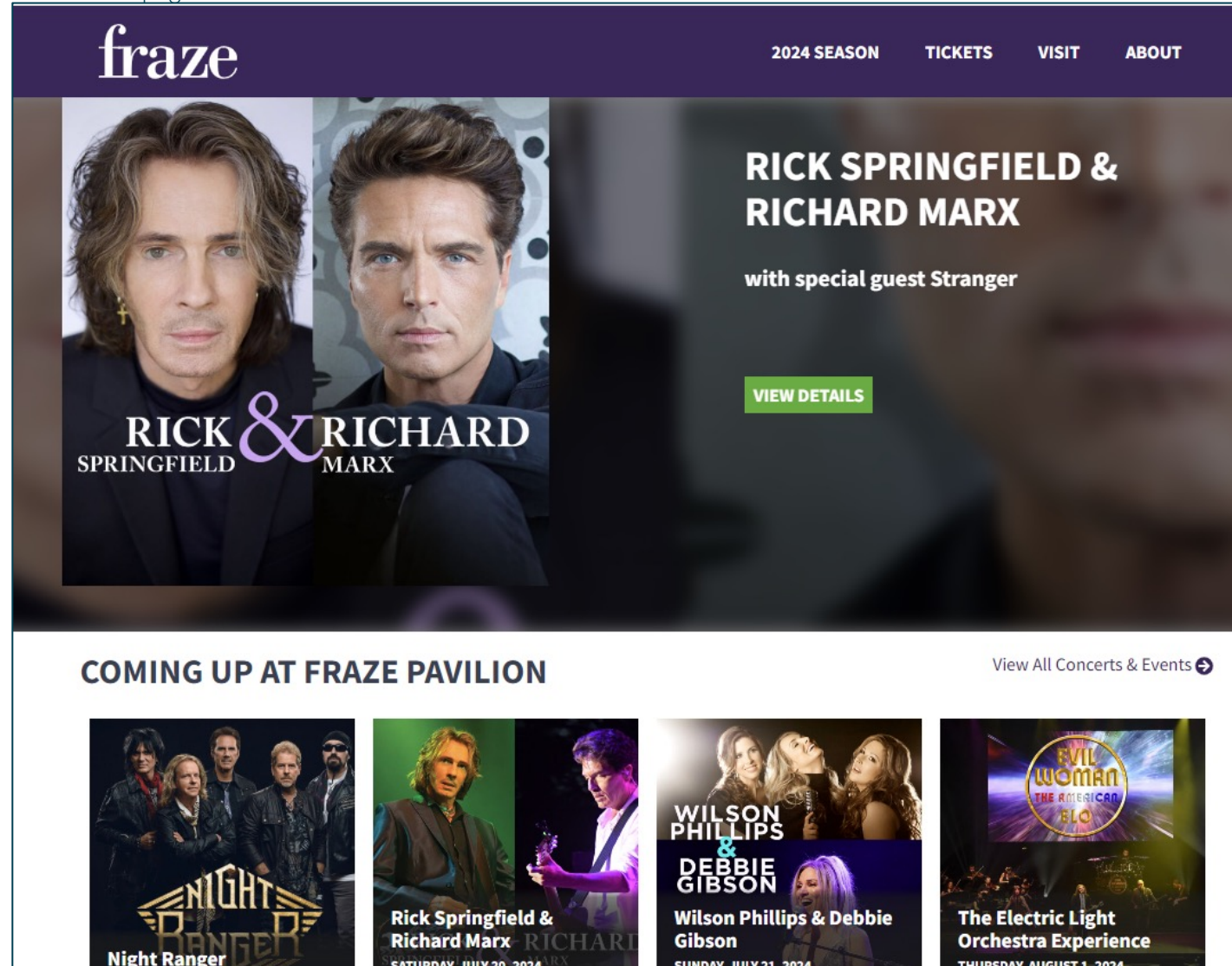
Overall, the website is attractive and fairly simple to navigate. The website contains valuable information for guests that is easy to find. The following section contains a general analysis of the functionality of the website. At this time, we do not recommend any changes to the website.

Fraze navigation options





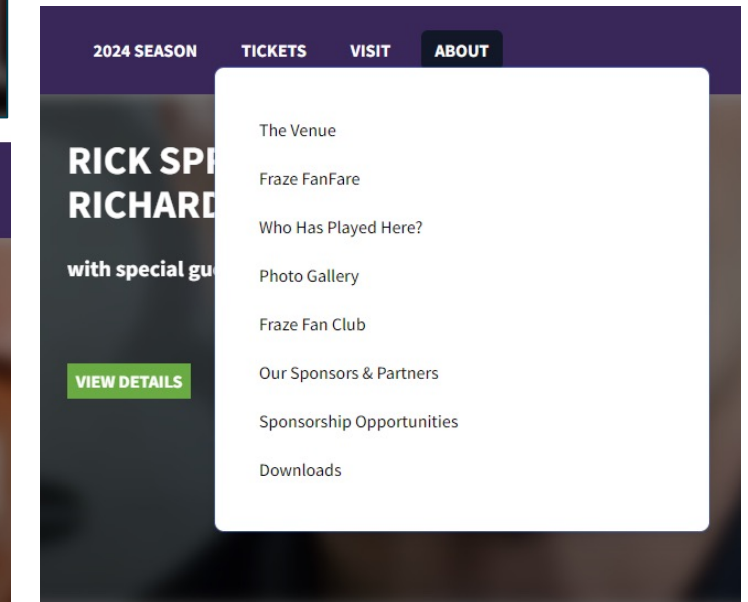
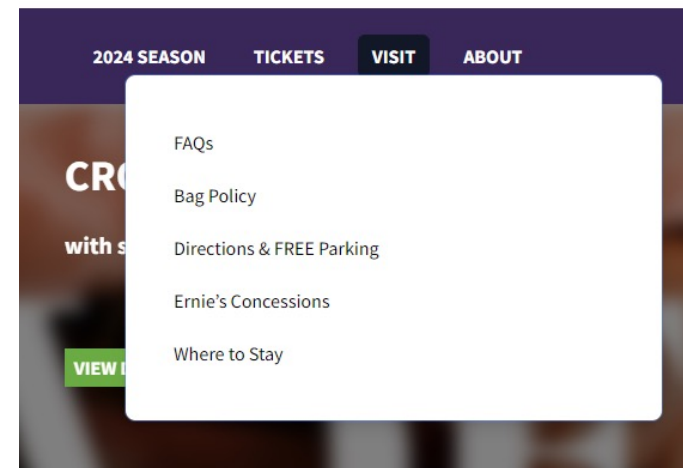
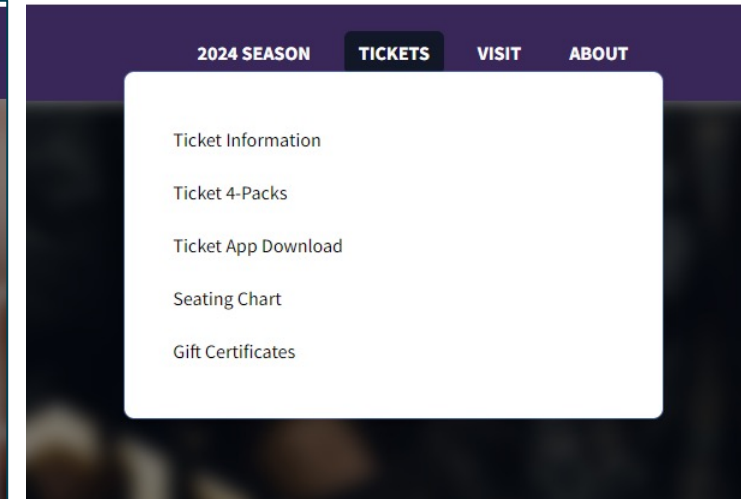
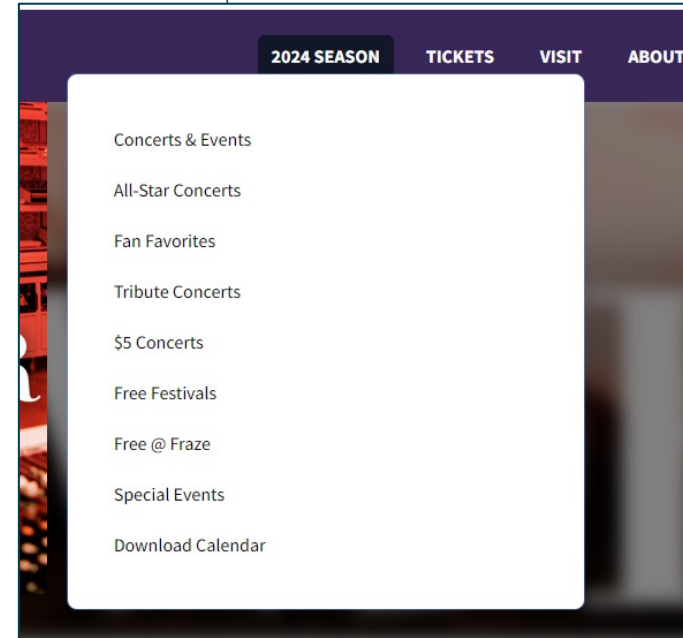
Fraze home page



The homepage of the website gives good information to a guest that is visiting for an number of reasons. The top banner scrolls through upcoming concerts and there is a “Coming up at Fraze” section immediately below, which gives guests visiting the website multiple ways to see what is up and coming. The marketing photos chosen are attractive and interesting to someone who is looking to find an event to attend.

Along the top banner are four options: 2024 season, tickets, visit, and about. When you hover over each option it gives you several choices for each selection. The options are well labeled and navigate to the correctly corresponding pages.

Fraze banner dropdowns



The Frequently Asked Questions (FAQ) page has a lot of good information for guests looking to visit the facility. The FAQs are comprehensive and easy to understand. At this time, we have not noticed any questions or answers missing from the FAQ page.

#### Excerpts from the FAQ page

##### **WHERE CAN I PARK?**

Free parking is available at select lots around the facility. Parking is not guaranteed. You may also park on surrounding side streets, where permitted. Please allow sufficient time to park, walk to venue and enter gates.

##### **IF I USE A RIDESHARE SERVICE, WHERE CAN I BE PICKED UP AFTER A CONCERT OR EVENT?**

If you are using Uber, Lyft, or another ride-sharing service, our Street Team will do their best to direct all pickups to either side of Commons Way. Pickup area may not be available at each event.

##### **ADA ACCESSIBILITY AT THE FRAZE**

Accessible seating is available in Plaza, Orchestra, Lawn and Terrace levels. We offer a drop-off area on Lincoln Park Boulevard, east and west of the Pavilion, with limited accessible parking. Space is available on a first-come, first-serve basis. Assistive-listening devices are also available at every performance. If anyone has any concern with an ADA seat, please contact a ticket office team member by calling 937-296-3300.

##### **CAN I BRING MY LAWN CHAIR TO SIT ON THE LAWN?**

Seat backs are available for rent for lawn seating. Lawn chairs, beach chairs and stadium seats are not permitted. Any chair with exposed metal, wood or plastic is not permitted. Back supports that do not elevate patrons off the ground, or contain exposed metal, wood or plastic may be brought into the facility. Blankets are recommended and encouraged!

##### **WHAT DOES IT COST TO RENT A FRAZE SEAT BACK?**

Pre-order online to reserve your seat back and save! Order online in advance of show date for \$15 each, or \$20 on day of show. Seat backs are available for rent or pick-up when the gates open. Back supports that do not contain exposed metal, wood, or plastic, or elevate patrons off the ground may be brought into the facility. Seating areas are not covered and lawn and terrace seating may be wet.



**PLEASE NOTE:** Limited number of seat backs are available for rental at each show. Ticket to performance not included.

##### **WHAT DOES “GENERAL ADMISSION” MEAN?**

Several concerts each summer are sold as General Admission, meaning all seating is unreserved and available on a “First Come, First Serve” basis. There are NO saving of seats, rows or blanket space associated with general admission seating. Your entire group must be in attendance to ensure sitting together or face forfeiture of any “saved” seats.



The bag policy is fairly standard and is outlined in multiple places on the website. A photo and a drawing exist to help convey the message to guests. We believe this is fairly straight forward, industry standard, and well detailed to not confuse guests. It should be noted that the photo to the right includes a sealed water bottle. There is some confusion among guests (per survey data) that many guests believe water bottles are not permitted. If water bottles are only permitted at some shows, we recommend removing the water bottle from the photo.

Fraze bag policy

**PERMITTED**

Bags & Totes measuring 12" x 12" x 6" or smaller

**PROHIBITED**

Backpacks of any size are NOT permitted into the venue.

Backpacks

Purses larger than 12x12x6

Camera Cases larger than 12x12x6

Drawstring Bags

Luggage

Coolers

**DOES FRAZE PAVILION HAVE A BAG SIZE POLICY?**

YES. Bag/purse/tote size is limited to 12"x12"x6".

Any bag/purse/tote in excess of 12"x12"x6" must be returned to vehicle.

All Backpacks and Coolers of ANY size are NOT PERMITTED into the venue.

**PERMITTED**

Bags & Totes measuring 12" x 12" x 6" or smaller.

**You may purchase a reusable clear tote measuring 12"x12"x6" at Fraze FanFare.**

(Contents shown are not included.)

All carry-in items including appropriate sized bags/purses are subject to search. Be aware that added security measures may slow down entry, so please allow sufficient time prior to your arrival.

RAIN PONCHO

SEALED WATER BOTTLE

TICKETS

LAWN BLANKET

12 INCHES MAX

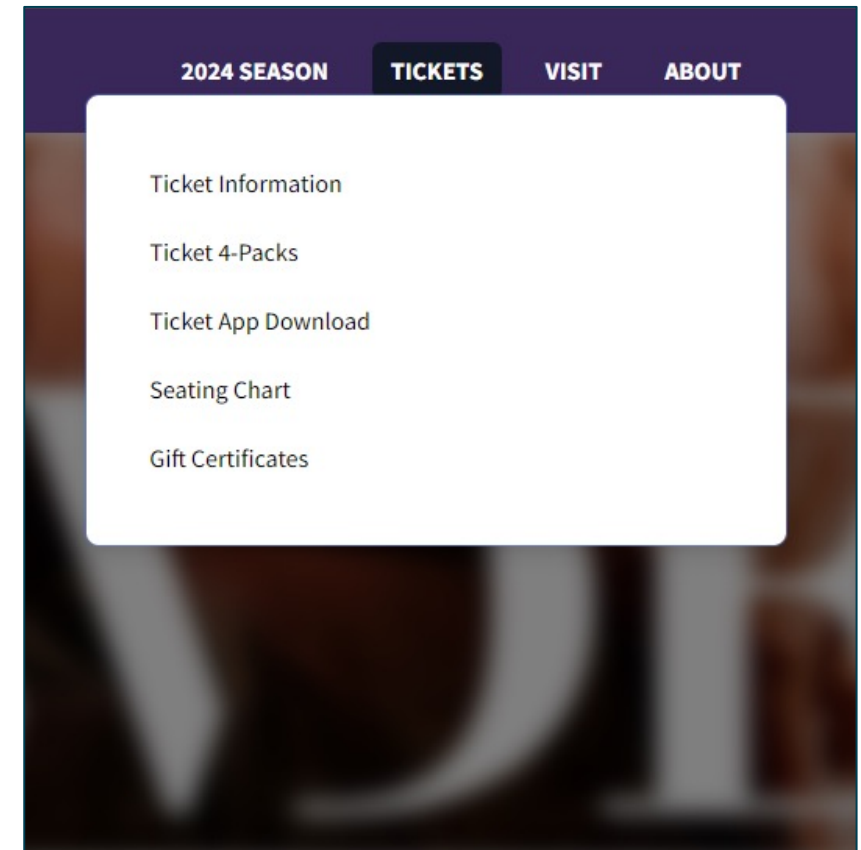
12 INCHES MAX

6 INCHES MAX

# Ticket purchasing

The ticket purchasing process is fairly straight forward on the website. The feature is simple to navigate and contains valuable information that is presented throughout the process. We are not recommending any changes to the ticket purchasing process. The following pages will detail the purchasing process from the lens of a guest.

Ticket options on Frazee.com





The website includes valuable information for the guest including where tickets can be purchased in person. The ticket information section also has information detailing the use of Etix versus other ticket sellers. This piece of information can be useful in protecting the venue in the case that a guest does purchase second-hand tickets.

As seen below, the frequently asked questions section also has important ticketing information that can be useful to guests.

#### Frequently asked questions

##### ALL TICKET SALES ARE FINAL.

Please note that there can be no ticket refunds or exchanges even in the event of inclement weather. All performances are subject to postponement, delay or cancellations due to rain or severe weather conditions. In the event of inclement weather, an announcement will be made on stage by a Frazee Pavilion staff member prior to, or during a performance.

##### DOES MY INFANT BABY NEED A TICKET?

Yes, children of all ages must have a ticket for Frazee events. For reserved seat shows, children under the age of 5 may not sit in Plaza or Orchestra seating and are welcome to sit in the Lawn or Terrace sections. Strollers are not allowed in Frazee Pavilion for any ticketed event.

##### LOST, STOLEN OR TICKET PROBLEMS

If your tickets have been lost or stolen or your tickets were never received in the mail, please contact the original point of purchase for assistance.

#### Ticket information

### Ticket Information

For your convenience, you can purchase tickets to all events at the **Frazee Pavilion Ticket Office** (on show dates), **Frazee FanFare Store** located in Town & Country Shopping Center, [www.fraze.com](http://www.fraze.com), [www.etix.com](http://www.etix.com) or **Charge-by-Phone** at 1-800-514-3849. Additional information about these ordering options is found below.

#### IMPORTANT NOTICE REGARDING PURCHASING TICKETS

We want our guests to have a great experience when purchasing tickets, therefore Frazee Pavilion strongly encourages you to **ONLY** purchase tickets through our authorized ticket outlets.

Make online purchases at [fraze.com](http://fraze.com) (through our exclusive ticketing partner ETIX). You may also purchase in person at Frazee Fanfare located in Town & Country Shopping Center, or over the phone with ETIX at 1-800-514-3849.

Ticket purchases from all other secondary parties are not guaranteed to be authentic and subsequently do not guarantee entry (please note that tickets are sometimes available via official artist webpages for pre-sales, fan club VIP packages, etc.)

Frazee Pavilion has no relationship with any other ticket vendor. We will not be able to verify your account information with any secondary party vendor. Again, we want you to have a great experience – so to purchase tickets electronically, please only use official links provided from Frazee Pavilion at [www.fraze.com](http://www.fraze.com), download the Frazee APP, or via our social media platforms.

When a guest selects a show, either from the main landing page or from the event calendar, they are redirected to an event page for the specific event. The event page contains helpful information about the event at the Frazee and about the artist including a description of the artist, the date and time of the show, and how to purchase tickets and VIP tickets. Additionally, each event allows for the rental of seat backs if the guest wants to add that to their order.

The information included for the events appears comprehensive and detailed. The page is simple to navigate and understand as a guest looking to purchase a ticket and we do not have any recommendations to changes these event pages.

Event information


fraze

2024 SEASON

TICKETS

VISIT

ABOUT

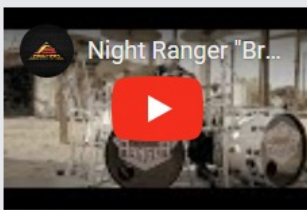


[ALL SHOWS](#) » [ALL-STAR CONCERTS](#) » NIGHT RANGER

Buy Tickets

VIP Tickets

Seat Back Rental



Night Ranger "Breakout"

MIX 107.7 presents MIX FEST 25

# Night Ranger

FRIDAY, JULY 19, 2024

8:00 PM

Gates open at 6:00 PM

TICKETS ON SALE NOW

\$50 - Orchestra Reserved Seat

\$25 - Lawn & Terrace General Admission

Optional Lawn Seat Back rentals are available for \$15 in advance.

\* No ticket fee when purchased in person at Frazee FanFare

(Ticket prices increase \$5 day of show)

Heavy hitting rock legends, **Night Ranger** recently released a live album titled, *40 Years and a Night with Contemporary Youth Orchestra* and it is available on CD/DVD, Vinyl, Blu-ray, and digitally across all streaming platforms. Filmed live at the Key Bank State

Concerts and Events

All-Star Concerts

Fan Favorites

Tribute Concerts


\$5 Concerts

Free Festivals

Free @ Frazee

Special Events

Download Calendar



When a guest selects “buy tickets” from the event page, they are redirected to an Etix website for the event they have selected. This process tracks within industry standards. The Etix webpage has the same information as the Frazee website. The addition of the calendar options are a nice way to encourage guests to add the show to their personal calendars. As seen below, if you wait too long on the page, a popup appears asking if you would like to be added to a list that will remind you before the event happens. This is an interesting way to continue capturing audiences and should continue.

Etix event page

The screenshot shows the Etix event page for Night Ranger at Frazee Pavilion. The header features a large banner with the Frazee Pavilion logo and the text "Music Concerts & Festivals". Below the banner, the event details are listed: "MIX 107.7 MIX FEST", "NIGHT RANGER", and "Frazee Pavilion". The event date and time are "July 19, 2024 8:00 PM", with "Doors Open: 6:00 PM". There are links for "View Seating Chart" and "More Information". A description of Night Ranger is provided, mentioning their 17 million albums sold and 4000 stages performed. A "Night Ranger website" link is also present. At the bottom right, there is a "CONTINUE SHOPPING" link.

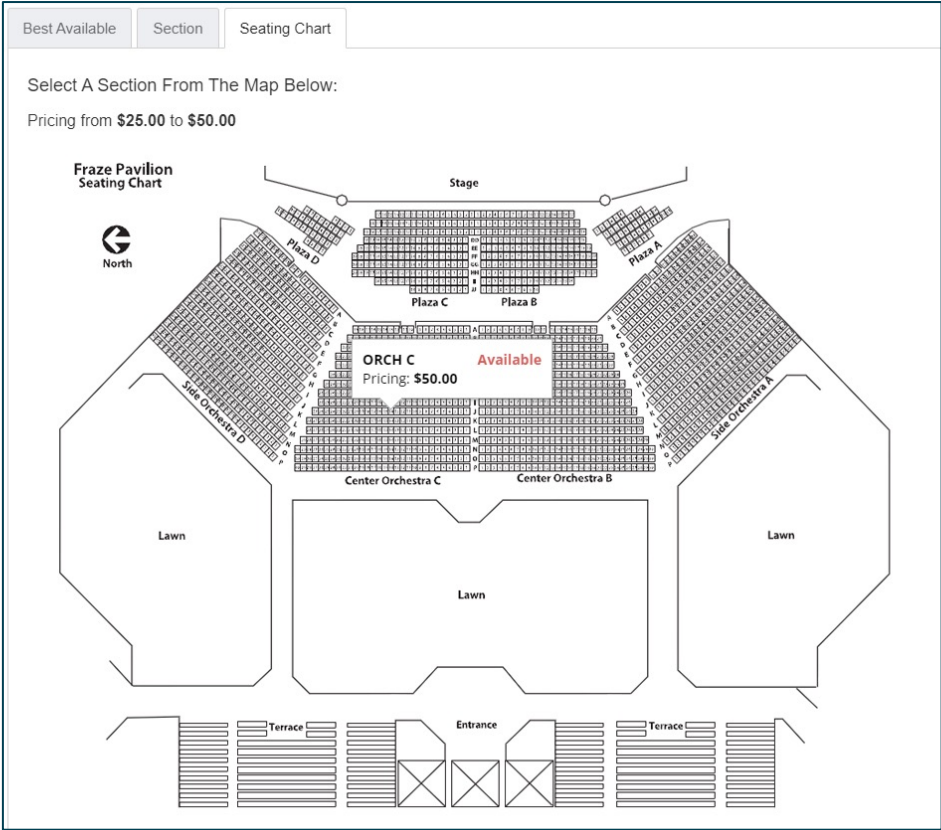
Ticketing pop up

The screenshot shows a ticketing pop up form. The title is "Not ready to buy tickets?". The text inside the form says: "Enter your email address and we'll send you a reminder a day before the performance if tickets are still available." There is a text input field labeled "Enter Email Address". Below the input field, there is a checkbox labeled "I'd like to receive email updates from this venue" which is checked. At the bottom right, there is a blue "Submit" button.



As the guest scrolls down the event page, they are presented with multiple ways to choose their seats. A guest can choose their seats by selecting best available, section, or by seating chart. When the guest chooses best available or section, they are only able to add a number of tickets to their seating cart without choosing specific seats. When the guest chooses seating chart, they are able to choose specific seats by clicking on a section. The details of the seating section can be seen on the following page.

Seating chart option



Best available option

Best Available Section Seating Chart

Select A Section From The Map Below:

Pricing from \$25.00 to \$50.00

Number of Tickets 0 INDIVIDUAL: \$25.00 - \$50.00 \*

Limit 99 tickets per order.

0 ADA: \$25.00 - \$50.00 \*

\* Does not include convenience or handling fees.

Add Tickets

Section option

Best Available Section Seating Chart

Section LAWN

Note: Tickets may not be available in all price levels and sections.

Ticket Type 0 INDIVIDUAL : \$25.00 - \$50.00 \*

Limit 99 tickets per order.

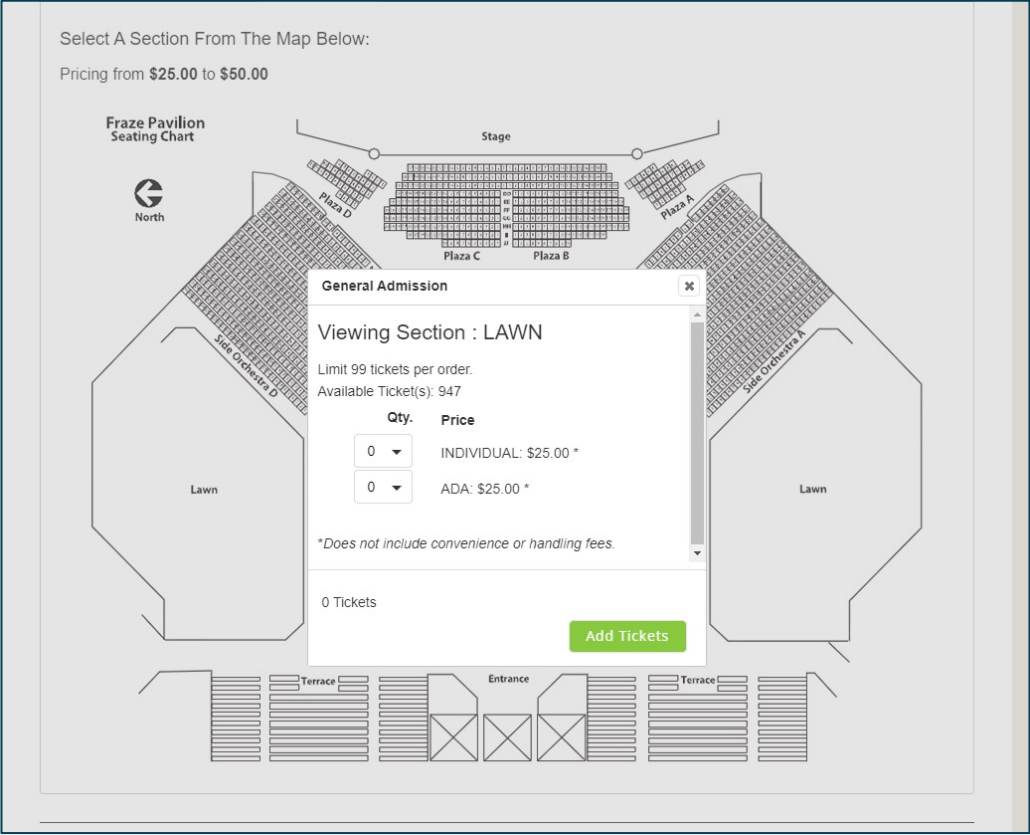
0 ADA : \$25.00 - \$50.00 \*

\* Does not include convenience or handling fees.

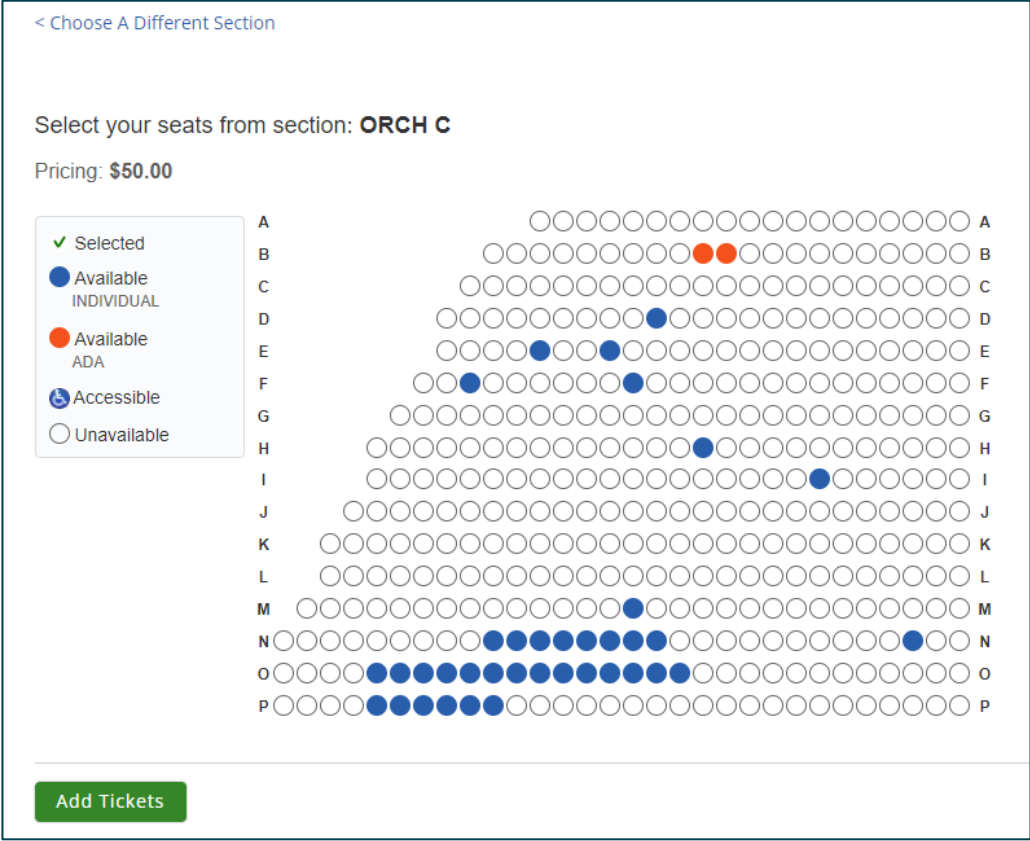
Add Tickets

If a guest chooses a general admission section, the website brings up the option to add individual or ADA tickets from the chosen section. If the guest chooses a section with fixed seating, the seating chart is brought up. The seating chart is simple to navigate, and it is simple to choose which seat(s) the guest would prefer to sit in.

General admission section



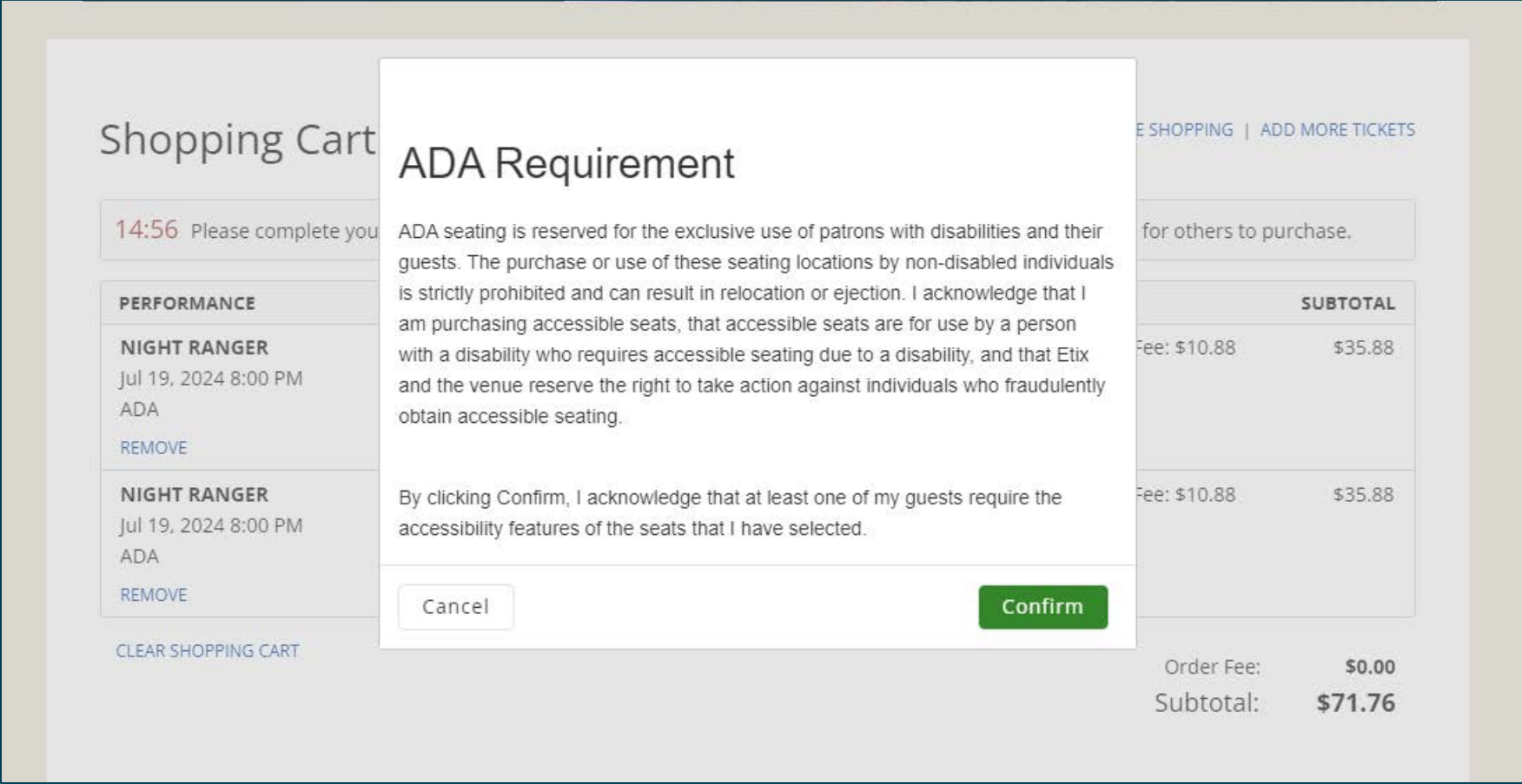
Fixed seating option





If a guest tries to purchase an ADA seat, the below ADA requirement acknowledgment pop up comes up. The guest can either confirm or cancel. If the guest chooses to cancel, the cart clears the tickets to allow for another guest to purchase them. It appears that when seats are released from carts, they are immediately available to the next guest.

ADA requirement popup



The shopping cart keeps tickets for 15 minutes. After the allotted 15 minutes (which is denoted with a countdown clock) the shopping cart expires and the tickets are released back to the public. When a guest goes to check out that have to choose a delivery method and they are given the option of adding ticket protection. These are all well-within industry standard practice.

### Shopping cart

Shopping Cart

[CONTINUE SHOPPING](#) | [ADD MORE TICKETS](#)

14:43

Please complete your purchase by the time shown or your tickets and items in your cart will be released for others to purchase.

PERFORMANCE	VENUE	SEAT	PRICE	FEE	SUBTOTAL
<b>NIGHT RANGER</b> Jul 19, 2024 8:00 PM INDIVIDUAL <a href="#">REMOVE</a>	Frazee Pavilion <a href="#">View Seating Chart</a>	Section: LAWN Note: LAWN	\$25.00	Ticket Fee: \$10.88	\$35.88

[CLEAR SHOPPING CART](#)

Order Fee:

\$0.00

Subtotal:

\$35.88

### Delivery method

Delivery Method

☐
**PRINT AT HOME OR MOBILE TICKET FREE!**  
 You will receive instructions on how to print your tickets in your purchase confirmation email.

☐
**WILL CALL FREE!**  
 When picking up your order you must bring the credit card used for this sale, the order # and your photo ID.

☐
**EXPRESS DELIVERY (RECEIVE IN 2-3 BUSINESS DAYS) \$19.95**

Continue

[SUPPORT](#)

### Optional ticket protection

Frequently Added: Ticket Protection

Get reimbursed up to 100% with event ticket protection for an additional \$8.00 per ticket. Offer not available after purchase is complete.

If you can't attend your event due to covered unforeseen circumstances — such as a covered illness or injury, loss of an immediate family member, traffic accident on the way to the event, jury duty, military obligations, and more — you can get back up to 100% of your ticket purchase. Plus, receive 24/7 assistance that can find parking info, book hotels, and more. Also, this plan can provide protection if you need to leave the event early due to a covered reason.

Recommended/offered/sold by Allianz Global Assistance. Underwriter: Jefferson Insurance Company. Plan incl. insurance & assistance services. Terms & exclusions (incl. for pre-existing conditions) apply. [Plan & Pricing details](#), [disclosures](#), [Coverage Alerts](#)

\* Required: Select Yes or No to continue

☐
 YES, protect my ticket purchase for NIGHT RANGER.
 

Highly Recommended

☐
 No, do not protect my ticket purchase.



2,193 people protected their tickets in the last 3 days

☐
 Covid-19 Release, Waiver, and Indemnification The COVID-19 virus ("Covid-19"), has been declared a worldwide pandemic, is extremely contagious and is believed to be spread primarily from person-to person contact. I recognize that the City of Kettering ("City") cannot guarantee that I (or my children, if any) will not become infected with COVID-19 and attending this event could increase my (or my children's) risk of contracting COVID-19. By attending this event, I acknowledge the contagious nature of COVID-19 and voluntarily assume the risk that I (or my children, if any) may be exposed to or infected by COVID-19 and that such exposure may result in personal injury, illness, permanent disability and death. By attending this event, I agree to release and waive any and all claims against the City of Kettering, its officers, officials, employees, and volunteers arising out of or related to Covid-19, and I will indemnify and hold the City of Kettering harmless against any and all such claims. I agree and acknowledge that this Release, Waiver and Indemnification specifically includes any claim, demand, liability, cost, suit, charge or compensation for loss or injury of any kind arising out of or related to COVID-19.


☐
 I have read and agree to the [Terms of Use](#), [Purchase Policy](#), & [Privacy Policy](#). I understand this purchase is non-refundable and non-exchangeable.

If a show is sold out and the guest chooses “buy tickets” from the event page, they are brought to an event page that look similar to the pages of shows with available tickets. The event page for a sold-out show gives the guest the option of adding their email address to a mailing list that will alert the guest if tickets become available. This is a great way to gather guest data and to continue to drive engagement to the event. A guest that is interested in a show may be more likely to purchase tickets if they are alerted to tickets becoming available than they would be if they had to frequent the website themselves, constantly checking to see if more tickets had been released.

#### Sold out show

 This performance is sold out.
 

## LUDACRIS WITH SPECIAL GUEST DJ INFAMOUS

**Fraze Pavilion**  
 July 18, 2024 8:00 PM [+ Google](#) [+ iCal](#)  
 Doors Open: 6:30 PM

**LUDACRIS**  
 The career of the multi-talented CHRIS “LUDACRIS” BRIDGES can best be described as remarkable. As a recording artist, he has sold more than 24 million albums worldwide, thanks to the blockbuster success of such singles as “Stand Up,” “Get Back,” “Southern Hospitality,” “Number One Spot,” “Money Maker” and “My Chick Bad.” All of these records were accompanied by ingenious videos that demonstrated Bridges’ far-reaching imagination, and his willingness to stretch the boundaries of what rap videos should look and feel like.  
[Ludacris on Facebook](#)

**DJ INFAMOUS**  
 One of Atlanta’s most sought after DJs, he’s known worldwide for his mixtape collaborations, is tapped by the biggest promoters to DJ celebrity events at Atlanta’s most popular venues such as Reign Nightclub, Prive Lounge, Compound, and The Velvet Room, has toured the world, and has collaborated on projects with some of urban music’s biggest artists such as Ludacris, T.I., YoungJeezy, KanyeWest, Jay-Z, 50Cent, and RickRoss.  
[DJ Infamous on Facebook](#)

[CONTINUE SHOPPING](#)

[Email Alert](#)
[SMS Alert](#)

We'll send you an email if tickets become available.

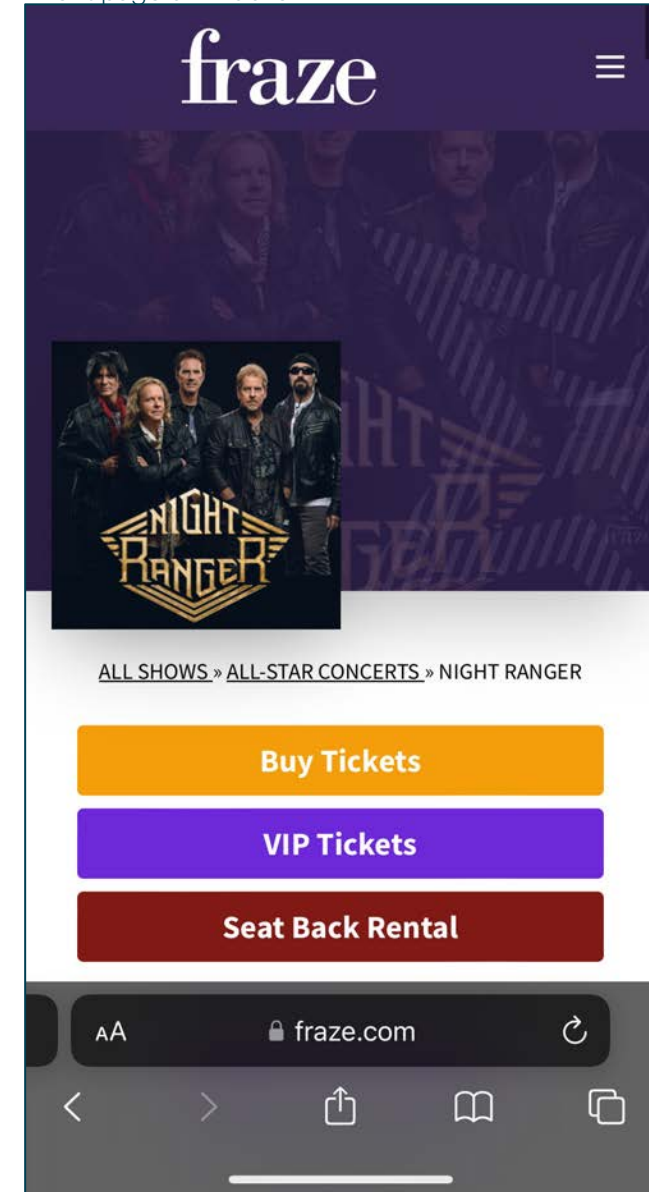
**Email:**  [Set Alert](#)

[Tweet](#)
[Share](#)
[Email](#)

# Website on mobile

The website on mobile functions well and it attractive. It is easy to navigate and functions almost exactly like the website does on a computer. When a guest selects a show from the landing page or the event calendar, they are sent to an event page that is very similar to the event page on the desktop version. Guest are prompted to choose “buy ticket,” “VIP tickets,” or “seat back rentals,” just like the desktop version of the website.

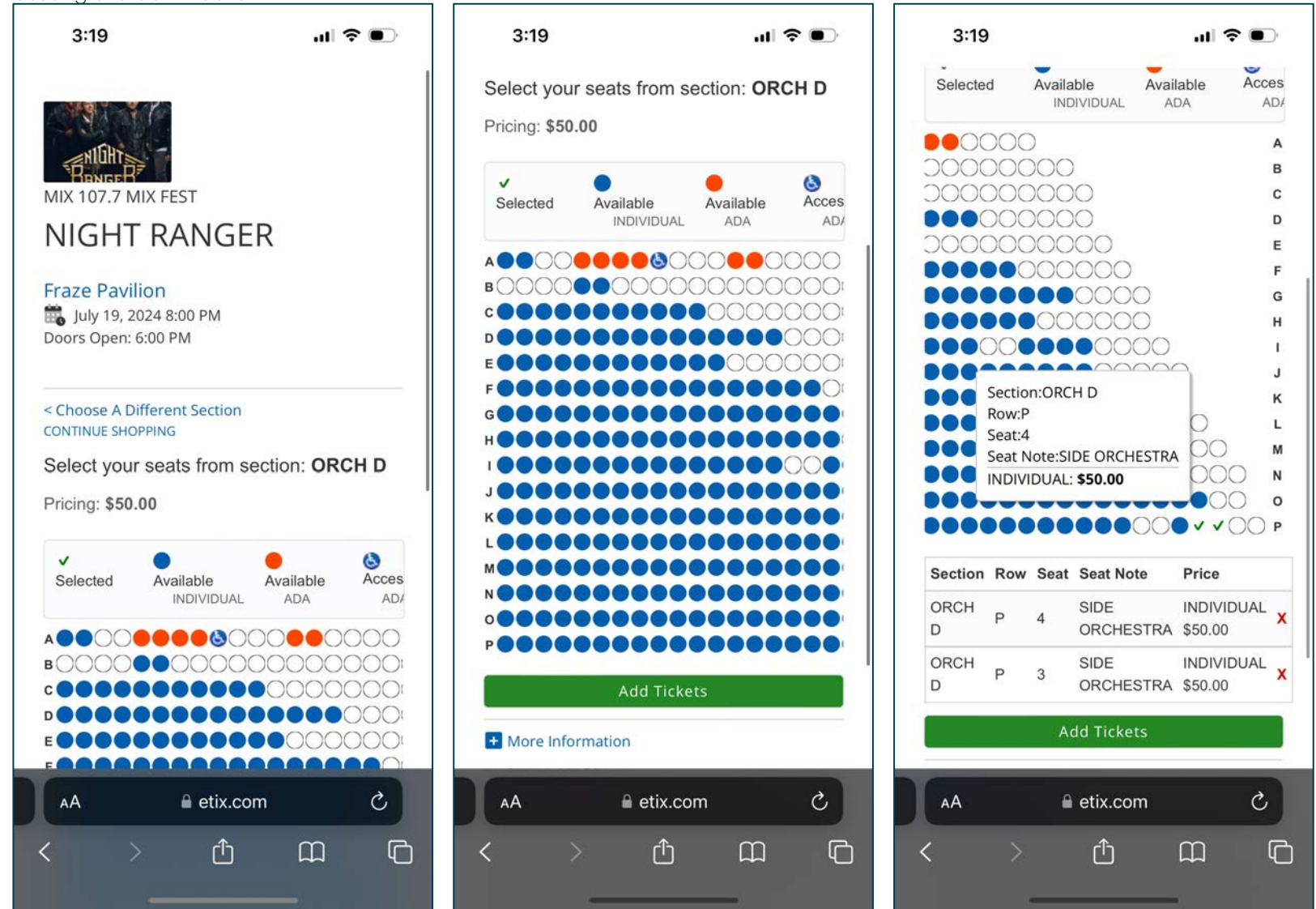
Event page on mobile





When a guest selects “buy tickets” from the event page, they are redirected to a very similar Etix page to the desktop version. The guest is given the same options (best available, section, seating chart) to choose from. Just like the desktop version, if the guest chooses “best available” or “section” they are prompted to choose a number of seats. If the guest choose “section” they are able to choose a seating section and are able to choose their own seats. If the case of the mobilke version, the seating chart is scrollable (as seen in the three screen shots to the right). This keeps the seating chart large enough for a guest to see the available seats and to choose their preferred seat(s). Chosen seats are indicated with a green check mark.

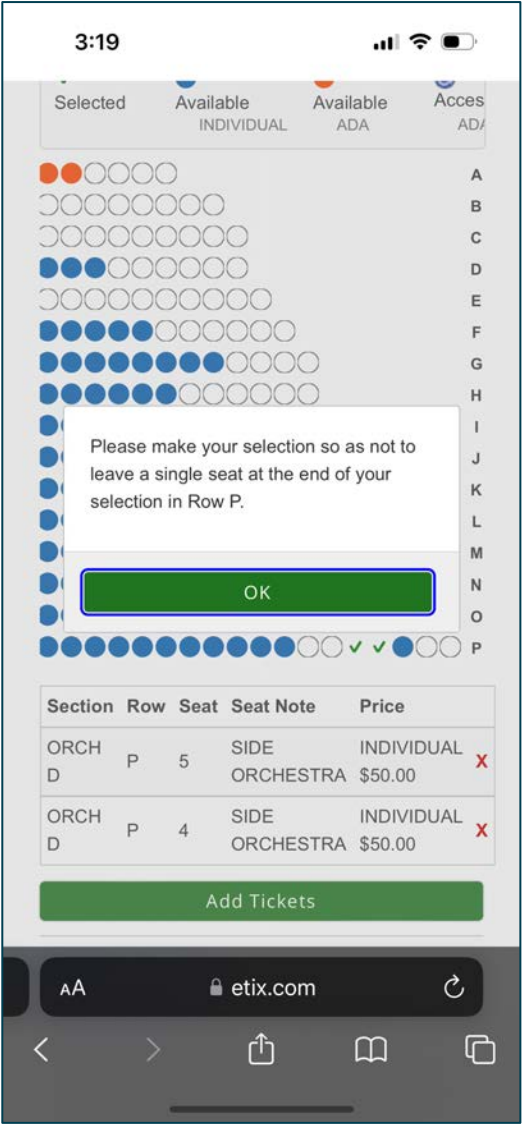
Seating chart on mobile



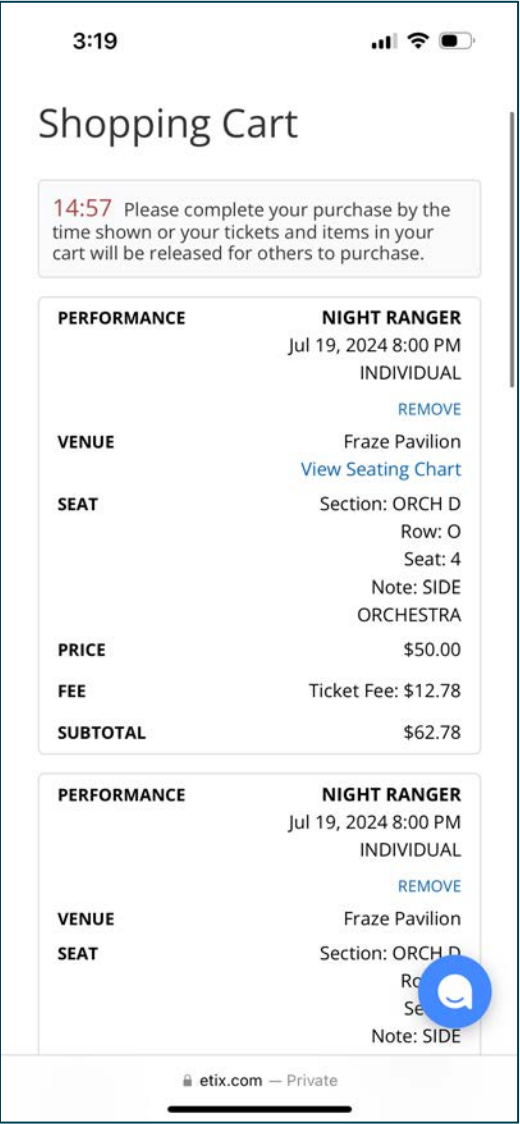
One thing that was noticed in the mobile review was that when an “orphaned” seat was left, a popup appeared promoting the guest to not leave a single seat the end of the row. This is not unique to the mobile app, it was simply noticed during the mobile review process. While this makes sense, in the case of the seats being chose (as seen in the screen shots to the right), there were 3 seats left at this specific location. If a guest wanted to purchase two tickets, they would only be allowed to do so by choosing another location.

The shopping cart functions the same on mobile as it does on the desktop version. The 15-minute timer counts down at the top of the page and releases the tickets back to the public once it expires. Guests are given the same options of choosing their delivery method and ticket protection as well.

Seating chart on mobile



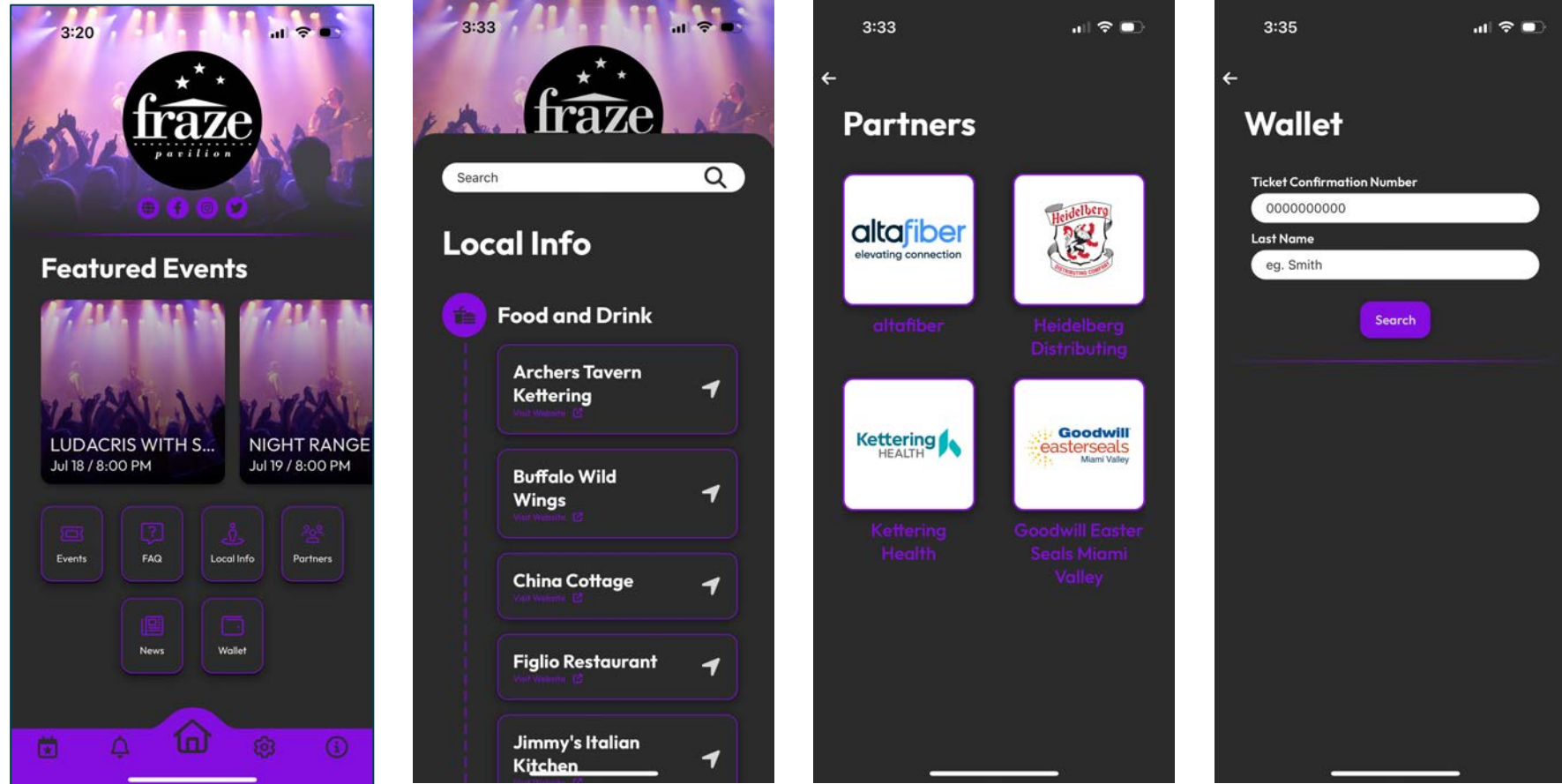
Shopping cart on mobile



# Fraze App

The Fraze app is attractive and easy to navigate. It has many of the same features as the desktop and mobile version of the website, including events, featured events, and FAQs. Other options available from the app's homepage include local info, partners, news, and wallet. Local info gives the guest an opportunity to digitally explore the area. Partners appears to navigate to a sponsor page, which the guest can then use to navigate to the sponsor websites, and wallet gives the guest the ability to search for tickets the guest may have purchased.

Fraze app screen shots

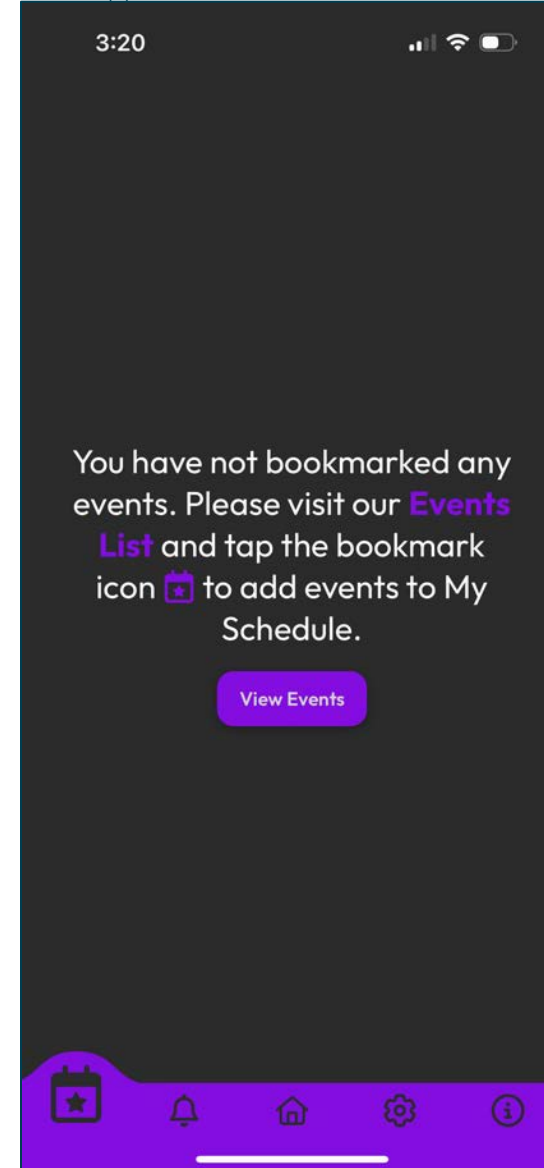




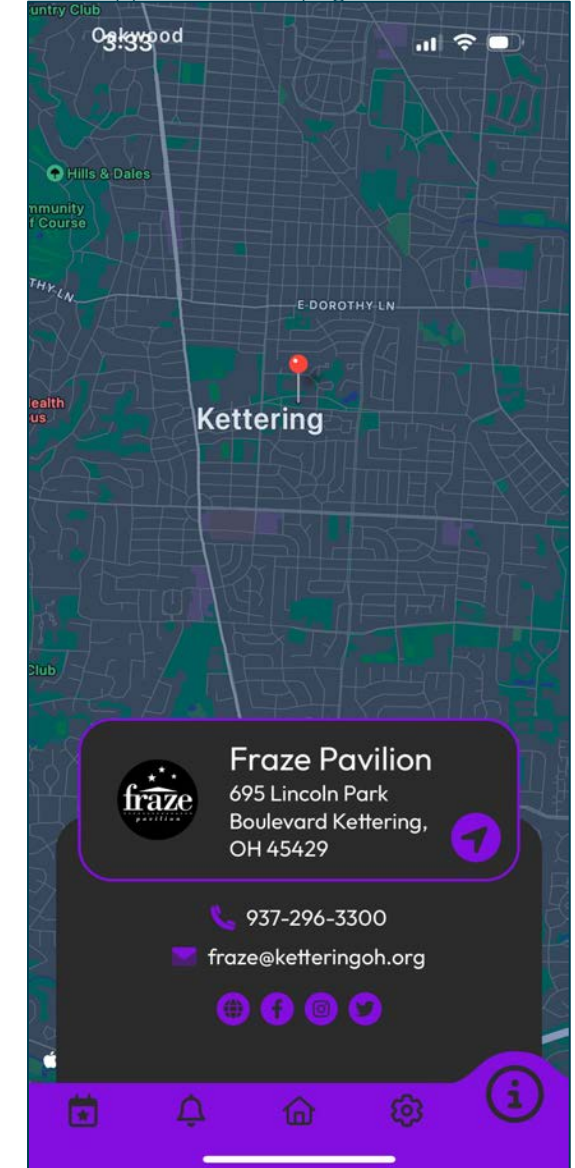
The app gives guests the option of bookmarking events. This allows a guest to revisit shows they may find interesting. This is a clever way for the app to drive engagement and remind guests of events they've found interesting on the calendar.

The info icon along the bottom of the app brings guests to a navigate page that allows the guest to easily navigate to the venue. It also gives the guest the option of making a phone call to the venue, emailing the venue, or navigating to the Frazee website or social media (Facebook, Instagram, and X [formerly known as Twitter]). This is a useful and comprehensive information tab.

Fraze app benchmarked events

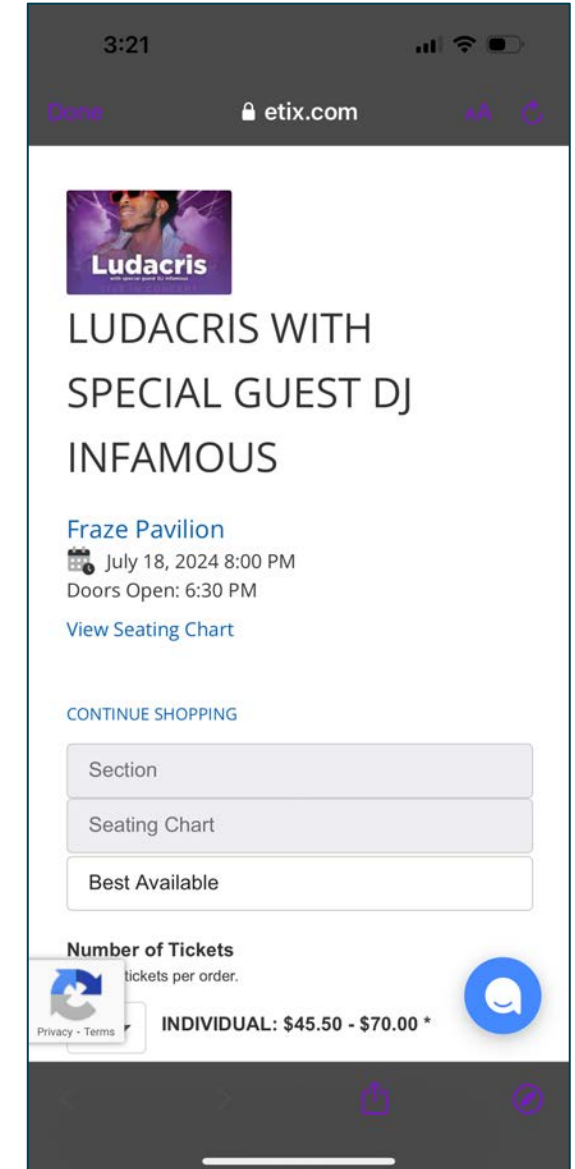
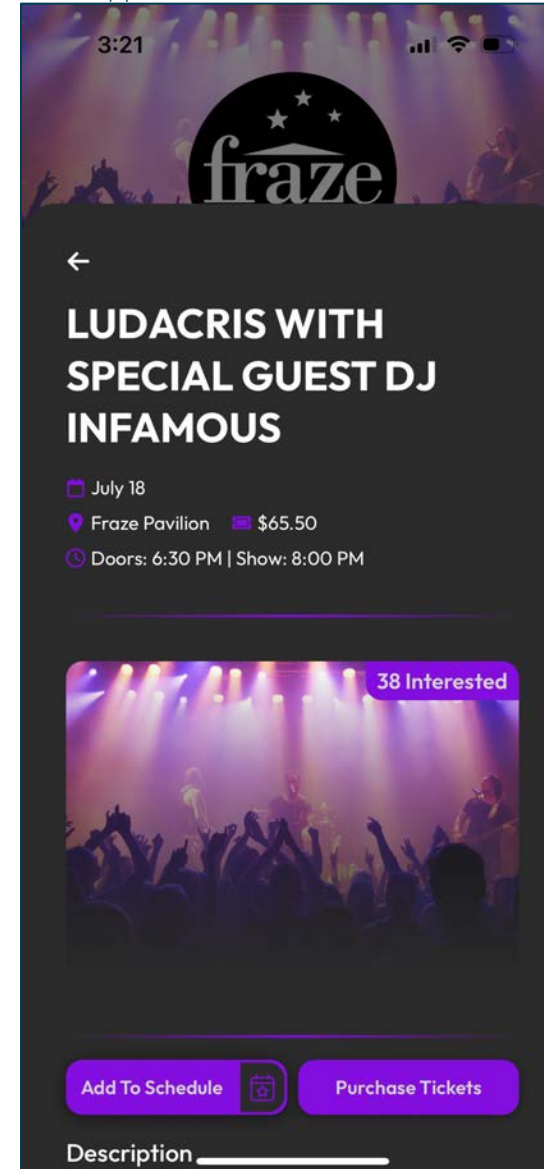


Fraze app information page



When a guest chooses a specific event on the app, the ticket purchasing functions the same as when a guest chooses an event from the website. The guest is navigated to an Etix event page that functions the same in the app as it does on the mobile version of the website. Just like the mobile version of the website, this page is easy to navigate from a phone.

Fraze app event selection





# Social media review

## Facebook

Fraze Pavilion has a decent Facebook presence with good engagement. As of the writing of this report, the Fraze Pavilion Facebook page has 59,000 likes and 63,000 followers.

The Fraze Pavilion keeps guests engaged on the Facebook page year-round, with the Fraze posting 26 times in the month of January and 43 times in the month of February. These posts, even with the Fraze Pavilion is not in-season, have decent engagement from guests. June, a month the Fraze is in-season, had a total of 44 posts. Most posts, regardless of the time of year, have reactions, comments, and shares; the comments on most posts are very positive, with friends tagging others and guest showing excitement for the upcoming shows.

Posts that ask for engagement, such as the post to the right, receive the most traction among guests. Fraze Pavilion has quite a few posts asking guest questions, such as favorite song. These posts are positively received. Posts announcing shows and posts the include photos from shows are also positively received by guests. Many of the posts announcing shows have comments from guests tagging their friends, asking if they would like to attend the show. This is a great way to drive further traffic to the Facebook page, assuming guests are tagging friends who do not follow Fraze Pavilion. Guests, artists, and local organizations mention Fraze Pavilion and share Fraze Pavilion posts across the platform. This is another way to drive traffic to the Fraze Facebook page.

Facebook post



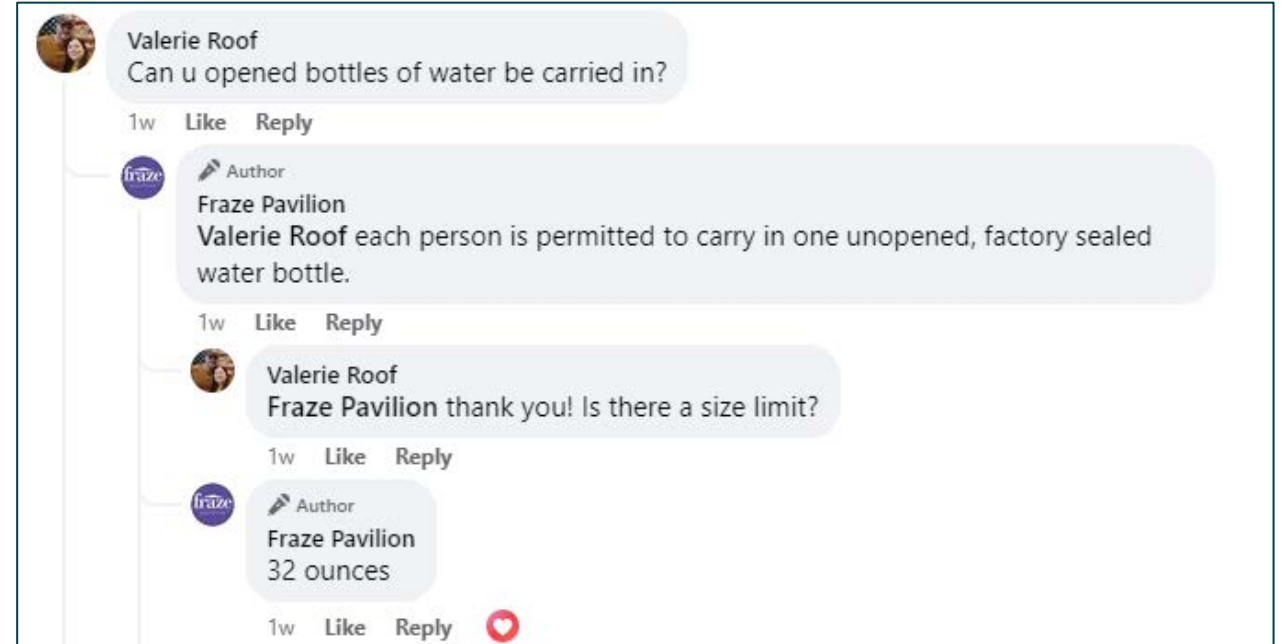
### Facebook continued.

Fraze Pavilion utilizes events for both ticketed and non-ticketed events. These events have decent engagement, with guests sharing, reacting to, and commenting on the event pages. Creating events on Facebook also allows guest to add the event to their personal calendar. Overall, it appears that guests react positively to the events, marking that they are going or interested.

Fraze Pavilion also interacts with some of the guests, occasionally commenting on events. Some of the comments are comments on the post with more detailed information, such as warnings to guests to not purchase second-hand tickets. Some of the comments answer questions asked to the page. These engagements are helpful to both the guest that asked the question and guests that may have the same question for the venue. Question answering on the page also reminds guests that there are people that run the Facebook page. This helps continue to drive engagement, as the page appears very active, both in crating content and engaging with guests.

Overall, the Facebook page is well curated, driving engagement to the page and to the events. At this time, we have no recommendations on changing the Facebook page and suggest that the Fraze continue engaging the public in the way they have been up to this point.

Facebook comment section



## Instagram

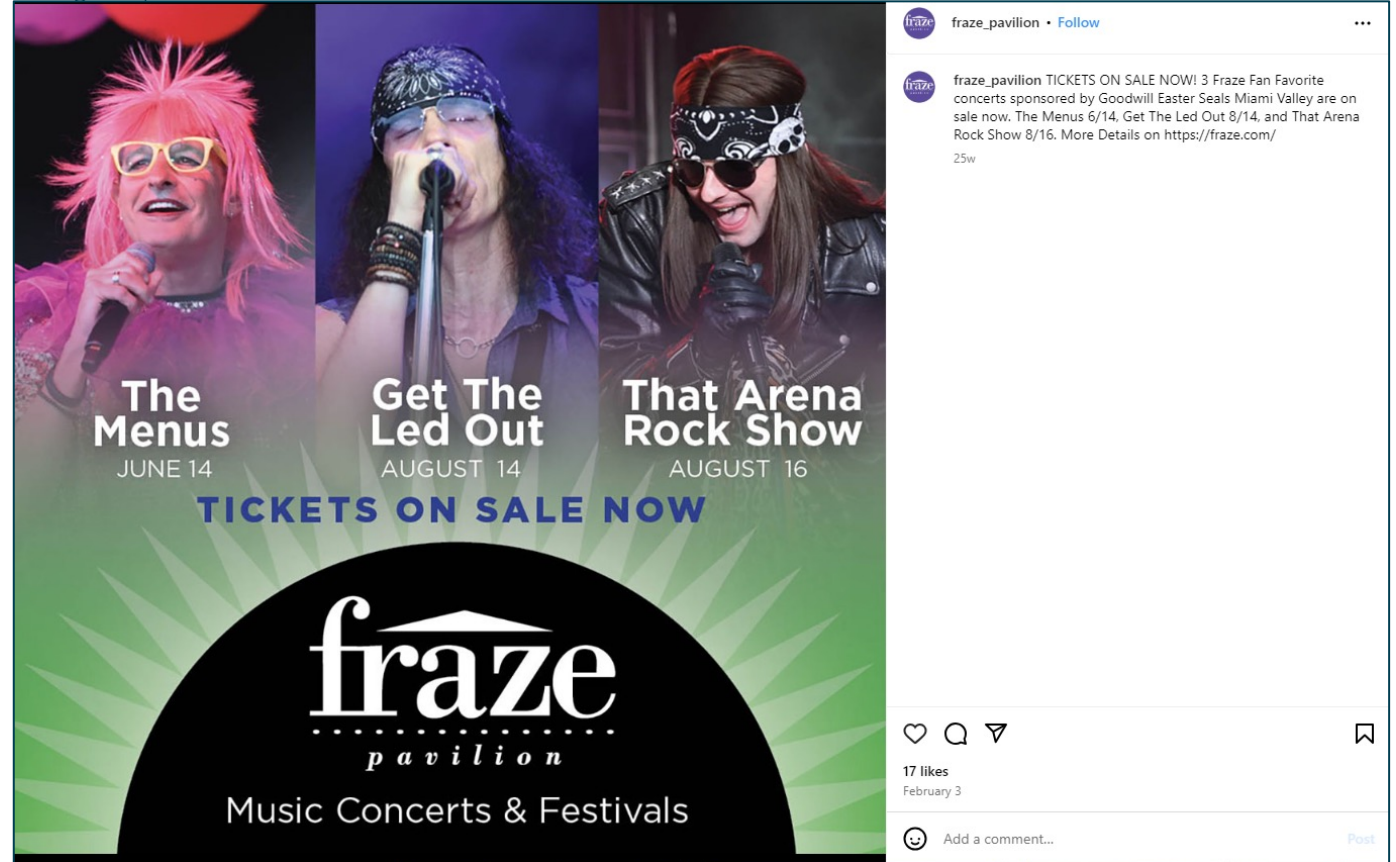
Fraze Pavilion has 4,189 followers on Instagram. The difference in followers between Facebook and Instagram may be a reflection of the age demographics of the guests at Fraze.

Posts on Instagram are frequent, with 34 posts in February, for instance, and 34 posts in June. Posts get a fair amount of traction, but do not rise to the engagement levels of Facebook. Most Instagram posts appear to receive 20 or less reactions and 1 or no comments.

Engagement can be driven to the site by using a few different tactics:

- Use stories and reels
  - At the writing of this report, Fraze did not have a story active. Reels are used and receive some traction (typically between 200 and 600 views with exceptions).
- Utilize hashtags
- Run contests or giveaways
- Cost-promote on other platforms

Instagram post



### X (formerly known as Twitter)

Fraze Pavilion has 3,351 followers on X. Engagement on X is less than on Instagram, with most tweets having a low-level of views, typically less than 200. Fraze had 34 tweets in February and 31 tweets in June. Many of these tweets resemble the content on Facebook and Instagram. In order to drive engagement on X, Fraze could:

- Share (retweet) guest content
- Run polls
- Retweet and like content from artists
- Utilize hashtags
- Cross-promote across other social media platforms

X post





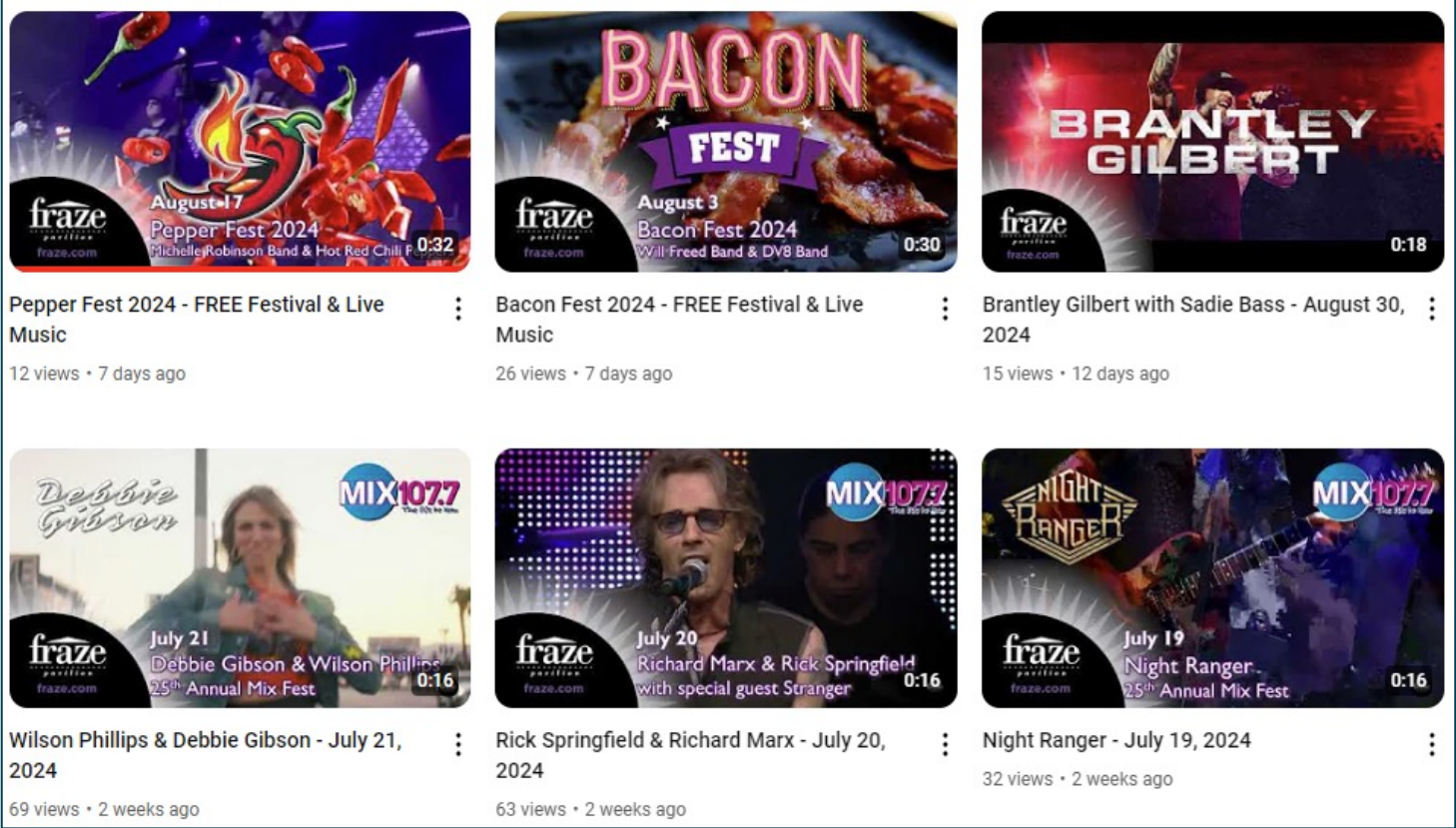
# YouTube

Fraze Pavilion only has 13 subscribers on their YouTube page. There are a total of 20 videos than span from February 14 to July 23, 2024. It appears that the YouTube channel is new this year and has the opportunity to become more popular in the coming years.

Some ways that Fraze can drive engagement on the YouTube channel are:

- Creating unique behind-the-scenes content only available on the YouTube channel
- Hosting live streams of events
- Collaborating with artists
- Embedding YouTube videos on the Fraze website
- Including links to YouTube videos in newsletters

YouTube video options



# Online search results


Fraze Pavilion is relatively easy to find using online search. For instance, a Google search of “things to do in Kettering” yields Fraze Pavilion as the 2<sup>nd</sup> option under “Top sights in Kettering.” It is also listed as the 6<sup>th</sup> “Top attractions in Kettering” on Trip Advisor, an article that was also returned by the “things to do in Kettering” Google search. On Trip.com, Fraze Pavilion is listed first under “what to do in Kettering.” A Google search of “live music Kettering” returned Fraze Pavilion as the first suggestion.

When searching Yelp for “things to do” in Kettering, OH, Fraze was not listed in the top 100 suggestions. A search of “music” and “live music” on Yelp also did not yield Fraze Pavilion. Fraze Pavilion is currently unclaimed on Yelp. This could lead to the venue not being turned back as a suggestion on searches. We recommend claiming the business and completing the business profile. This would allow Fraze to increase its visibility through Yelp events and Yelp offers.


Fraze is also unclaimed on TripAdvisor.com. It is currently listed as 1 of 1 “theater & concerts in Kettering.” Therefore, when you search for a concert venue in or near Kettering, it shows on the list. Claiming this business on TripAdvisor could allow Fraze to better advertise through the site.

## Google search result


### Places :



**Faze Pavilion**  
4.6 ★★★★★ (2.3K) · Live Music  
Kettering, OH  
"Excellent place to enjoy live music."




**Phone Booth Lounge**  
4.2 ★★★★★ (365) · \$10–20 · Lounge  
Kettering, OH  
"Great place to go view **live bands** usually Thursday through Saturday"



**Wayfarers Inn**  
4.4 ★★★★★ (341) · £1–10 · Pub  
Kettering, United Kingdom  
"Very busy great atmosphere super **live music** 🎸"

More places →



A Google search of “live music Dayton” yields Frazee Pavilion as the 16<sup>th</sup> result. This is a pretty high result, given that Frazee is technically outside of the Dayton city limits. Frazee is still on the first page of search results in this instance.

DaytonLocal.com also lists events at Frazee Pavilion. This is an excellent partnership and should continue. When searching “live music Dayton” on Google, the first result was an article titled “Concerts & Live Music in Dayton Ohio” with events at Frazee being listed. This is a great way to bring in tourists and Dayton locals.

It is not surprising that a Google search for “things to do in Dayton, Ohio” did not turn back the Frazee as an option, since the list for “things” is very broad in nature.

The Dayton Convention & Visitors Bureau lists Frazee Pavilion third on its “Concerts & Live Music” page above Levitt Pavilion and Rose Music Center. The page appears up-to-date and directs users to the Frazee.com website for more information.

Dayton CVB website

## Concerts & Live Music

Welcome to the vibrant world of live music in Dayton, Ohio! Whether you're a local resident or planning a visit, Dayton's music scene offers a diverse range of concerts and live performances that are sure to satisfy any music lover's cravings.

From iconic music venues to intimate clubs, Dayton & Montgomery County has it all. You can catch your favorite chart-topping artists, discover up-and-coming talents, or enjoy the sounds of local musicians who are making waves in the industry. No matter what genre you're into—rock, pop, jazz, country, hip-hop, classical, or everything in between—Dayton's stages are alive with incredible performances waiting to be experienced.



Dayton Opera



Dayton Philharmonic Orchestra



Frazee Pavilion



# Online reviews


## Trip Advisor


Fraze has a total of 166 reviews on Trip Advisor and a 4-star rating. The ratings are mixed, with most reviews giving 5 stars (106 5-star reviews versus 16 one-star reviews). Some of the popular mentions include: lawn, seats, parking, tickets, sound, and restrooms. These are common mentions in both positive and negative reviews.

Most common positive reviews included comments about the seating (i.e. “not a bad seat in the house”). Other positive reviews included the ease of parking, the venue’s sound, and just a general feeling of positivity towards the venue and the bands performing. Some comments were left by repeats guests while other specified that it was their first time, but they would be returning.

Negative reviews on Trip Advisor pertain to the staff’s treatment of the guests. Many of the reviews reference specific personal stories of their treatment from the staff or their witnessing of treatment to another guest.

Reviews on TripAdvisor.com



**5js94**  
 Edon, Ohio, United States • 53 contributions



**So much fun**  
 Jun 2023 • Friends

The venue was perfect for an outdoor concert!! The staff was helpful and kind!!!  
 Make sure you check the website for bag size before going. They also sell clear ones for 5 bucks.

Written June 5, 2023

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.


**CincinnatiMichelle**  
 Cincinnati, OH • 39 contributions


**Won't go back! Rude and unprofessional staff!**  
 Aug 2022 • Couples

This was my first time visiting the Fraze. Drove an hour to get there to see TLC and Shaggy. Nice intimate venue and the concert was great, BUT, the RUDEST, most unprofessional staff I've ever seen! Thanks to one of their ushers named ERIK, I will never return! I hear that they're known for treating their customers like this! Unfortunate! I complained to one of the workers there and she said that they treat their employees like crap too and that she wouldn't be returning either!

Written August 20, 2022

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.



## Yelp

Fraze has a total of 47 reviews on Yelp and a 3.4-star rating. The reviews on Yelp are less mixed than the reviews on Trip Advisor, with Yelp having 17 5-star reviews and eight 1-star reviews. There have only been 1 review left on Yelp in 2024. This review was 5-stars. In 2023 there were 4 reviews left, two 5-star reviews, one 1-star review, and one 2-star review.

Positive reviews on Yelp mirror the positive reviews on Trip Advisor, with guests commenting on the seating, views to the stage, the availability of parking, and acoustics.

Negative reviews also mimic the Trip Advisor negative reviews, with guests citing the bag policy and the treatment of guest by staff as the biggest concerns.

### Reviews on Yelp.com



**Carolyn B.** Elite 24  
Cincinnati, OH  
📍 459 📅 651 📞 3571

★★★★★ Aug 12, 2023

📷 3 photos

Really pretty outdoor venue with nice landscaping and a water feature. Everything was clean. There were no lines for the restrooms. The size of the Pavilion is a lovely smaller size so that you could see the performers very well. After reading about parking, I arrived a little bit early and there were lots of free parking which was a very, very short walk away from the entrance so it all felt very safe and pleasant. All of the volunteers were friendly and helpful. The concert had booked half a dozen oldie groups. Gosh, that brought back so many memories.



**Bill M.**  
Mansfield, TX  
📍 27 📅 6

★★☆☆☆ Jul 24, 2023

Attended the Boney James concert on 7/23/23. Beautiful venue & great parking. Compared to the Rose Music Center in Huber Heights however, Fraze is seriously lacking in patron satisfaction issues. For a 7:30pm show we arrived at 7:10pm and stood in a long winding line with hundreds of patrons for 25 minutes. We were still waiting to enter when the first band started. There were no Fraze volunteers around to explain why the long line existed, as many patrons wondered about the delay. When we finally arrived at the security gate, the delay was due to only two gates available (for 4,500 patrons), checking all the purses and bags, validating ID cards to ascertain age and then issuing wristbands to enable the purchase of alcohol. I told the rude, inconsiderate, Fraze security officer that I did not intend to purchase alcoholic beverage and he insisted I needed a different color wristband anyway. This "entry process" is slow, inefficient and wasteful! The show was good, but compared to other venues, Fraze needs to reengineer its entry and concessions process to eliminate wasting the time of its patrons.


## Google


There are a total of 2,271 Google reviews for Frazee with 4.6 overall stars. Reviews tend to mention parking, festivals, concessions, purses, and festivals. These “often mentioned” results are from both positive and negative reviews. Guests seem more active on Google than on other platforms, with multiple reviews posted in the last few weeks.

Positive reviews on Google mention the atmosphere of the venue. Many guests comment that there’s not a bad seat in the house, the grounds are clean, the park is beautiful, and the acoustics are great.


Negative reviews on Google pertain mostly to the staff treatment of guests and to confusion surrounding the bag policy. Since the bag policy is regularly mentioned in reviews, we would suggest creating more detailed signage around the venue.

### Reviews on Google


**Paul**  
 120 reviews · 11 photos

 a week ago **NEW**

This venue has a fantastic vibe. Safe, well-lit, excellent concessions, and to be able to see Night Ranger for \$62/seat is a true bargain. Highly recommend.

 Like


**Wrecked Johnson**  
 Local Guide · 212 reviews · 36 photos
 
 a year ago
 
 4

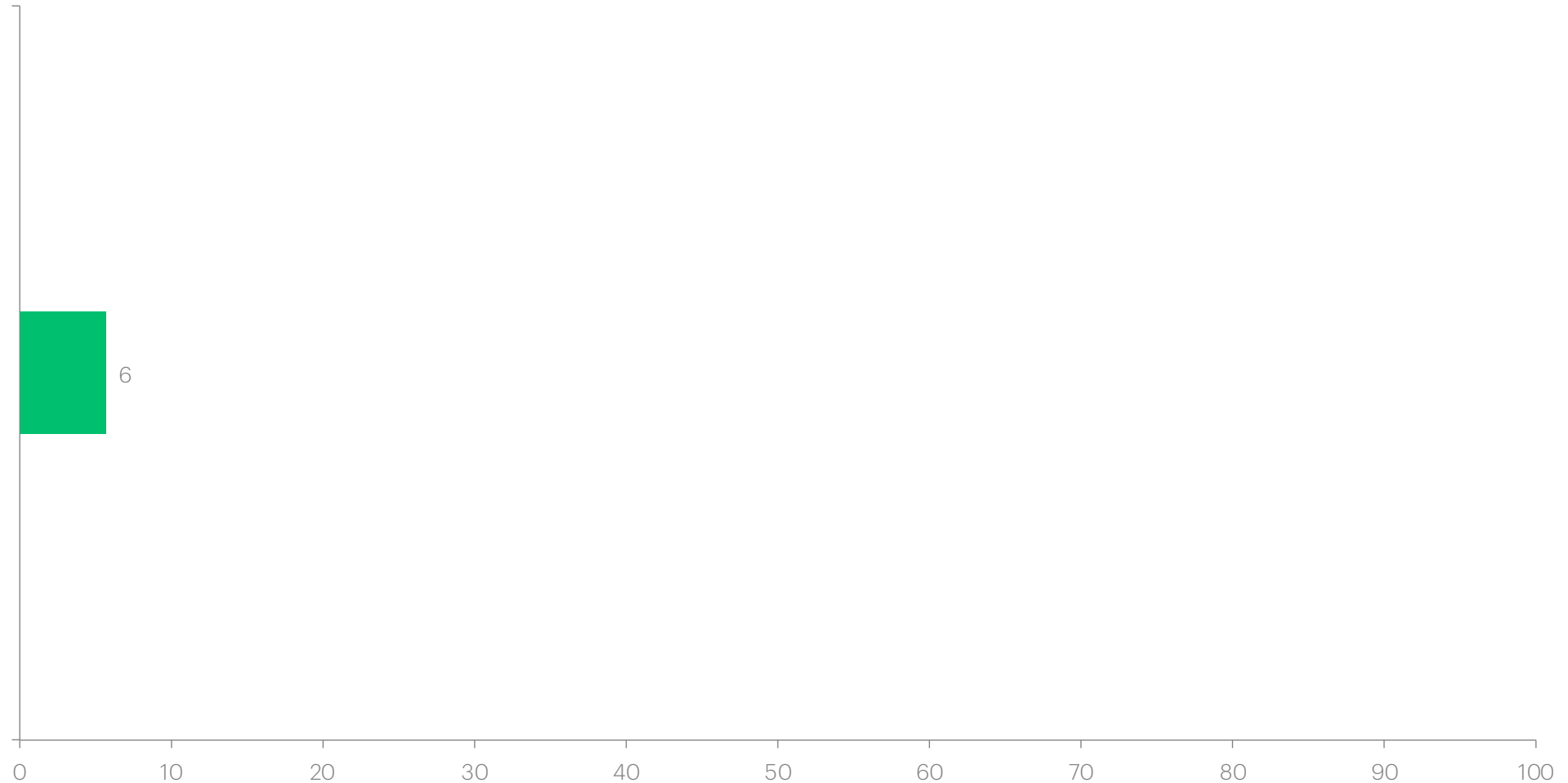
# Appendix D: community survey data



# Fraze Team member survey results



# Q1: How long have you worked for the City of Kettering?

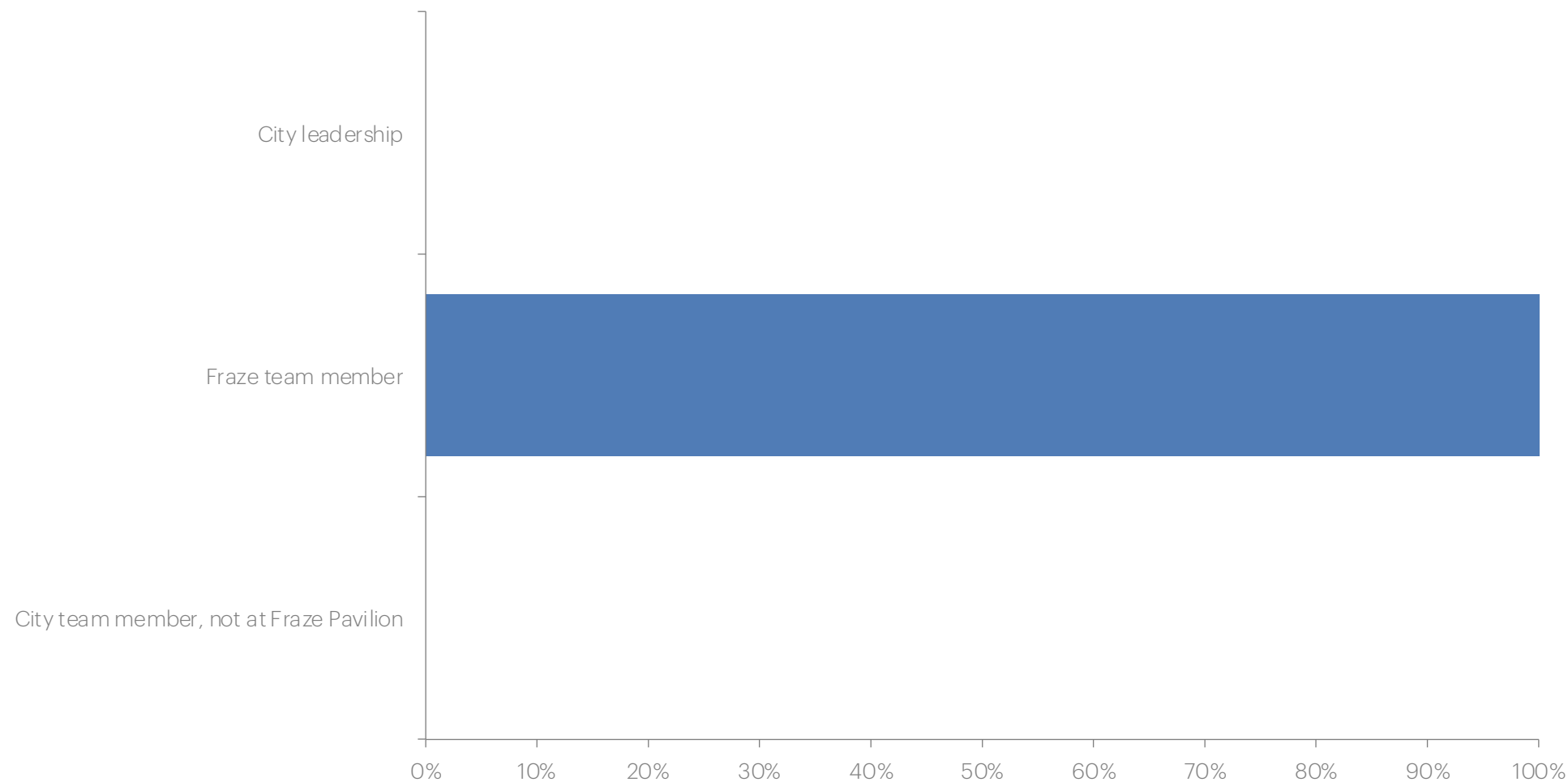


# Q1: How long have you worked for the City of Kettering?

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	6	629	111

• 0	• 0	• 1	• 2	• 4	• 8	• 15
• 0	• 1	• 1	• 2	• 4	• 8	• 15
• 0	• 1	• 2	• 2	• 4	• 9	• 16
• 0	• 1	• 2	• 2	• 4	• 9	• 16
• 0	• 1	• 2	• 2	• 4	• 9	• 16
• 0	• 1	• 2	• 2	• 4	• 10	• 17
• 0	• 1	• 2	• 3	• 4	• 10	• 17
• 0	• 1	• 2	• 3	• 4	• 10	• 18
• 0	• 1	• 2	• 3	• 5	• 10	• 19
• 0	• 1	• 2	• 3	• 6	• 10	• 19
• 0	• 1	• 2	• 3	• 6	• 11	• 21
• 0	• 1	• 2	• 3	• 7	• 12	• 23
• 0	• 1	• 2	• 3	• 7	• 12	• 24
• 0	• 1	• 2	• 3	• 7	• 12	• 25
• 0	• 1	• 2	• 3	• 8	• 12	• 28
• 0	• 1	• 2	• 4	• 8	• 14	

# Q2: What is your role within the City of Kettering?



# Q2: What is your role within the City of Kettering?

ANSWER CHOICES	RESPONSES	
City leadership	0.00%	0
Fraze team member	100.00%	116
City team member, not at Fraze Pavilion	0.00%	0
TOTAL		116



### Q3: What do you believe is the goal of Frazee Pavilion?

- Bring guests together to enjoy great music and enjoy the surrounding area.
- Bringing the community together
- Community engagement.
- Customer service, quality, and efficiency.
- Entertainment
- Entertainment for the community
- For community building
- Freeze pavilion provides an experience for musicians and fans to enjoy music that's not possible with recordings.
- great concerts for reasonable prices
- great times safe experience
- I believe the goal is to entertain the local community with various musical acts.
- I believe the goal of Frazee Pavilion is to provide a safe, secure environment for concerts and events.
- making the people happy and having a good experience
- Music entertainment. Community building.
- Neighborhood entertainment geared towards many different ages and genres
- Offer affordable, quality entertainment to area residents while providing awesome experiences for every guest.
- Provide a fun environment, great music and festivals
- Provide entertainment in nice environment, in the front of the house and good technical quality and hospitality in the back of the house.
- Provide entertainment to all guests while also providing an excellent experience to view this entertainment across the board when they visit the facility.
- Provide quality entertainment for the community & beyond at an affordable price.
- Providing a safe, family friendly event venue
- The goal is to have good entertainment in a relaxed atmosphere and family friendly.
- To allow people to have fun, enjoy themselves, and experience a good time out
- To bring the community together and have a fun time.
- To connect guests to positive experiences via concerts/festivals.
- To create a fun and safe environment.
- To create a sense of community for the community through entertainment
- To enhance the cultural experience of our community by bringing music groups and artists to perform.
- To give the best live music experience and bring the community together
- To give the public an affordable venue to see high quality music and other shows.
- To have fun and enjoy the show!
- To have fun and give the community an opportunity to enjoy music and the city.
- To offer a safe and fun venue for kettering city residents as well as other community residents
- To offer entertainment to the general public at a great price
- To produce a variety of quality entertainment/events while providing outstanding service for the guests, artists and team members in a safe environment.

### Q3: What do you believe is the goal of Frazee Pavilion?

- To provide a friendly and safe environment to enjoy music and community
- To provide a fun and safe experience
- To provide a high-standard summer entertainment venue for the City of Kettering and the region.
- To provide a positive experience for guest.
- To provide a safe and fun environment for people to enough different events
- To provide a safe and positive experience for all guests at a variety of events.
- To provide a variety of live music, festivals, and events to the public, in a safe, clean and fun atmosphere.
- To provide an enjoyable experience at an outdoor music venue in a family type of atmosphere. Providing customer service that is above the rest.
- To provide an inviting atmosphere for guests to enjoy music, festivals, and community.
- To provide community entertainment at a reasonable cost
- To provide entertainment to everyone in a positive and professional manner.
- To provide entertainment to the community.
- To provide entertainment to the community.
- To provide entertainment, festivals for family gatherings and educational events
- "To provide fun and affordable concerts/entertainment to Kettering residents as well as to the people living in outlying communities.
- "
- To provide fun, quality affordable and enjoyable summer entertainment to the community
- To provide guests with a fun, safe venue to enjoy music and festivals at a reasonable price.
- To provide outdoor music entertainment to the community.
- To provide quality entertainment. Superior customer service. Community engagement.
- To provide quality music and entertainment for the Kettering/Dayton area (affordable is also a plus) within a safe environment.
- To provide quality service and entertainment to the community.
- To provide the citizenship of Kettering and surrounding communities a place to enjoy music and entertainment in a park setting.
- To provide the community and surrounding areas with a safe space for quality entertainment and events.
- To provide the community with enjoyable activities
- To provide the summer's best music
- To provided a fun and entertaining space for guest and a nice place to spend time outside of a show.
- To provider quality entertainment to the community at affordable prices
- Welcome the greater Dayton communities to experience and enjoy the City of Kettering through entertaining and educational activities in a beautiful park setting.

## Q4: Do you believe Frazee accomplishes that goal? Please explain your answer.

- 100%
- 9/10 - most guest I see leave always had a good time. You have the occasional guest who say we could improve.
- Depends on who you ask. Many locals feel that the Frazee doesn't bring any good/current acts and they have to go elsewhere to seek entertainment. Many comparisons made to the Rose.
- Frazee is successful as many guests keep returning and love to share their positive feedback.
- From my position in the back of the house yes.
- Generally. This year 2024 seems very light
- I believe that the goal above is accomplished by Frazee through their service-minded approach with guests and relationships throughout the city.
- I believe that we try our best with what is in our control. There are some aspects of safety I think we should explore. I also think what we define as a positive experience will vary by guest. Some may say our parking limitations (especially accessible parking) may negatively impact their experience.
- I believe we do the very best we can with the facility and tools we are given by the city.
- I do believe that we have been successful in meeting this goal. I received many comments from our guest about how beautiful the park is and that they enjoy the outdoor music and festivals.
- I DO believe the Frazee meets the goal the majority of the time. We go above and beyond to meet any need a guest has.
- i think we try to do our best.
- Mostly true. A very few have not learned the knack of smiling and helping guests feel truly welcome.
- No. For several years we have had mediocre acts and the seasons have been short. I count on the Frazee for money during the summer. It is disappointing to have such sparse seasons.
- Not always. We seem to get the same acts every year... cover bands and old bands.
- Not really. We need more shows that start around Memorial Day and go into The middle of September. Tribute shows are nice when they sell out, but not 700 tickets and they don't need me to work. Headliners would be great. Not has beens. We used to have 3 or 4 shows a week.
- Sometimes
- Sometimes, we need better shows and to be spread out through the summer
- Somewhat. I think affordability has become an issue of late and I am not seeing the same quality of acts that I have seen in the venues past.
- The Frazee does a fair job of obtaining entertainers to perform at the Frazee during the summer months.
- The team does an amazing job at providing awesome guest experiences. The quality has suffered in recent years.
- To the best of our ability, yes. We must work within constraints that include infrastructure capacities, electric capacities, dated equipment that is outside our control. We control our attitudes and we strive to give each guest the best of ourselves at each event.

## Q4: Do you believe Frazee accomplishes that goal? Please explain your answer.

- Yes.
- Yes.
- Yes.
- Yes. Frazee has been programming the amphitheatre and Lincoln Park Commons successfully for many years now.
- Yes. I think that the events and concerts at the Frazee are very community friendly. I also think that many of the people on the Frazee team are very driven to improve the experience for the community.
- Yes. Most performances are available for under \$100 a ticket, which, by comparison, is quite reasonable compared to other venues.
- Yes. People are always saying what a great venue it is
- Yes. Community members attending seem to appreciate and enjoy events, venue is clean and well managed
- Yes. Each year the team continues to bring in and build relationships with music groups to continue that commitment.
- Yes. I just started but I feel like so far it has done that.
- Yes. It's in a great area and the layout is more personal than larger venues
- Yes. The crowds of people at the events show the love that people have for the Frazee.
- Yes. The variety of events ensures there is something for everyone
- yes. there are always something for everyone to come see
- Yes... leadership is wonderful. They listen and are understanding of one's needs

# Q5: Please explain what you believe is the community perception of Frazee Pavilion?

- "A beautiful outdoor venue... they believe it's much prettier than the rose. I've heard that the audio at the rose is distorted because of the ceiling and the closure.
- The fraze is a beautiful place and the staff is so nice."
- A community gathering event whereupon individuals attend to enjoy the festivities and forget their troubles for a time.
- A cozy music venue nestled in a unique neighborhood.
- A place to go to see washed up artists, cover bands and attend food festivals.
- A vast majority of people love it. I have a lot of complaints about recreational "smoking" in the venue.
- A very few feel there are too many rules. Others feel the Frazee can no longer compete for top name entertainment.
- An expensive, money pit that provides music.
- Based on the many positive comments I hear, I think most people see it as an asset to the community.
- Bringing people together from different cultures and backgrounds.
- Concert venue that sells fair priced tickets and is beautifully maintained.
- From the attendees who have shared their experiences I would say positive. Only complaint I have heard is they want better well known performers. They do pike the 5 dollar shows
- Fun
- Fun place to visit for concerts
- Fun, clean community entertainment venue
- Good times for a Great price. A community asset!
- Great look from community, smiling faces
- Great venue and value
- I believe it is mainly positive but there are complaints about the rain plan and bad check rules.
- I believe people enjoy it.
- I believe residents of Kettering appreciate the Frazee and the way it draws others to our community. They see the Frazee as a family friendly venue.
- I believe that people see the fraze as a place to go to concerts when it is much more than that.
- I believe the community enjoys and is proud of the Frazee
- I believe the community enjoys many activities at Frazee. Many enjoy the music as well.
- I believe the community perception is that the Frazee is one of the most unique ways to bring people together through music and entertainment.
- I believe the community perception of Frazee is one where we do events fairly well, but could have a better facility that would allow for bigger acts, better amenities, and the ability to compete amongst the numerous regional event venues.
- I believe the community perception of Frazee is that it is well run and well taken care of. It always appears clean and well kept.
- I believe the community sees Frazee as their venue. Folks have an "ownership" in Frazee when they talk about it.
- I believe the community sees the Frazee as an asset to the City of Kettering.



# Q5: Please explain what you believe is the community perception of Frazee Pavilion?

- I believe the majority of the community has a positive perception of Frazee, though the "community" goes way beyond the immediate Kettering Community. Though there are those, on a smaller scale, that refer to staff as "Frazee nazi's", generally because staff enforce rules for the safety of the guests.
- I feel like community excitement about the Frazee is fading a little.
- I feel most people think it's a great venue, but a little over-board on some of the rules.
- I have witnessed it.
- I think for the most part the community has a positive perception of the Frazee. However, I have heard staff be spoken to and spoken about quite negatively. I do think some folks do not like the rules and some have expressed opinions about ticket costs and event variety.
- I think it is mostly positive. I think most are thinking it is more a community music space rather than something that brings in top acts.
- I think people like coming to concerts.
- I think the community is appreciative of what the Frazee Pavilion provides, and I witness many return customers year after year and show after show.
- I think the community likes that Frazee is there but wishes there were bigger/more popular acts performing
- I think the community really likes the Frazee.
- I think the community sees Frazee as their venue for top-notch summer entertainment and are very proud of it.
- I think they enjoy it when we have more of a full calendar
- In general, I think the perception is overall good.
- It is a safe, welcoming, fun and friendly environment.
- It is an asset, an integral part of the City.
- It is an intimate venue where music and other events can be attended.
- It's a nice small intimate venue. Prices are low. Easy to get in and out of.
- it's a nice place to see shows.
- Many in Kettering consider Frazee part of the foundation just like any other park. They enjoy the beauty and ease of the venue.
- Most people that I have spoke with, that live around The Frazee compliment on the cleanliness of the park.
- Need of bigger/better entertainment. Cover bands are cheaper to hire but I don't believe that is what people want.
- Not bringing in as many big acts, but still enjoyable events.
- Old people and old bands. Some love it, some don't. Depends on if you have a good mix of talent at the shows.
- Overall I believe the community is supportive, I see people using the park all of the time. even when we have shows, there are community members walking around and or sitting up in the park listening to the music
- Same as #4. The community also perceives that the Frazee isn't as fun as other venues since they think we have more rules. Not issuing wrist bands and check ID's may be a good first step
- That is it a place for everyone and is highly regarded
- That the location is convenient, and the price is fair
- The community looks to Frazee as a place to go to have a good time in the fellowship of each other.

## Q5: Please explain what you believe is the community perception of Frazee Pavilion?

- The people love it, although they would like more shows
- they like local shows but wish for more true entertainers and not cover bands
- This is two sided. We have dedicated guests who love our facility and our staff. We also have many who feel we are a dated facility in comparison to other venues of the same size and that we struggle to book entertainment that the public wishes to see.
- We have a positive fan base for the most part. People that are negative, have had past bad experiences for reasons identified in social media or on internet sites; most beyond our control.
- "Welcoming
- Proud neighbors "
- What I hear from the community is that the Frazee is snooty. Security is the main complaint. People come to a concert to drink, see their favorite band, and have a good time. There is, obviously, a limit. But security needs to relax a bit.

## Q6: Please explain what is the team perception of Frazee Pavilion?

- A beautiful venue, and a shared team effort to ensure guests have a memorable experience at Frame pavilion.
- A fun place of work, where team members can provide for the community.
- Affable, professional, and accommodating.
- All for one and one for all.
- As a team member, I enjoy the people I work with at Frazee. I think most other's do as well.
- As a team, we all believe whole-heartedly in the Frazee.
- Everyone seems proud to be part of the team.
- family feeling. we take care of each other
- Friendly, hard working and positive people who are willing to go the extra mile to promote our philosophy, and do our best to make sure our guests are happy.
- From my perspective, the team is very proud to be a part of the Frazee operations.
- Fun
- Fun and hard work.
- Fun and Safety
- Fun clean community entertainment venue, great place to work
- Fun place to work.
- Fun time enjoyable work
- Great venues and value just need more shows and more variety
- Great, beautiful facility that may need some upgrading
- I believe that the team buys into the goals of Frazee; however, they find it difficult to execute with lack of infrastructure upgrades, technology limitations and city processes.
- I believe that the team perception is one that highlights the focus on guest service, security, and safety, while trying to engage all guests and members of the community that choose to spend time at Frazee.
- I believe the Team is proud to work at Frazee. There are many team members that return year after year to work at the facility. The leaders make it feel like a family!
- I believe the teams love it because most people have been coming back for years.
- I feel it is positive. People enjoy working at the Frazee
- I feel most team members enjoy working at Frazee and appreciate the recent rule changes, especially at the gates.
- I think most of the staff feel that Frazee is their "fun job", and that we are a family. Though there are times, that upper management, who say they have an "open door" policy to bring anything to them, will cause dissention in the ranks when they show a lack of respect for the staff when something is brought to them by sharing the information with others.
- I think our team has a good perception of the Frazee. It seems like the folks I work with enjoy working at the Frazee.
- I think people like to work there. Enjoying the music is a perk since the pay is not very much.
- I think the team enjoys working at the Frazee. Many people return for multiple seasons.
- I think the team I work with sees Frazee as their "fun job".
- I think the team perception of the frazee is that we are a tight knit group that have to make guest happy.

## Q6: Please explain what is the team perception of Frazee Pavilion?

- I'm not sure what others think but speaking for myself I think it's a fun place
- It is a fun place to work.
- It is a great place to work, the team works together as a family, looking out for each other and having fun. On the down side, we are not getting the bigger acts that we have in the past, which has dampen enthusiasm for guests and staff.
- It is a safe, welcoming, fun and friendly environment
- It is enjoyable to work there.
- It's the greatest place to be at. And they're right.
- It's a fun place to work .
- Many begin to take ownership over how things are done and perception of Frazee. They like to think of it as a team/home.
- Most believe the leadership is poor. There used to be someone dedicated to the success of the Frazee. Currently the leadership is going through the motions. The excitement is gone. There is no one making it special.
- Most seem to really like and support it
- My team has a positive attitude about the Frazee. Some concepts are a little dated when it comes to handling different types of crowds.
- My team is worried about the lack of shows. Understanding that the competition is big, feel that some creativity and maybe more seeking out of talent
- My team seems to love it and be very supportive the Frazee
- Nice place to work
- Nice place to work
- Positive, the training helps as well as the brief and debrief at each event.
- Safe, clean, fun environment
- Same as community. In addition, great teamwork.
- Something to do during school breaks/retirement to make extra money and occasionally catch a decent concert.
- Staff is professional and team oriented
- Team Leaders don't really "lead." There isn't enough effective management of the teams.
- That it is a great place to work and build relationships
- The pavilion is a place that provides activities and events for the community
- The team believes Frazee offers entertainment for a good price. Our #1 goal is to ensure our guests have a good time. We provide excellent customer service.
- The team I work with is a great bunch of people doing the best they can with what they have been given.

## Q6: Please explain what is the team perception of Frazee Pavilion?

- The team I work with is very pro Frazee. We love working at the Frazee and want our guests to have positive experiences while at the Frazee. Our goal is to provide a positive experience for those who visit the Frazee, whether they are local and out of state guests.
- The team perception is that we all work together to commit to the goal of bringing entertainment and building community for the city of Kettering and its visitors.
- The team's perception of Frazee Pavilion is a way to make other people's day in terms of customer service.
- To provide a quality service to the general public that embraces fun and leisure activities for all
- We LOVE our jobs! Those of us that have been here a long time are somewhat sad to see the standards of Frazee slipping. We feel the City turns a blind eye to the needs of the facility and staff. The pay is not good for staff and honestly leads to less than quality hires. Repeat maintenance issues and dated equipment. Making it as hard as it can possibly be to purchase items needed due to "City finance rules" can leave you without items and no one caring because they don't do the job themselves. We wish the City leaders loved Frazee as much as we do.



## Q7: What do you believe is Frazee Pavilion's greatest contribution to the community and why?

- A beautiful place to gather for many different events
- "A place where the community can come together and enjoy all types of genre of music and entertainment of new (tribute bands) and classic bands"
- A safe environment where people can gather for music and festivals.
- A very cozy venue that is easily accessible to the community.
- A well-organized, respectable institution that presents great events.
- Adding something worthwhile while into the lives of everyone involved.
- Being a place the community can come together. The festivals are great.
- Bringing community together.
- Bringing everyone together to let loose, enjoy some good food and entertainment.
- Bringing people together
- Bringing people together to enjoy free, community activities as well as ticketed events.
- brings different groups from the community together
- Creating community events.
- Entertainment
- Entertainment and a local facility to bring good music to the area
- Family-friendly entertainment and festivals.
- Frazee Fan Fare for ticket buying options, and offering the venue space to include events that meet the needs and interests of everyone- people come from many places to attend the shows and hear the types of music that they love!
- Fun affordable summer entertainment venue because it is convenient, safe, accessible to community
- Great music and good times.
- Great place to hold outdoor venues and festivals.
- I believe Frazee's biggest contribution is that it offers a safe location where adults can relax, have a drink and enjoy a date night of great music without leaving their local community.
- I believe Frazee's greatest contribution to the community is that we provide a space where one can make memories with their families, meet their favorite artists, and participate in community events centered on bringing everyone together. We offer a space where groups can come in and we can make it work for them in terms of what their ideal event is.
- I believe it's greatest contribution is providing a beautiful outdoor location for community to come together and enjoy entertainment.
- I believe our greatest contribution to the community lies in the fact that we try to provide something for every guest and give outstanding service in the process.
- I believe that by having an outdoor music venue in a neighborhood setting is a unique experience. The fact that there is a diversity of music makes it even more special.
- I think the biggest contribution the fraze gives to the community is giving them an outlet to come together and share experiences.
- It allows people to have fun close to where they live and brings others in from other areas

## Q7: What do you believe is Frazee Pavilion's greatest contribution to the community and why?

- It brings in music and money in for the city.
- It enhances the opportunity to experience entertainment via various genres and various age groups in a nice environment.
- It gives the community a chance to come together and have a good time with all different types of people.
- It is a social gathering place, providing the community opportunities to see and hear local and national talent. The park also provides the community a place to walk sit and reflect, relax in a natural setting.
- It's a well kept, fun, centrally located venue where folks can go for a reasonable price.
- It's adaptability. One night is a concert venue with a national act the next a festival the next it's back to being a city park.
- local entertainment at a low cost.
- Local events for families and members of the community, ensuring people quality entertainment
- Location and friendly staff
- N/a
- Offering a place for people to gather and hear music inexpensively.
- Our versatility - we are a park, we are a festival spot, we are a concert venue, we are a place for community events.
- Provides major music stars to come to our community.
- Providing a space for entertainment.
- Providing a unique way to build community through performing arts.
- Providing Arts at a reasonable price and a feeling of community
- Providing entertainment and community awareness. Activities like Spass Nacht, put on by the sister cities organization, allow people to see what is happening in their community. The Blick Party provides the same by having informational booths for city organizations.
- Providing entertainment locally.
- Providing fun and family events.
- Providing quality events and concerts. It is a lovely place to come and enjoy a day or evening with family and friends.
- Providing quality events in a unique venue. For some folks, you couldn't get a better seat at our ticket cost.
- Providing the best summer entertainment options (primarily live music) to the citizens of the City of Kettering while the region also benefits.
- Space to bring people together for food, music & fun
- That it's been a long-standing contribution to the community. People like what's familiar and reliable.
- The beauty of our facility, bringing entertainment to the community in a park setting is a massive plus to choosing to live or visit here. Having staff, many of whom return year after year here, to smile, treat you like Frazee family is a warm and inviting feeling.

## Q7: What do you believe is Frazee Pavilion's greatest contribution to the community and why?

- The best sound and experience
- The fact that most shows are reasonably priced. And the safety of having the presence of the police and EMT on site.
- The festivals are probably the greatest contribution because of the way they connect people and offer a communal hangout.
- The Frazee's contribution is that it provides a safe and convenient venue for people to come together for a fun night out with friends or family.
- The free events that brings in vendors, local artists, love of community in allowing anyone and everyone to attend.
- "The greatest contribution of Frazee to the community is to provide a venue of entertainment to its guests and to build community.
- "
- The park and a place to gather to meet and greet your neighbors
- They participate in many community events. Their contribution to the community is immense. There is almost too much community and not enough paid events.

## Q8: If you could change one thing about the way Frazee operates, what would it be and why?

- As far as operations, I would love to see things come into a more automated operation. For example, at concessions we are still counting bottle caps and all items to get a sales count. I would love to see a POS system come into place which I think would help things run a bit smoother and help staff expedite customers a bit better.
- Better management skills in every position. Not sure if the different roles go through Management training, but it is sorely lacking.
- Better organization
- Better resolutions for when shows are canceled due to weather. Possibly trying to reschedule the event if refunds are not possible.
- Book more popular acts, because some people seem to think the good days of the Frazee are behind us
- Can't think of anything
- Concession stands are not adequate, especially for sold-out shows. Guests wait in line way too long.
- Extend the time for concerts by 1 hour
- From an improvement stand point after experiencing the Frazee for many years it would be great to see there be a leadership position where the team can be as creative if not more so to bring more diverse talent and create more opportunities for local acts to perform as well. If this position was created perhaps the team could find grants and build more programs for local artists and continue to bring in big acts as well.
- Have a better rain/refund plan
- I believe in treating EVERYONE the way that they want to be treated, not just certain people.
- I believe the Frazee needs to advertise more. There are so many people I tell about upcoming acts that have not heard about the Frazee schedule.
- I believe we are doing all we can with what we have. We have a very creative team willing to make changes, but lack the resources to do so.
- I don't really know enough about operation to suggest change. I wonder why not more festivals and concerts and why attendance at some events not higher.
- I recognize that there's a lot that goes into that I don't know about, but if we could get more modern acts, we might be able to sell out more shows.
- I think bringing in bigger more current music would be great.
- I think Frazee operates very well. There are no changes I would recommend, operationally.
- I think that we should sell water at the gates. Some guest have had a few drinks before arriving and tend to get dehydrated before entering the gates.
- I think they should have registers with all the products for better tracking versus counting everything daily.
- I think we need to make updates that would allow us to fully function as an event/concert venue. This includes backstage functions, set-up for merch sales, etc. We are in desperate need of a POS system to track sales in a variety of capacities.
- I would have a shorter, more packed season, rather than having it all spread out over 5 months because it makes the actual workload feel extremely light.
- I would have the Fanfare ticket office open longer during the day to allow those in our community who work during the week to have access to the ticket office when they leave work. Currently, we close at 3:00 which is not convenient for most employed people. Perhaps staying open until 6:00 pm would be helpful.

## Q8: If you could change one thing about the way Frazee operates, what would it be and why?

- I would like to see
- I would not change anything.
- If I could change one thing about the way Frazee operates, I would change the amount of time and effort spent to setting up and tearing down the venue. The lack of a permanent or semi permanent perimeter means that one must be set up for each and every event. Tents, tables, chairs also must be set up daily, requiring hours of working hours.
- If we are to continue to book national acts, we would benefit from upgrades to concessions, user friendly POS credit card machines, ticket scanners, posters noting third party ticket buying disclaimers.
- Its operation seems to be pretty spot on. I wish live nation didn't freeze us out of the bigger shows that we used to have but it seems to plug along.
- just started out so not sure of changes currently
- Longer season.
- More big name artists.
- More consistent work hours and better pay for summer/part time work
- more seating for shows
- More shows
- More top shows
- N/a
- Na
- NA
- Nothing
- Nothing comes to mind at this time, if anything it might be our ability to get sponsors/ donations that could be used to bring in larger talent or upgrade facilities.
- Nothing right at this moment
- Nothing, it's great!
- One thing I would change is to have Frazee managed by an entity other than the city. I think, being a city owned venue, though very successful for many years, today, does not allow the venue to be competitive with like venues. The budget does not allow for it.
- Our infrastructure has been woefully ignored. We have done the best we can with what we have for as many years as possible. We are officially at an impasse - will money be invested to continue/grow the operation or will we need to stop competing in the market.
- Pay is low.
- Pay is too low.
- "Perhaps entertainment prior to the beginning of the event- balloons, balls, bubbles and/or staff walking around the seated guests pumping them up/ music playing.



## Q8: If you could change one thing about the way Frazee operates, what would it be and why?

- In addition, more local advertisement"
- Recruit sooner, train more thoroughly. Guests may see mor friendly smiles, and receive more consistent answers about rules and policies.
- Review the current concessions workflows. The long lines are huge dissatisfiers to the community.
- Salary, too low.
- That the concessions team is allowed to accept tips upon sale. As a "business", patrons want to show their support and love to the workers and most are shocked when not allowed to give in those regards.
- The city's ownership of the Frazee. The rules the city has can be a big contributor to the environment and experience we have. Both as employees and patrons.
- The size of the venue, the more the merrier.
- The ticket office at the venue is quite chaotic .
- Times of starting and gates opening are a little off.
- We NEED more space for concessions and storage. We are busting at the seams.
- When multiple people have an issue with a certain team member, the issue never seems to be addressed. That's frustrating.

# Q9: What area should Frazee prioritize for improvement efforts and why?

- Access for the handicapped. As our guests age they will need more ADA parking spots, access to restrooms and concessions
- Again I think advertising is something the Frazee should increase. Whether it's paper publications, radio ads, social media ads or billboards an increase in ads could increase ticket sales.
- As stated in #9, and other overall facilities updates. If we are losing money, then we need to review our operating procedures. What does our community expect us to be?
- back stage accommodations for artist. make bigger might bring more acts in
- Backstage could use an update
- "Better accessibility to increase access.
- Recycle! To be a good steward of the environment. "
- Book better acts... I think the "why" is obvious.
- Bringing in more current musicians would bring more revenue.
- Can't think of anything
- Concession choices and lines. More variety of shows
- Concessions - registers are needed to move people along. This isn't a peewee ball game where parents are running the concession stand. This is legit food and beverage service. The craft beer tent should not be using money belts making change for the customer.
- Concessions and storage. Without improved concessions(electric) we have long lines and upset guests.
- Concessions because it's the one thing that stays busy the whole night.
- Customer service experience. The concert attendees should feel so happy when they leave that they cannot wait to return to the next event.
- Education about 3rd party vendors. Too many people have been taken by them and paid extremely high prices
- Facilities updates (including concessions) and using a POS system that is up to date and functional.
- Find a way to get more staff so events aren't short staffed, more specifically for concessions. People complain a lot about how long the lines are for concessions.
- Food lines because, of missing the music.
- Handicap seating in lawn and terrace are an issue, to go along with that terrace first eight rows can see if the lawn is standing, especially on a sold out show. Pillars on stage causing a limited view, redesign so they don't obscure the view. Getting shade over the house without putting up a stationary roof
- Have another bathroom for handicap individuals, a ramp in addition the stairs to gain access to the lower seats, beer carts in the pavilion, a water station and fans on hot days like Riverbend provides.
- I do not know that one.
- I think that the frazee lacks when it comes to set up and tear down, takes too long.
- I would like to see more current musicians, especially in the rock/pop genre.
- In my mind, improvements to the venue itself would be the place to start. Our facility is at least 30 years old and the existing structures could use updates.
- Infrastructure will always remain at the top of the list; however, a clear direction from City officials would help us gauge what to prioritize.

# Q9: What area should Frazee prioritize for improvement efforts and why?

- Infrastructure. Frazee is falling behind the times with seating, concessions and technology.
- INFRASTRUCTURE. To be able to run event the smallest of events here at Frazee more smoothly, there needs to be infrastructure that allows for the team to better serve the guests. This includes backstage, dressing rooms, updated kitchen area for catering, ADA seating, and the concessions area.
- Making sure all of the team members are treated equally.
- Maybe more festivals and attracting artists that pull in larger crowds
- More access for handicapped guest.
- More shows
- More top artists, better handicaps parking
- N/A
- N/A
- N/A
- Not sure
- Not sure
- Not sure
- Not sure.
- Pay attention when multiple people raise same issue. Improve quality and quantity of artists appearing.
- Plaza seating is much too cramped. Not enough room between rows to assist guests in finding seats, correcting issues, or resolving seating concerns. Larger-sized guests are very uncomfortable. The plaza should be treated like first class on an airplane.... comfortable with leg room. They pay the extra price for the seats and should reap a greater benefit.
- Possibly the concessions area, tends to a very small working area and limits available food items.
- refer to 8
- Remodel
- Retention. Increasing pay and targeting younger workers could help rejuvenate sales and staff.
- Same as #8
- Seating!!
- Securing quality acts/artists, people can see shows at so many places now, Frazee is close to the community and seeing a top notch performer is something people are willing to do- especially if it's in their community
- The Plaza and Orchestra should have a hand stamp. Showing ticket each time they leave their sit causes guest to be very upset as they usually have their hands full upon returning. a lot of congestion.
- The Plaza seating is atrocious. Chairs are too close together and you can't even walk through a row easily. Those folks pay the most money and deserve a better experience.
- The Venue should be considered for major updates. The patrons are aging and having to sit on a lawn for any length of time is beginning to effect patron interest. Weather is also a concern for many. The facility's seating areas (fixed, portable or lawn) are not weather-protected. This puts the venue at a huge disadvantage with other regional entertainment options when depending on advance ticket sales.
- "There is more than one area I think needs to be improved.

# Q9: What area should Frazee prioritize for improvement efforts and why?

- 1. Concessions - There are constant complaints about long lines
- 2. Merchandise - It would be nice to have a stationary place instead of one on wheels.
- 3. More restrooms - Though the restrooms are good size, when there is a sold-out show, there doesn't seem to be enough.
- 4. Update the credit card system.
- 5. Put in a stationary ATM - As it is, the ATM has to be taken in and out every time there is an event.
- "
- Ticket office at venue needs to be larger and have better access to speak to guests.
- Ticket prices.
- Update the look a little. Power wash the concrete areas and planters, light casings, etc. they look dirty and old.
- Update the physical venue. What worked in 1991 doesn't work well in 2024. Artists deserve a better dressing area, lines are long at concessions due to insufficient space, pulling items in and out each night creates wear & tear.
- We need massive infrastructure changes - our backstage is inadequate for a multitude of reasons, our concessions building is the same, ADA seating is shameful, and so on and so on.....

# Q10: What has been your greatest achievement at Frazee Pavilion?

- Being a team player so that our guests have a great experience.
- Being able to work each season with such a dedicated and caring staff, helping guests have a fun experience
- Bringing together a great setup team that I truly believe can successfully deliver this season.
- Chit chatting with guests- meeting new friends
- Collaborating with the team
- Creating systems for which none existed. Cost and profit margin grids, inventory grids, kitchen protocols. Creating moral building events for staff.
- Doing my best on show days to help our clients and customers with their issues.
- Getting through a sold out show!
- Getting to know fun people that adore serving their community.
- having a great experience with the people.
- helping guest find the perfect show or seating for their shows requested
- I enjoy helping people have a good night. I like smiling and engaging with the crowd. Letting them know the Frazee staff cares.
- I enjoy working in a fun team-oriented environment with caring and knowledgeable managers.
- I have been privileged to work with a great team and have been trusted with more responsibilities this season.
- I have built relationships with touring managers, companies, and artists through their hospitality experience which keeps them coming back to perform at the Frazee. The artists and companies continually say how special it

is to be in Kettering to perform and would pick our venue over others to return to no matter how small or big the fan base/fame is of the artist. I personally feel we have also maintained the backstage area as best as we can because our staff cares about the facility and its longevity.

- I just started, so I'm not sure yet.
- I would say that one of my greatest achievements was building a team committed to the success of Frazee in an everchanging and unpredictable entertainment business. We do this all within the confines of city government which can be difficult at times.
- I've only done 2 shows. I think just making it through a busy night honestly.
- Just the opportunity to work with guests to make their day. To hear happy patrons as they exit the facility.
- Learning all I can about the venue, by working with multiple teams.
- Learning to coexist with many personalities
- Making a guest's day and the opportunity to learn and work with some of the friendliest, talented, and hard working people! The longevity of many of the staff speaks to the type of environment we work in.
- Making life long friends
- Making new friends.
- Making sure folks with mobility issues were placed so that they could see the performance. Finding a knife while bag checking.
- Meeting more people in the community.
- Meeting new people
- my achievements would give away my identity



# Q10: What has been your greatest achievement at Frazee Pavilion?

- My first night working, man was upset cause he could not find his glasses. I found them with my trusty flashlight. He was so happy and was going to tell team lead about me.
- My greatest achievement at Frazee Pavilion has been helping to implement greater security measures in terms of wandering and walk through metal detectors. Over the years, guests have mentioned how
- My greatest achievement has been providing the best customer service and finding the best ways to do that. It has also been creating so many lasting relationships through the years.
- My greatest achievement is being able to make a difference to the community.
- N/A
- New experience, new people, great and friendly team
- No sure
- Not sure
- Pride in my work.
- Providing a friendly face and helpful attitude to our guests.
- Rising in the ranks from a Frazee Aid to a Group Leader. It means a lot for the management team to trust that I can get the job done & done correctly.
- Saying hello to guests & making new friends w/ other staff
- Seeing that our guest, artist and staff have a great experience at the Frazee
- Seeing the artist first hand before a show.
- Selling out shows
- Surviving my first couple of days
- Thanking me for being courteous, polite and helpful.
- The friends I've made along the way.
- The relationships and team that I feel I have helped to build.
- This is my first year in my role and I think I have learned a lot in a short amount of time.
- Timing food prep according to the needs of various schedules and needs of various personalities.
- Tour managers and artists being thankful for everything saying they had a great day.
- Working
- Working along side great team members
- Working with a team of like minded individuals to provide excellent service to our musicians

# Q11: Please describe your favorite Frazee Pavilion memory.

- A young girl with a boot on one foot for healing, up dancing.
- As a guest - my favorite band in 2006. As a Team Member - watching my fellow Team members make someone's day.
- attending a Joe Coker and Maxwell concert, two of my favourite artists.
- Attending the Earth Wind and Fire concert.
- Attending the Josh Groban concert as well as Harry Connick.
- Big named bands
- Cooking omelettes for the many Breakfast with the Beatles fans on Sunday mornings and getting to know the community. Chatting about the event schedule for the summer and what they should come out to see or what memories they had made that summer already. Seeing the many community members come out and experience our beautiful park and listen to some tunes.
- Creating memories with other team members. Our team in the box office is close and socialize outside of the regular season.
- Developing friendships throughout the years between myself and my co-workers.
- "Diana Ross and family
- Great show!"
- "Disco Inferno, we need to bring them back
- The Menus are great"
- Donna Osmond show and Downs Syndrome young girl who was so excited about him and got her picture taken with him
- Donny Osmond put on an amazing show. Everyone worked together to make it awesome for everyone.
- Donny Osmond wearing an Ohio State shirt, hanging around and talking to guests, signing autographs, and just being a super nice guy. Selling merch with Cowboy Troy- nice person too!
- Donny Osmond. So personable and connected with audiences during and after show
- Dressing up for shows.
- During the A1A show, the guests were so polite and fun. They formed a conga line while the band was playing and more and more people joined in as it went around the house.
- Feeling apart of a group and comfortable so fast
- I am new to Frazee but I had a patron couple compliment staff as being much more friendly than at any other event venues they had visited. Made me feel good about the job we were doing
- I do not have one yet.
- I don't have a favorite memory but I have favorite people. I've just enjoyed my time at the Frazee and the people I've met.
- I had the opportunity to work on the operational side for one season before the City decided to contract the position to an outside vendor. I really enjoyed working with the small...but "mighty" operations staff and I'll always think fondly of that experience.
- I have enjoyed going to the events and seeing a lot of people from school. It's like a reunion since I grew up in Kettering
- I have only started working, but just having customers respond to me being positive is so meaningful. I had a young girl tell me I "had the moves" at a concert. That made me laugh!

# Q11: Please describe your favorite Frazee Pavilion memory.

- I have really enjoyed meeting customers from all over the area and many from out of state.
- I was able to work inside the venue for a few concerts and I really enjoyed helping direct guests to their seats and seeing their reactions to the show.
- I was at a Guess Who concert and I met a Gentleman there. Later, We started speaking on computer and then dating. He took me on a trip to Sedona Az. and ask me to marry him. We have been married 9 years.
- In general the buzz of happy people in the catering room. I never name names...there have many of those occasions.
- Johnny Depp
- Just having fun with the team and the community while enjoying music
- Make their day.
- My favorite concerts are when they clear the plaza of seats and guests can dance. So much fun!
- My favorite memory at Frazee Pavilion was when at the end of the COVID season, after a successful half season of concerts, the seasonal team surprised me and another management member with a handwritten card and an Amazon gift card. I for sure cried and felt the love.
- My favorite memory would give away my identity
- My favorite memory, now that she is safe and healthy, was when the lady fell into the fountain and another team member and I jumped in to get her! Thankfully everyone was okay, but it still makes me laugh thinking back.
- My first season at the venue I was told by a team leader on a sold out night: "Look at all of the folks who wanted to come to our house tonight." That has stuck with me for 16 years and I try to think of that when I'm feeling down about the current state of the venue.
- N a
- N/A
- Nelly show... even though it was raining hard and the guest were getting mad and threatening staff. we all came together quickly and controlled the sitcom could have ended bad.
- One year we did a flash mob dance for a member that was retiring. It was the most fun and made him feel loved.
- Same as #10
- Singing along to songs with coworkers
- Some of my favorite memories are when I'm with a team member and we stop for a minute in the craziness to talk about what we get to do and the days we get to make for people along the way.
- Taking pics for people at the Joey Fatone concert
- The clients and associates.

# Q11: Please describe your favorite Frazee Pavilion memory.

- The first night I worked and the guitar started playing, hearing that was amazing and it was so exciting. It's like that every show for me.
- The first season I worked.
- The Moody Blues in 2004 . They played into 1:20 am
- The way the more experienced employees helped me to understand what to do.
- There are many, probably the most consistent is when the artist are interacting with the guest, coming off stage and playing to everyone top to bottom, weird AI pushing a guest into the pond. Even when ticket office does an upgrade for someone, the energy that comes from those guests is special and the goodwill advertising doesn't hurt in the long term.
- There is way too many to mention honestly. I have been there a while and have had many favorite memories.
- When I was able to talk to guest at the gate.
- Working with so many super nice people
- Working with the team I'm part of. They are amazing!

# Q12: What do you believe are the biggest hurdles for a customer attending an event Frazee Pavilion?

- "1. I believe one of our greatest hurdles is for our ADA guests. We are unable to provide the service expected due to limitations with the layout of the seating area.
- 2. Long lines and lack of technology in concessions"
- Accessibility for some is difficult
- Bag rules
- Concession lines
- Concession lines,
- Concession lines, bathrooms. Everyone has trouble finding them and they can be quite a walk for handicapped or older guests.
- Concession lines. Rain. Also a lack of attention or knowledge that they can obtain from OUR website, APP, and social media posts about Etix, FAQs, venue info, policies, etc.
- Cost
- Fraudulent tickets, long lines for food/drink, non-refundable/reschedule for canceled shows due to weather
- Getting food and drinks at the concession stands and tents.
- "Handicap parking
- Choices of shows"
- Handicap parking.
- Having to re-show tickets when returning from seats. Inconvenient with their phones or food/drink in their hands. Difficult to find seats in the plaza because seat numbers are on the back of the chairs and not all chairs are numbered.
- Honoring the bag policy--the Frazee isn't the only venue that has one, but customers perceive the Frazee isn't customer friendly
- I believe that the biggest hurdles for a guest attending an event at Frazee Pavilion would be ADA seating in terms of buying tickets and getting to the seating area. ADA parking is also an issue and can prevent a smooth entry into the event.
- I don't know of the hurdles since I am in the back of the house.
- I feel that sometimes the front of house people are a little too unfriendly
- I think the biggest hurdle is consistency in Frazee policies being reinforced.
- I think the biggest hurdles are in perception, not in actual tasks. Guests perceive the security as a big hurdle but they take for granted what it gives them and fail to realize other venues are the same if not more.
- "If you require ADA seats chances are you will be let down (unable to see) and that breaks my heart.
- If you are thirsty or hungry chances are you may have a wait if it is a busy show.
- "
- Limited seats
- Lines at concession, lines at restroom at intermission, having to show their tickets to go into orchestra and plaza and shade
- Locating the restrooms.
- Long concession lines, lack of proper ADA accommodations.
- Long concession lines.
- Long lines



# Q12: What do you believe are the biggest hurdles for a customer attending an event Frazee Pavilion?

- N/A
- NA
- Not many really! Everything is pretty spelled out. Maybe knowing which gate to enter.
- Not sure
- Not too many hurdles. Easy access for all.
- Parking
- Parking
- Parking can be a challenge at times since it is in various places including neighborhood streets. Concession lines tend to get long but probably not longer than most similar places. Lawn and bleacher (terrace) seating need to go away...whenever that is possible. Plaza seating is too confined and close-together. I would never buy a plaza seat for a show because the seats are too small. Orchestra seating is the best.
- Parking is spread far, the heat is difficult sometimes (maybe utilize misters), those with disabilities have limited access, the chair policy is restrictive
- Plaza is too tight of seating and showing ticket each time the guest return to their seats.
- possibly limited handicap parking.
- Running out of ADA seating for popular shows
- Same as #13
- Seating and need more popular shows
- seating shaded areas. lines to long for food and beverage
- Security
- Security checkpoints
- Since I don't see a lot of front of house operations I cannot speak to this question, however I feel each year the team has done an excellent job enhancing the customer experience when the team recognizes hurdles.
- Sitting in the rain, maneuvering through the venue to get to the restrooms and waiting in long lines at concessions. Where to go when the venue is evacuated during inclement weather. Guests are not allowed to shelter in the restrooms.
- Standing in long lines, sometimes the weather
- The biggest hurdle is not announcing "cut-off" times for alcohol during concerts. Many customers get angry about small details
- The weather cooperating
- Ticket prices
- Tickets being resold and not working, and if a concert is cancelled due to inclement weather, the ability to notify concert goers is lacking if they are sent back to their vehicles
- Understanding our bag policy (and restricted items), finding parking, and waiting in lines for concessions. For some, they run into issues buying tickets from third party vendors.
- understanding rules
- Understanding the bag policy. Long walks and lack of seating for folks dropped at handicapped seating while they wait for person parking. Extremely limited handicapped parking.
- Wait times.
- Weather
- Weather
- Weather with no cover. Cost at times.
- Weather.

# Q13: What are the biggest hurdles as a Frazee Pavilion team member?

- "1. trying to troubleshoot ADA seating issues with no solutions.
- 2. Managing backstage dressing room, production office and catering spaces due to limitations on space and budget for improvements.
- 3. Processes in finance and law departments can be difficult to get things done efficiently.
- 4. Lack of understanding from other departments about what it is that we do and how quickly we need things done as sometimes it is last minute with artist needs.
- 5. Temporary set up of concessions and lack of technology while managing long lines
- 6. Difficulty in hiring due to low wages.
- 7. Oversaturation of the market in both concerts, free events and festivals
- 8. Competition in booking and artist offers
- Being blamed for prices, repeat artists, people standing and dancing in front of other people.
- Can't think of anything
- Communication
- Could use a pay raise
- Dealing with upset guests
- explaining rules to people
- Explaining to the public that we cannot accept tips like at other city venues (the rose in Huber hts).
- For many of us, this isn't our full time job. It is really frustrating to hear stories where guests are rude over things no one can control (ex. weather) or policies that haven't changed (bag policy). I really think guests realize that the jobs aren't easy at the Frazee. The shifts are long, breaks are short, and there is a lot to learn.
- For me getting to work on time since I work a full time job.
- Guests with 3rd party tickets and guests that drink too much
- Hours
- I dislike cleaning bird poop off the seats with a small towel and no proper cleaning solution or way to clean the towel. After a while I feel like I'm spreading bird poop around. Gloves should be provided along with pre-soaked (with disinfectant) towels that can be exchanged once they are dirty. We shouldn't be cleaning all the seats with the same dirty washcloth.
- "I don't think there are major hurdles.
- Not that this is much of a hurdle but guest following rules- personal water bottles, size of purses...."
- I have enjoyed this job, but it would be helpful to know which front of house position I'm scheduled to be in before I arrive.
- Keeping people Happy and Safe.
- Knowing what I'm supposed to do at each different location.
- Lack of management skills--some folks in leadership roles should not be in them.
- Lack of work. Complacent leadership. The city's ownership gets in the way of running the Frazee like any other venue.
- Larger pay increase. Need of steady summer work schedule. This year has to be the most unfilled schedule since I began.

## Q13: What are the biggest hurdles as a Frazee Pavilion team member?

- Making sure one is well rested....and dealing with weather.
- More shows
- My two biggest hurdles are dealing with disgruntled guests who don't think the rules apply to them and certain co-workers who only talk to certain people.
- N/A
- No real hurdles as far as I'm concerned.
- None
- None noted.
- None really
- Not being able to assist guest properly.
- Not being able to snap a picture on a break!
- Not enough hours or events
- Not having updated equipment necessary at times. Pulling out and putting away a heavy cart that contains Frazee merchandise each show night. Not having a consistently working ATM. This ATM also needs to be pulled out and put away each evening.
- Not sure
- Pay is low, not many opportunities for full time positions (throughout the year)
- Pay, number of shows worked
- people buying 3rd party tickets and getting mad when we can not honor them.
- Sometimes, the black shirted folks aren't on the same page. When working in a more remote area, it's difficult to get a break without getting on a radio.
- Team members get treated well. Everyone helps anyone who ask for it.
- The amount of paperwork.
- The biggest hurdle is probably the time between shows, if that is even a hurdle.
- The biggest hurdles are, in times of extreme lines and business, it is every man for himself. It would be nice to have runners for food at every station
- The biggest hurdles as a Frazee team member is pay, most other venues are competitive with wages and we fail to meet most venues. Facilities and infrastructure make it difficult to serve our guests in the most effective ways. Technology or lack there of prevents fast lines for concessions and merchandise sales, which cannot upset the guests.
- The heat.
- The inconsistency of the schedule of events and shows has been a challenge but it is not something that our team cannot work through. We plan and as an outdoor venue we have to plan for many outcomes such as weather. I consider our team and venue's hurdles to be minimal.
- The lack of teamwork among the different teams
- The public's frustration
- "To remain calm and polite in the presence of a rude or unruly guest.
- And teaching people how to navigate to valid online ticket sites."
- "Training. The manuals are great, the trainers are great..but hands on training is easiest for me. A tour of the venue and more knowledge of working parts
- Would help . "

## Q13: What are the biggest hurdles as a Frazee Pavilion team member?

- Trying to do our jobs the best we can with what we have to work with in the facility.
- Trying to keep up with crowd at the steps while they are juggling drinks and digging for their ticket
- Trying to please guests and upper management all of the time.
- We haven't been able to staff an event fully in years due to lack of interest because of pay and tips.
- Weather
- Weather.
- When technology or equipment isn't working properly, enforcing rules, how to deal with issues when it rains

# Q14: STRENGTHS: A strength is an internal advantage or capability unique to the Frazee Pavilion (what is going well) In short, one-to-three-word phrases, describe what you believe to be Frazee Pavilion's strengths.

- Ability to adapt
- Backstage catering
- "Beautiful location and atmosphere.
- Great support from Managers and cooperation from team members. Variety of music and festival options. Returning favs."
- "Beautiful park setting
- Free parking for the events
- Friendly and helpful staff and leadership"
- Beautiful venue, kind and helpful staff with a hometown feel
- "Beautiful
- Friendly
- Entertainment "
- Beautiful, fun
- Best sound, best venue, best people
- Calvin
- Commitment to collaborating with artists to provide great performances for customers.
- Community and location
- Community minded
- Community orientated, wants the team to enjoy working.
- Convenient, easy to meet people, can be a good time.
- "Cost-can buy tickets at store or venue without convenience fees
- Concession offerings
- Parklike setting"
- Customer interactions
- "Customer Service
- Unique experience
- Diverse music"
- Customer Service.
- "Customer service.
- Safety (guest, artist and team)"
- "Customer-service based
- Organized
- Well-managed
- Treat employees well
- "
- Diverse programming
- Easy access
- Employees all pulling together to ensure guests enjoy the concert experience.
- Enthusiasm
- Friendly service, very clean aesthetically pleasing environment



# Q14: STRENGTHS: A strength is an internal advantage or capability unique to the Frazee Pavilion (what is going well) In short, one-to-three-word phrases, describe what you believe to be Frazee Pavilion's strengths.

- "Friendly staff
- Nice venue
- Everyone tries to work well together"
- fun safe clean
- Fun, easy to attended
- "guest service
- team building and morale
- listening to team members"
- Impressive musical acts.
- In the back of the house, taking care of the guests needs. It must be hard being on the road. They like to feel a bit at home. Good food usually does the trick
- Inclusivity, Staff attitudes, the park atmosphere.
- It's team members
- Location within the community, wide variety of shows, great team of employees, beautiful facility
- "making people happy.
- having a great show."
- Making people's night.
- More intimate venue
- "Neighborhood access
- Concerts for Easter Seals"
- Providing a variety of events
- Respect hard working
- "Service
- Variety
- Safety"
- Small venue, good acts, no cost parking, variety of events, committed staff, fairly priced concessions, etc.
- Small, intimate venue.
- Smaller venue, communicating with guests
- "Strong leadership
- Great team atmosphere "
- Supportive environment
- Team members, knowledgeable management. Beautiful setting
- team work FRIENDLYNESS
- "Teamwork is great
- Concerts have great atmosphere "
- The staff!
- Their team members
- They are clean. Safe atmosphere. Good people

## Q15: WEAKNESSES: A weakness is an internal flaw or spot where you or the Frazee Pavilion operations may face challenges (what isn't going well). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's weaknesses.

- Concessions functions, no POS system, parking, varied seating (frustrated guests when folks won't sit down), conflicting priorities (I have been rushed in my role because other areas are working on a different timeline), varied expectations, responsibility for guest behavior, etc.
- "ADA
- Infrastructure
- Pay of team members"
- Advertising on social media and marketing strategies.
- "Concession lines.
- Rain. The Taste.
- Third party ticket vendors. Frazee.com doesn't appear 1st in a search for our tickets."
- Counting takes awhile. Long lines.
- Crowded concessions.
- "Difficulty scheduling popular acts or big name acts
- Food Lines
- Handicapped guest having easy access to concessions and restrooms.
- "Hiring, pay is too low.
- Inconsistency
- "Infrastructure
- Process
- Lack of direction"
- "Infrastructure and modernization, Booking entertainment, adequate staffing and pay/tips.
- Infrastructure.
- Lack of shows
- Lack of shows and short season
- "Lack of shows
- 3rd party vendors
- Lack of top artist
- Lack or more popular artists
- Long concession & restroom lines.
- Long lines
- "Lower quality acts/performances, competition with other venues,
- "Management skills
- Plaza seating
- Better concessions"
- "More advertising
- Get the word out who's calling coming "
- N/A
- None noted.

## Q15: WEAKNESSES: A weakness is an internal flaw or spot where you or the Frazee Pavilion operations may face challenges (what isn't going well). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's weaknesses.

- "Not addressing valid concerns
- Quality of concert offerings"
- Not booking popular acts
- Not covered, no big names. Too many cover bands and festivals. Pay scale.
- not enough space
- Not enough storage, no designated area for our Founder/Fan Club members, long wait times at concessions
- Not following standards
- Not having some type of cover for rain
- open complete outdoors
- Organization
- Patron relations
- "Playing favorites
- Limited budget
- Outdated venue"
- Reacting to weather
- Seating is awful and shows are not bringing in the people
- Short-staffed at times, communicating with merchandise reps of musical acts.
- "Small operational staff
- Sometimes it feels like one needs more hands. But It works out. It's all in the timing...
- Team members who don't want to work
- Ticket master
- Ticket office hours of operation.
- "too many people not enough room.
- Unclear restrictions
- Understanding the "why"
- Weather
- Weather

# Q16: OPPORTUNITIES: An opportunity is a new possibility of change or external factor that may contribute to the future success of Frazee Pavilion (what could change). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- Bigger name acts
- A small more private venue.
- Actively seek more sponsors and/ or grants
- Better lighting around the area, improved back-stage set-up, adopting POS system, themed concessions for events and themed merch items, etc.
- "Better Plaza seating
- New radios for staff"
- bring in different shows.
- Change
- Change/Growth/Construction
- Cover the venue.
- Create luxury seating in the plaza.
- "Current Bands
- Rock and Pop Acts"
- Figure out a way to get new hires to stay for multiple seasons.
- Finding ways to pay for bigger/more popular performers
- Growth
- i do not know
- "Infrastructure
- community partnerships"
- Label the containers of alcohol in order to improve efficiency and facilitate service.
- Listening to feedback and changing because of it in many ways
- Local artists , festivals, and networking opportunities with artists who don't want to tour live nation tours.
- Longer fan fare hours.
- Love of the Community
- Maybe a roof over the venue but I like it the way it is...
- More big name artists.
- more community festivals
- More fall festivals
- "More seating by handicapped gate
- More handicapped parking
- Improve concert quality"
- N/A

## Q16: OPPORTUNITIES: An opportunity is a new possibility of change or external factor that may contribute to the future success of Frazee Pavilion (what could change). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- "Open up to more private groups to rent the stage?"
- Money making shows and events...
- Updates/renovations"
- Positive attitude
- Some type of choice for rain
- "Support from the city, including the willingness of the city to invest money into updating the venue.
- Targeting younger audience
- The city should sell the Frazee to someone who actually wants to fill it with patrons.
- Through increased advertising and continuation of strong leadership, Frazee can continue to grow and bring in larger names.
- Update physical areas. Update backstage, concessions & ticket office.
- Updated register system.
- "Upgrades to facility
- Ability to compete for artist bookings
- Additional sponsorship/partnerships"
- "Venue for Performers needs to be promoted to attract new shows. More family friendly shows and shows to attract younger demographics
- Venue updates
- "We have the opportunity to be known for customer service if we can choose who we hire and not hire out of desperation.
- We have the opportunity to provide better experiences to our guests if we can listen to what guests would like to see and make those changes, (concessions, bathrooms, the venue inside)
- We have the opportunity to a place more people want to come if we can book better entertainment. "
- "Weather cover
- Updated venue structure
- Bring facility current"
- Wireless register systems.



# Q17: THREATS: A threat is an external factor that may pose challenges to Frazee Pavilion (this may be outside of your control) In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- As with any venue with a large amount of people, the biggest threat is violence. Only allowing small bags, the checking of bags and blankets and metal detectors helps prevent this potential issue.
- Competing with a promoter with deep pockets for quality acts
- Competition and weather
- Competition for entertainment
- "Competition in artist offers
- Market saturation
- Sponsorship commitments elsewhere"
- Competition with other venues for acts
- Competition/Failing & insufficient infrastructure
- Dangerous person or items
- "Extreme heat/weather
- Rose Music Center
- Decreased disposable income"
- "Increasing competition
- Lack of budget"
- Lack of variety
- Law enforcement presence is an efficacious deterrent.
- Less cover bands, more current artists.
- Live Nation is a threat to all small venues....
- local and regional event spaces
- Loss of money
- "Loss of revenue and inability to continue business as usual.
- Closing of the Fan Fare store :(
- Rain and nightmare nights like Nelly."
- Maybe try to work out ahead of time with artists what to do in the event that weather causes a show to stop (refund or reschedule). Book bigger acts.
- N/a
- N/A
- "No current bands/acts
- More ""fun"" atmosphere"
- no security or police presence when going to cars after a show especially when walking to the school.
- None
- None noted.
- Other close venues
- "Other Venues in the area
- No coverage from rain or sun"

## Q17: THREATS: A threat is an external factor that may pose challenges to Frazee Pavilion (this may be outside of your control) In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

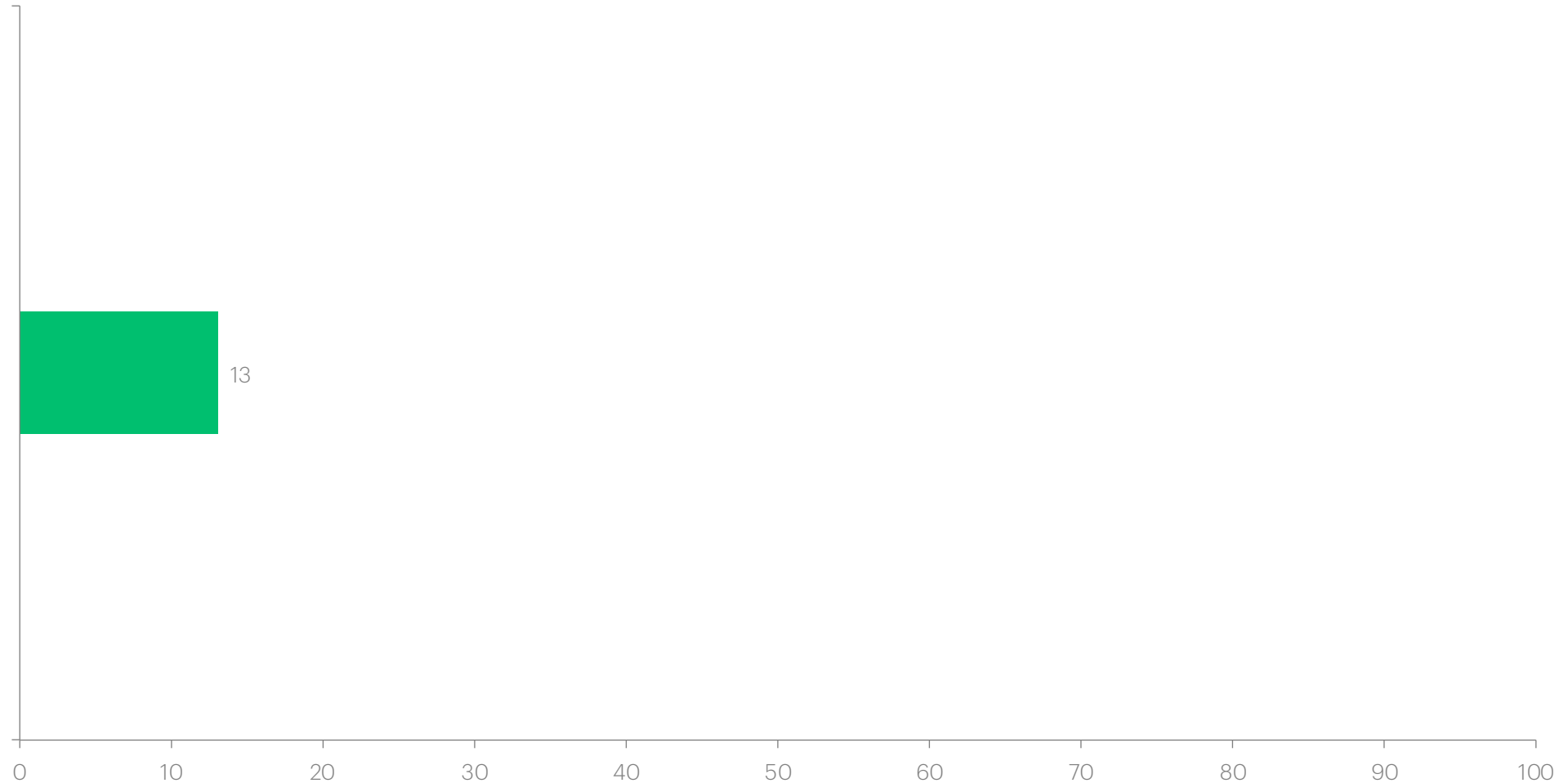
- Rain
- Rain
- Rose being able to offer more shows and better music
- Safety
- Safety. I believe some people certainly are not qualified to be on security detail.
- "The music business.
- City budget."
- The Rose Music Center
- Third party vendor tickets, competing venues in the area, technology struggles (no POS system, updates to software without notice, etc.)
- Those that make decisions in the City for Frazee without having to actually do the jobs/have any understanding are the biggest threat to Frazee. They like to come and enjoy shows without any real idea on how they make our jobs or what is needed for staff, guests and the facility. Often our communications fall on deaf ears. I feel like they expect us to pull rabbits out of hat to solve issues.
- Threat of competition from other local venues
- "Threats—outdated facilities
- "Weather

# Q18: What else would you like to share with us as a part of this process?

- I feel that we need to be mindful of how we approach guests about policies. While it is frustrating to repeat yourself to numerous guests, we have to treat each guest the same. This means approaching a guest calmly and with a positive demeanor.
- I Love to attend the Frazee and I am proud to work there. I Love the Frazee!!!
- Lighten up! If guests want to bounce beach balls during a Beach Boy concert... let it go! If a guest can't show their ticket because they have beverages in both hands, relax. Trust your workers to do their jobs and if you want us to "make their day"... let us do that. Taking a backpack away from a 5-year-old is embarrassing. Many adjustments were made this year (no longer id at gate, backpack purses) that were great common sense changes. Let's keep adjusting so that our guests can view this venue as the go-to place for a great experience.
- The Frazee is a special part of the community. I hate that it is not thriving the way it did in its earlier years. I hope changes can be made to bring it back to life.
- The turnover rate in concessions.

# City team member (not at Fraze) survey results

# Q1: How long have you worked for the City of Kettering?

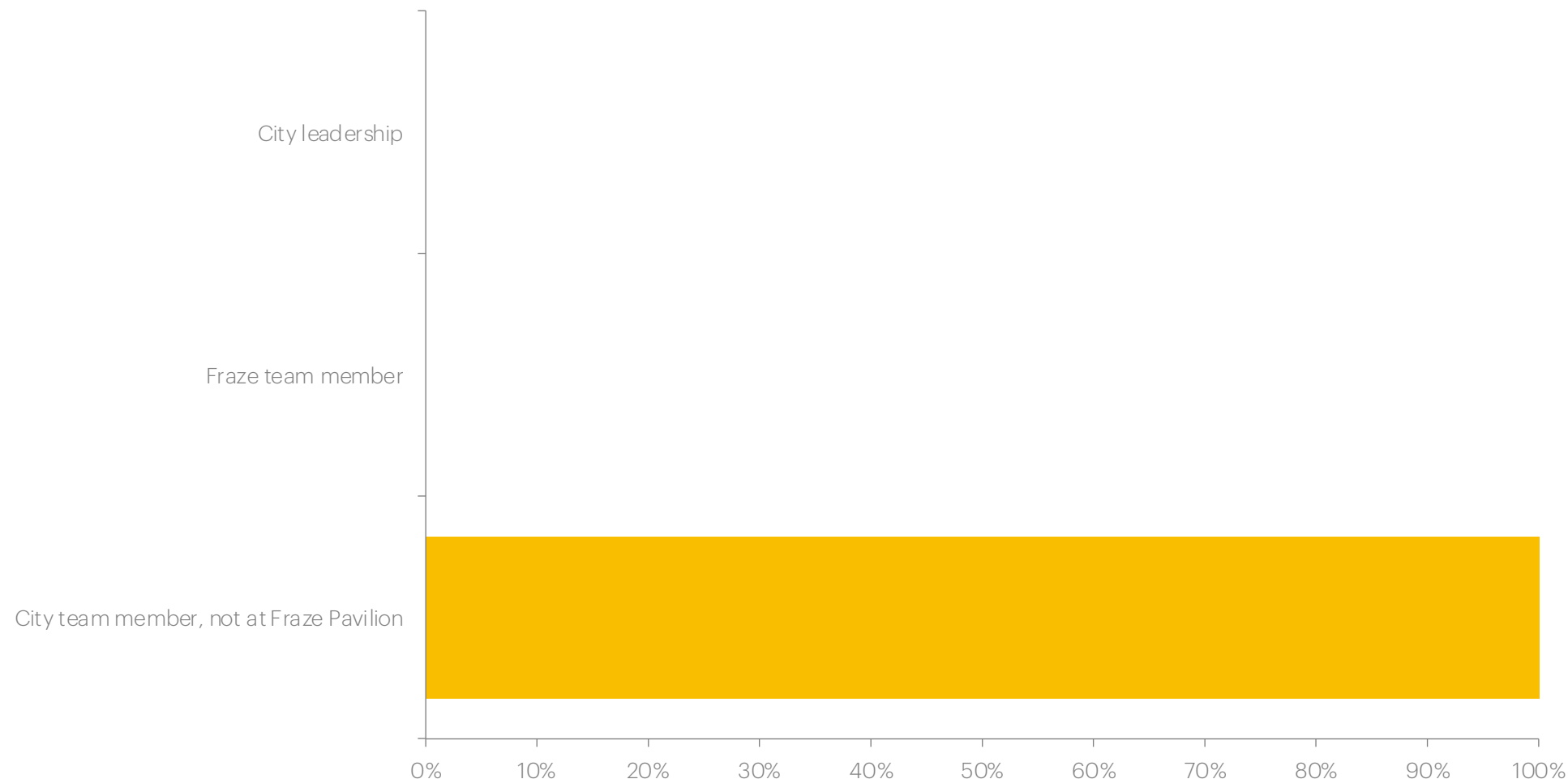




# Q1: How long have you worked for the City of Kettering?

ANSWER CHOICES		AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
		13	587	45
<ul style="list-style-type: none"><li>• 2</li><li>• 2</li><li>• 2</li><li>• 3</li><li>• 3</li><li>• 3</li><li>• 3</li><li>• 5</li><li>• 5</li><li>• 6</li><li>• 6</li><li>• 7</li><li>• 7</li></ul>		<ul style="list-style-type: none"><li>• 8</li><li>• 9</li><li>• 10</li><li>• 10</li><li>• 11</li><li>• 12</li><li>• 12</li><li>• 12</li><li>• 12</li><li>• 12</li><li>• 13</li><li>• 13</li></ul>	<ul style="list-style-type: none"><li>• 13</li><li>• 13</li><li>• 14</li><li>• 15</li><li>• 15</li><li>• 16</li><li>• 16</li><li>• 16</li><li>• 16</li><li>• 17</li><li>• 18</li><li>• 20</li><li>• 21</li><li>• 22</li></ul>	<ul style="list-style-type: none"><li>• 24</li><li>• 24</li><li>• 30</li><li>• 30</li><li>• 31</li><li>• 32</li></ul>

# Q2: What is your role within the City of Kettering?



# Q2: What is your role within the City of Kettering?

ANSWER CHOICES	RESPONSES	
City leadership	0.00%	0
Fraze team member	0.00%	0
City team member, not at Fraze Pavilion	100.00%	46
TOTAL		46

# Q3: What do you believe is the goal of Frazee Pavilion?

- Breaking even on operational cost
- Bring the community together to hear live music and for festivals/special events
- City revenue
- Community entertainment
- community events and entertainment
- Community involvement and enjoyment
- Great entertainment at a fair price.
- provide a community gathering place centered around live entertainment
- Provide a focal point for city events
- Provide a good or increased quality of life for Kettering residents within their community.
- Provide a great venue for the community to enjoy events together
- Provide a variety of entertainment and cultural activities to our community
- Provide an outdoor music and arts performance venue.
- Provide entertainment opportunities for Kettering residents and those in surrounding area.
- Provide Kettering with a concert venue
- Provide quality conditions and entrainment
- Public Entertainment opportunities in the heart of Kettering
- To add to the amenities the City offers and encourage businesses/individuals to want to be part of the City.
- To be a public Arts and entertainment venue
- To create a sense of community and generate funds
- To deliver entertainment.
- To entertain people with great music and events
- To have original national acts with appropriate sized following for performances at Frazee.
- To improve the quality of life for the surrounding community
- To provide a local venue for area residents to come and enjoy concerts and festivals, while attempting to turn a profit.
- To provide a safe environment for citizens to attend entertaining events.
- To provide an entertainment venue that is in a great community
- To provide community entertainment/gathering opportunities
- To provide engaging community events and performances that enhance the quality of life in Kettering.
- To provide events for citizens and to the public. Also, make a profit to help supplement other City (PRC) functions.
- To provide local, family friendly entertainment.
- To provide the community a venue for different avenues of entertainment.

## Q4: Do you believe Frazee accomplishes that goal? Please explain your answer.

- Absolutely. This is a great venue to have locally. Provides a wide variety of entertainment.
- I believe that Frazee draws crowds but not sure that it spurs business/residential growth.
- I do not believe we are bringing in enough popular acts to accomplish popularity or generation of funds
- I do, but feel that it has struggled with rising costs and securing the more popular entertainment
- It brings in concerts but I don't care for the performers they bring in
- I've read articles in DDN that indicates they operate in the red, but I don't know.
- No. It is no longer a public venue but a business operation impacting the surrounding neighborhoods
- No. I have been told that the Frazee brings money in, but does not make a profit.
- No. Some original national acts. Several tribute acts. Very few local acts.
- Not really, outdated acts
- Partly, to my knowledge it does not make a profit.
- Somewhat. I feel the days of the Frazee bringing in national acts that compete with other venues is gone which is ok. I think there needs to be more of a focus on how the facility can promote and offer more community wide events, more than just music.
- Somewhat. Scope and scheduling is there, but pricing and regulations limit it.
- Sort of. Ever since the Rose was built the level of talent has declined. The same "cover bands" every year is no fun.
- Sure
- They did, but the dwindling ability to get live entertainment outside of the ticketmaster/live nation monopoly has made accomplishing this goal harder and harder
- To an extent. There could be more family friendly shows. There are a lot of shows that are for the older population
- Yes
- Yes
- Yes - the musical performances and festivals are enjoyed by many
- "Yes and no. I think the space could be use more extensively as a space for friends to gather. Roaming musicians, chess/checkers boards, farmers market, adult swings, etc."
- Yes I believe so. It is a good place to see a show or attend a festival
- yes it provides a beautiful space for residents to come and walk, come to events or concerts.
- Yes, Frazee clearly focuses on a well-rounded lineup of shows and events that serve a variety of interests
- Yes, I usually hear positive things and it provides a place to come together
- yes, the various events brings the citizens together
- Yes, thousands of people move through the Frazee each year at their events.
- Yes. Frazee is a great venue to attend a concert or event. Hometown feel with great amenities.
- Yes. I believe they do for the most part, as it is a nice venue. However other area venues that are newer, with better options, have made the Frazee a lower choice for national acts, than they used to be.
- Yes. I have gone to many shows and it has always been well done in many ways.
- "Yes. They provide Kettering with various concerts and events.
- No. With the ever-changing demographics of Kettering, I feel that the performers are more for the older generations. "
- Yes; they run a summer season with many different concerts and special events



# Q5: Please explain what you believe is the community perception of Frazee Pavilion?

- A nice venue but somewhat dated.
- A venue that plays a lot of forgotten bands that were popular at least 20 decades ago
- Aging outdoor music venue
- An nice venue for concerts and events with limited parking and now becoming outdated as other venues are constructed.
- An older venue with some decent mostly bland acts. Not friendly to people of color (from what I've heard)
- concert venue
- Great venue, great concerts. However, several community members have approached me and said the staff is not friendly. No one has ever been unfriendly to me.
- I believe many people throughout the Kettering and surrounding community don't realize that the facility and staff are city employees and that they are first and foremost there to offer a service rather than simply being an entertainment venue.
- I believe the community finds Frazee to be a concert venue that is convenient and easy to/from. Makes it nice for weeknight concerts rather than driving to Cincinnati, Huber Heights, etc.
- I believe the Frazee has a positive perception in the community.
- I have heard from residents around the Frazee that they do not care for the music that is brought in
- I seem to think the majority of the community loves the Frazee Pavilion.
- I think it is seen primarily as a music venue
- In general, I think the community feels its great to have locally. It probably could use additional activities, concerts, etc.
- It is a fun place to see a concert but is unpredictable due to weather and has not attracted large acts in recent years.
- It's nice but a little over priced for most Kettering residents
- Lucky to have an entertainment venue so close to home
- Money pit.
- nice, but the rose is better
- No idea
- outdated and needs better acts coming in and more free events- Rose Center has taken from the Frazee
- Perception is an overpriced venue that is not welcoming to all classes of people
- Poor. Ushers are somewhat vigilant and unkind.
- Concessions are very poorly managed. Lines way too long and way too slow. Ruins the experience.
- Positive
- That it cannot keep up with the Rose
- That it would be nice to have some bigger names perform
- The community sees it as an asset to the community. It is a neat venue to have esp its specific location
- The perception of the Frazee is a regimented venue, with silly rules, off putting and unwelcoming. You've seen the social media post I'm sure.
- Those who attend events in the community are glad we have a local place to do so.
- Venue is small and should have covered seating. Ticket prices are high.
- Viewing it as a "B" or "C" act level for music groups. No longer is it offering multiple free events or activities
- well-regulated fun.

## Q6: Please explain what is the team perception of Frazee Pavilion?

- A nice venue but somewhat dated.
- A nice venue generally for the older population as other venues are beginning to surpass in size and entertainment opportunities.
- A struggling concert venue
- Challenging to work with Frazee leadership. They have high expectations, but fail to provide time and information to allow for success
- Close-knit group who works hard and likes to have fun
- Concert venue
- Does not generate enough revenue.
- Draws people to the City
- Everybody I've talked to enjoys the Frazee.
- Frazee is a community amphitheater and provides a space for community events and entertainment. Unsure if the updating needed would be worth the cost. And is the Frazee cost effective as is.
- Frazee team seems over confident in customer satisfaction. City team is too far removed and is accustomed to losing millions in taxes to the Frazee annually.
- I believe that the team feels that Frazee is operating a bit outside of its available capacity (i.e. trying to hold shows that are a stretch for our infrastructure/resources).
- I believe the Frazee staff views themselves as an essential service, but that the facility is lacking and I would say they feel as though they are an afterthought based on past designs and commitments made by the city to make improvements.
- I think the team perception of Frazee is of an ancillary city offering that is not one of the key operations of the city
- idk
- It doesn't raise any funds and needs to be subsidized every year. It may bring some money to local businesses but at what cost?
- It is a net financial loss for the city but a net positive for the community.
- Lots of pressure on the Frazee to make money, but offerings are not aligned with heavy revenue generators (like cover bands, special events, etc.)
- My perception is the Frazee is simply a service the City offers to the citizens and nothing more. Breaking even would be considered a good year and it could be much more! I'm not saying it could be Red Rocks, but there is nothing like this venue in our area.
- N/A
- Overall positive, however some micromanaging has been taking place. For instance Frazee leadership telling people from other departments where to stand, sit, don't go in the theatre, etc.
- Some of it seems counterproductive from a professional level, given the tasks of the other city departments (Fire and Police). Fire and police probably know better where to effectively do their jobs, and not to watch a "free" show.
- People have issues with what they can and cannot bring into the venue. They take it personally instead of seeing it as a security issue for all.
- "Positive perception: Beautiful area. Good entertainment.
- Negative perception: High maintenance and lots of work for the events. Needs better parking."
- Same as community
- Similar - an older venue with tired looking amenities
- That it is not generating revenue and is a lot of work
- that the frazee staff does as well as they can with the contractual challenges in place
- TSA spinoff
- Understaffed, LOW paid
- Venue is small and should have covered seating. Ticket prices are high.
- We enjoy working there for the community interaction

## Q7: What do you believe is Frazee Pavilion's greatest contribution to the community and why?

- A beautiful outdoor venue that is unique to the region; supported by a city that is invested in giving a high quality of life to all of its residents
- A close to home entertainment venue. Residents can stay close by and not have to travel for the events.
- A hometown amphitheater is a great resource for residents, I personally love showing up and seeing neighbors and listening to music on a beautiful night.
- A local venue that is hometown small with some really great events/concerts.
- A nice place to relax and enjoy festivals and small concerts. Makes the city a more attractive place to want to live.
- An open air park setting in the Lincoln Park design, the Frazee theatre as itself is not an attractive venue
- Bringing music and art to the community
- Central public meeting spot. Beautiful landscaping
- Entertainment.
- Frazee is a great meeting place and, again, easy to get to, easy parking, etc. I truly believe that people enjoy attending concerts here.
- Frazee Pavilion's greatest contribution to the community is its role as a cultural and social hub. By hosting a diverse array of concerts, festivals, and events, the pavilion brings people together, fostering a sense of community and providing residents with opportunities for entertainment and enrichment. Its presence enhances the local quality of life.
- I believe the Frazee could be a prime combination of Levitt Pavilion and the Rose. Have original national acts, some proven tribute acts and bring in more proven local acts and state-wide original acts in addition to the festivals. There are large followings for some local bands. There are bands better than The Menus and Stranger. Get out in the community and see what's out there on any given weekend. Unfortunately, Austin Landing seems to have taken over festivals.
- I think any place that can bring people together is a wonderful opportunity
- It attracts people to the City of Kettering and allows us to provide a service to a large number of people
- It is a wonderful place to bring people together and for the most part it does that. The type of events and programs it uses to bring people together for could use a change.
- It is the only music venue in Kettering, therefore bringing people into the community that may not otherwise visit
- It provides a space for events and concerts- a space for gathering. People love walking through the Frazee even when events are not occurring- the fountains and greenery provide some tranquility
- Its a beautiful space with fun opportunities for community to gather
- it's past its ability to contribute in the way that it used to. it needs to transform
- Local entertainment
- Local place to gather with friends and family for entertainment.
- Many other municipalities do not have an amphitheater of this size so it does draw people.

## Q7: What do you believe is Frazee Pavilion's greatest contribution to the community and why?

- Offering a great community location to bring people together and one that is in a very convenient location with great scenery.
- Paints the City in a good light.
- Provides events for citizens and to the public.
- Providing a center to come together and enjoy live music or events
- Providing a space for community to gather and enjoy
- providing entertainment for people who might not always want sports
- The entertainment usually has been really good, with a few high end artists each year. That has gone down a little the last few years, but they still have lots of good shows. And, I think the community very much enjoys the environment in and around the Frazee.
- The Frazee has so much potential. With the nearby venues like the Rose and Riverbend offering "better" more "relevant" artist, there is a market for resurging artist, new artist, or artist maybe past the days of chart topping hits. A different price point is a great option especially if the experience is positive.
- The free events that bring Kettering residents together to socialize and interact
- Wing fest

## Q8: If you could change one thing about the way Frazee operates, what would it be and why?

- An entertainment management company should take control of professional act contracting and venue management
- Better acts
- better acts. team up with live nation/ticketmaster
- Better management and cooperation with other departments
- better paid staff and more shows
- Bring in better acts
- Bring in bigger names to attract sell out crowds.
- Concessions/Beer lines. The way it's done now RUINS the evening. And they workers really don't seem to care.
- hire more permanent staff in order to reduce pressure from existing staff
- I don't feel I'm familiar enough to answer this question, but it seems like they have certain leniency with rules that other departments don't have in regards to hiring and seasonal help
- I don't have enough information how it operates.
- I don't have enough knowledge to make any recommendations. The Frazee team seems really solid, passionate, and respectful of each other
- I think Frazee struggles with a lack of direction - it seems that there has been much hesitancy in actually determining what the City thinks Frazee should be, and what is necessary to move in that direction (facility upgrades, changes to subsidy level, etc...) Hopefully this study helps provide that direction!
- I would make it an open amphitheater for community events like outdoor theatre, free summer concert series, and available for community groups.
- I'm not really sure. It is a very well rounded venue and the accommodations have always been top notch.
- It needs to be more competitive in bringing in performers from many genre of music not just cover bands.
- More beer and concession lines. The lines are always too long. Especially for alcohol.
- More collaboration between its operations and the rest of the city. It has operated very independently from the rest of the city for a very long time.
- more comedians, Christian music, speakers, open at lunch for food trucks, games like Central Park
- More events for more kinds of people
- More friendly greeters. They can be sort of rude.
- Parking. Creates traffic issues. There is no large designated parking areas .
- Provide employee's discounted ticket rather than have empty seats.
- See #6. Overall positive, however some micromanaging has been taking place. For instance Frazee leadership telling people from other departments where to stand, sit, don't go in the theatre, etc. Some of it seems counterproductive from a professional level, given the tasks of the other city departments (Fire and Police). Fire and police probably know better where to effectively do their jobs, and not to watch a "free" show. Let fire and police decide where to do their jobs while at the Frazee.



## Q8: If you could change one thing about the way Frazee operates, what would it be and why?

- Stop putting up the temporary metal fence. Barricades automatically affect the experiences concert go-ers in a negative way and no one has even got into the venue yet. It forces people to walk in the road and creates a "keep out" feeling. Watch the Woodstock '99 documentary. Sell those things. Allow passer-bys to congregate and socialize. No one is gate crashing a \$5 Jimmy Buffet tribute concert thing. Concerts should be inviting, not discouraging. Besides, if some Parrot Heads did sneak in, they'll quadruple the ticket price in beer. \$\$\$
- Technology upgrade with ticket sales, entrance into the park with updated metal detectors
- The Frazee team works in a very stressful environment because they are continually having to fit a square peg in a round hole. This often spills into other departments that support them. See next answer for further elaboration on this.
- TSA security check, pricing. Blocking off public sidewalks during events. Keeping bathrooms open outside of events.

# Q9: What area should Frazee prioritize for improvement efforts and why?

- Aesthetics. While Frazee may not be the biggest venue, making it the nicest, should be the goal, in my opinion.
- "Answer to number 8 can also pertain to this one as well.
- It would be nice to have a covered area, but then it is also nice after the sun goes down to be able to have the open feel. "
- Better ADA seating and accommodations. The seats are horrible and not with the ticket prices
- Bigger acts, to include comedy acts
- Bring back the initial intention of open/free public arts or music use for the area and less on professional costly acts.
- Bring in better acts and more acts. The season is way too short for the amount of people hired.
- City leadership needs to decide what the Frazee is going to be. If it is going to be a local gathering place (like Stubbs Park in Centerville, Levitt Pavilion in Dayton, etc.), then we need to work on changing its identity to that. If we are going to try to provide a concert venue for larger shows, there need to be significant infrastructure improvements/modernizations made.
- Clearer mission for its programming - I think it's confusing to talk about the Frazee right now because of the high profile competition from the Rose and the Levitt. I think there is an opportunity to stand out from these other venues by better defining the type of programming that is offered.
- concession stand improvements
- Concessions/Beer lines...see above. More meaningful community involvement and use. I.e. local bands. More original acts.
- Covered seating.
- Create a more welcoming environment. Metal wands are acceptable, but remove all the booths. Be excited for the folks attending the show (at least pretend). It feels like the line for boot camp. I never have this experience anywhere else.
- Remove the temporary barricades. Open the beer garden area to something like DORA experience. Allowing people to come grab a beer, hangout, then possibly grab a ticket to sit in the lawn would elevate ticket sales and revenue. Having a fun attitude cost nothing.
- Different price packages for events. There should be a \$5 option that allows you to set up a lawnchair and enjoy a beer.
- Facility upgrades, as its an aging facility that could use some attention to maintain its status as an attractive music venue for guests and artists. get better performers or just stop doing live music. maybe become an outdoor theatre venue
- I feel the improvements need to be made at what direction the program offerings need to be focused on. More so in that area than the actual site or surrounding buildings.
- I think they need to build relationships with bookers that can get better performances in. People will come a long way for a good performer. It would be nice to have Kettering seen as a good source for Entertainment.
- I would love to see Frazee get a roof or cover over the seats so all concerts could be enjoyed if it rained.

## Q9: What area should Frazee prioritize for improvement efforts and why?

- If it wants to compete with other venues it needs covered.
- It is too small. The dressing rooms, the storage, seating. In order to draw newer entertainment to increase sales and revenue, provide a more up-to-date venue with more seating. A place to sell merchandise.
- It's difficult to do but maybe more events that are non-music related. That's really the only events I can think of that are hosted. Could be an opportunity to expand and diversify.
- More activities to bring City residents together.
- more employees
- Need a sign with upcoming events
- Not sure of any.
- Performer/band access to the facility. It feels cumbersome walking through the office entrance to access the dressing and green rooms
- Physical updates including concessions and also getting some more diversity in the shows
- Revenue
- Roof structure because of the weather and parking areas.
- See above answer.
- Update the facility to accommodate crowds outside the music venue

# Q10: Please describe your favorite Frazee Pavilion memory.

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>• \$5 Fridays \$2 Tuesdays. So many friends all in the same place for local music on a large stage. Everyone loved it!!</li><li>• All of my Frazee concert/show experiences have been great.</li><li>• Beautiful weather and a good live act</li><li>• Enjoying music with friends and family</li><li>• Going to the Frazee every Christmas with family for photos and walk the lights and music.</li><li>• I attended a Randy Travis Concert at the Frazee in 2009.</li><li>• I don't have just one. Almost every time I go it is a great memory. However, Clint Black was a great time.</li><li>• I've never been there but I enjoy working with the people who do work there</li><li>• John Denver was there. I'll never forget it.</li><li>• Long lines for food/beverages</li><li>• Many country artists that have been there, and the shows have all been great!</li><li>• My favorite memories are usually the moments that should be irritating. Being told to not sit on the wall, being told the concert ends in an hour</li></ul> | <ul style="list-style-type: none"><li>• so no more beer sales, being told no dancing because people can't see, watching my mom discuss with security guy that her purse is only 1" bigger and have to walk across half of Kettering to take it back to the car, going to put a wrist band on my 8 year old to show he's under 21. All great stories, but all affecting the reputation of the Frazee</li><li>• N/A</li><li>• N/A</li><li>• N/A</li><li>• na</li><li>• Nothing outstanding</li><li>• Reuniting with high school friends to attend a 90's concert.</li><li>• Saw Bob James with my father. Had two beers before they stopped serving</li><li>• Seeing a ton of people dancing and having a great time at the Juneteenth event, even though it was a million degrees outside</li><li>• Sitting near the front row at Gladys Knight and her singing and winking at me and my husband</li><li>• Sitting out by the fountains while in high school</li></ul> | <ul style="list-style-type: none"><li>• and just listening to good music with my friends.</li><li>• Steely Dan concert with my husband - sound and show was perfect.</li><li>• taking my kids to see a concert of their favorite musician</li><li>• Taking my wife to Hunter Hayes</li><li>• The many concerts and festivals held there over the years.</li><li>• The return of Journey 2003</li></ul> |
|--|---|--|

# Q11: What do you believe are the biggest hurdles for a customer attending an event Frazee Pavilion?

- A lot of rules to follow, which in turn takes a long time to get through the gates at times
- Better acts available at another venue
- bringing in outside items with a strict list of what you can't bring despite being common items you'd want.
- Competition and choosing between the Rose, Levitt Pavilion, Riverscape concerts, etc.
- Dealing with rain.
- finding something worth purchasing a ticket to see. the performers are a joke
- Frazee FanFare hours are insanely limited and when they do get bigger shows, the cost is very high
- I don't have enough information how it operates.
- It seems that customers do not enjoy the long concession lines and rain can be problematic/discouraging.
- Just enjoy the show and the great environment.
- Long food and beer/drink lines.
- long lines at the concession stand
- Long lines for food and beverages. Costs of food and beverages.
- Parking
- Parking and dealing with the greeters
- Parking and the entrance gates if they have to stand in line waiting to get in. The location of bathrooms are an issue for older adults
- Parking can be tough, extremely strict security comes with its downsides
- Parking, long lines at concessions.
- Price
- See above
- There can be many hurdles to the Frazee, but all are part of the personality of the venue if the staff and experiences are positive. Parking is weird, but getting there early can be fun. No roof is unique, but that creates the uniqueness! The location is packed into the middle of a neighborhood, but that's the greatest characteristic of it. Real grass to sit on with a blanket is so much cooler than Riverbend. I'm sure the artist that play the venue for the first time are intrigued by the venue having a small park and walking trails. Build on that!
- To see the stage from the beer line for 10-15 minutes.
- weather, safety protocols
- Weather.



## Q12: STRENGTHS: A strength is an internal advantage or capability unique to the Frazee Pavilion (what is going well) In short, one-to-three-word phrases, describe what you believe to be Frazee Pavilion's strengths.

- A safe area.
- Accessible, convenient, good value for money
- Attractive venue, landscaping.
- "Beautiful setting
- secluded but centrally located"
- Brings People together
- City financing its operations
- Cleanliness. Grounds keeping.
- "Close to home events.
- Beautiful area. "
- Easy to park and get to the venue
- "Employees who love working the events
- Great mix of entertainment
- "
- "Experienced staff
- Unique facility
- Event flexibility
- Reputation
- City-financed stability"
- focus on the customer
- Great place to see a show
- "-History
- -Staff"
- It's beautiful, located in center of Kettering, diverse offerings
- It's leadership and their enthusiasm
- location and reputation
- Location in a beautiful park, safety measures for guests, special events
- Location of the venue
- location, community pride in the venue, well run operation
- Location, Cost, Scenery, Schedule
- Low cost fun
- Open access, parking
- Patron satisfaction
- The uniqueness of the location
- "unique
- location in county and city"
- venue is beautiful
- Well-oiled machine. Same parking, same location, same entry. Every worker knows well what is going on

# Q13: WEAKNESSES: A weakness is an internal flaw or spot where you or the Frazee Pavilion operations may face challenges (what isn't going well). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's weaknesses.

- A prison feel
- acts are not popular
- age and competition
- Audio and Video - being able to have graphics or TV screens on the sides of the stage
- can't get big acts,
- City budget impacts and reliance on neighborhood parking/congestion
- "-Competition for personnel
- -Ability to pay competitive wage"
- "Concession lines too long making it hard to move in the park
- "
- -Facility is outdated and undersized for what they try to compete with.
- "Facility limitations
- FT Staff uncertainty
- Bureaucracy
- Incoherent mission"
- Finances
- Friendliness. Customer experience. Concessions.
- "hard to get to
- "
- Inadequate infrastructure
- "lackluster performers past their prime or lame cover bands
- no standing pit space/dancing"
- "landlock can not expand
- how acts are booked"
- Limited Seating
- Loss of interest
- Lots of competition in the area like Rose Pavilion, Hobart Arena
- "Need to find better (more) top rated events/singers.
- Cover the audience area
- Provide new individual/better seats"
- No covered seating.
- Non entertainment "city" personnel trying to market acts and operations
- Not clear on the mission; not clear on how programming is chosen.
- Other entertainment venues popping up close to home in the near future - West Carrollton and Middletown
- outdated acts, high price
- Parking
- Parking, micro managing of the acts and other departments
- poor pay for staff
- Public access. When an event goes on, the whole area is really unwelcoming to anyone else. Don't use the pond, don't walk the sidewalks/paths. Don't drive these streets.
- Show Competition
- Stale in improvements.
- Supervision
- The turnover of seasonal staff each year
- understaffed

# Q14: OPPORTUNITIES: An opportunity is a new possibility of change or external factor that may contribute to the future success of Frazee Pavilion (what could change). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- Advancement. Revamp the facility. New acts.
- An external professional Arts/Media management team to compete within local market contractual constraints
- An opportunity to have several key words that describe the Frazee and make it different than other competitive venues nearby could help guide how I talk about it in comparison.
- Bike parking. Make it a DORA and sell beer to the people. Have tiered ticket sales. I should be able to hear the music regardless if I can see the stage.
- Bringing in bigger names
- Build on the socialness of the area. Open it up to DORA
- Comedy acts
- Cover pavilion
- "Cover the Frazee with a roof
- More comfortable seating"
- Covered seating would attract more ticket sales.
- Farmers market atmosphere, central park feel, Adult swings, games,
- "Have a larger sponsorship for the Frazee.
- Make the pavilion nicer/upgrades.
- "
- less restrictions on acts.
- Local acts involvement. More original national acts.
- Local events
- marketing,
- More main stream acts
- new staff, new ideas,
- Non-music events/performers?
- partner with someone who can bring in better acts, extend the season
- partner with ticketmaster
- People love live music
- Programs within the Frazee
- Redefine the Frazee's identity
- -Reinvent what they offer community
- Wider Event Venue
- "Year round events
- Less reliance on ticketed shows
- Partnership with other public/independent venues"

## Q15: THREATS: A threat is an external factor that may pose challenges to Frazee Pavilion (this may be outside of your control) In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- Bigger and nicer venues (ie. Rose Music) may come into the Miami valley area. Local arenas may start providing different entertainment venues.
- Closed minded and already satisfied Frazee leadership team.
- competition for more popular acts
- competition from other venues
- contractual restrictions, lack of desire
- I imagine if revenue is important, the other competition nearby is causing a threat to Frazee.
- Inflation, Competitors
- local music venues getting the bigger names instead of then coming to the Frazee
- Neighborhoods around the Frazee
- Nothing threatening about Frazee
- Other local concert venues pulling business from Frazee
- Other music venues
- other venues
- Other venues
- Rose in Huber, size of venue
- The Rose and the like.
- The Rose Music Center getting better acts, better parking, less restrictions.
- ticketmaster live nation
- Unhappy patrons if show canceled due to rain.
- "Unsustainable level of competition
- Music industry uncertainty
- Unreasonable contractual obligations
- "
- Very dumb question. If you're threatened by the public openness of the space, you're paranoid at the grocery store and at church. It should be more lax

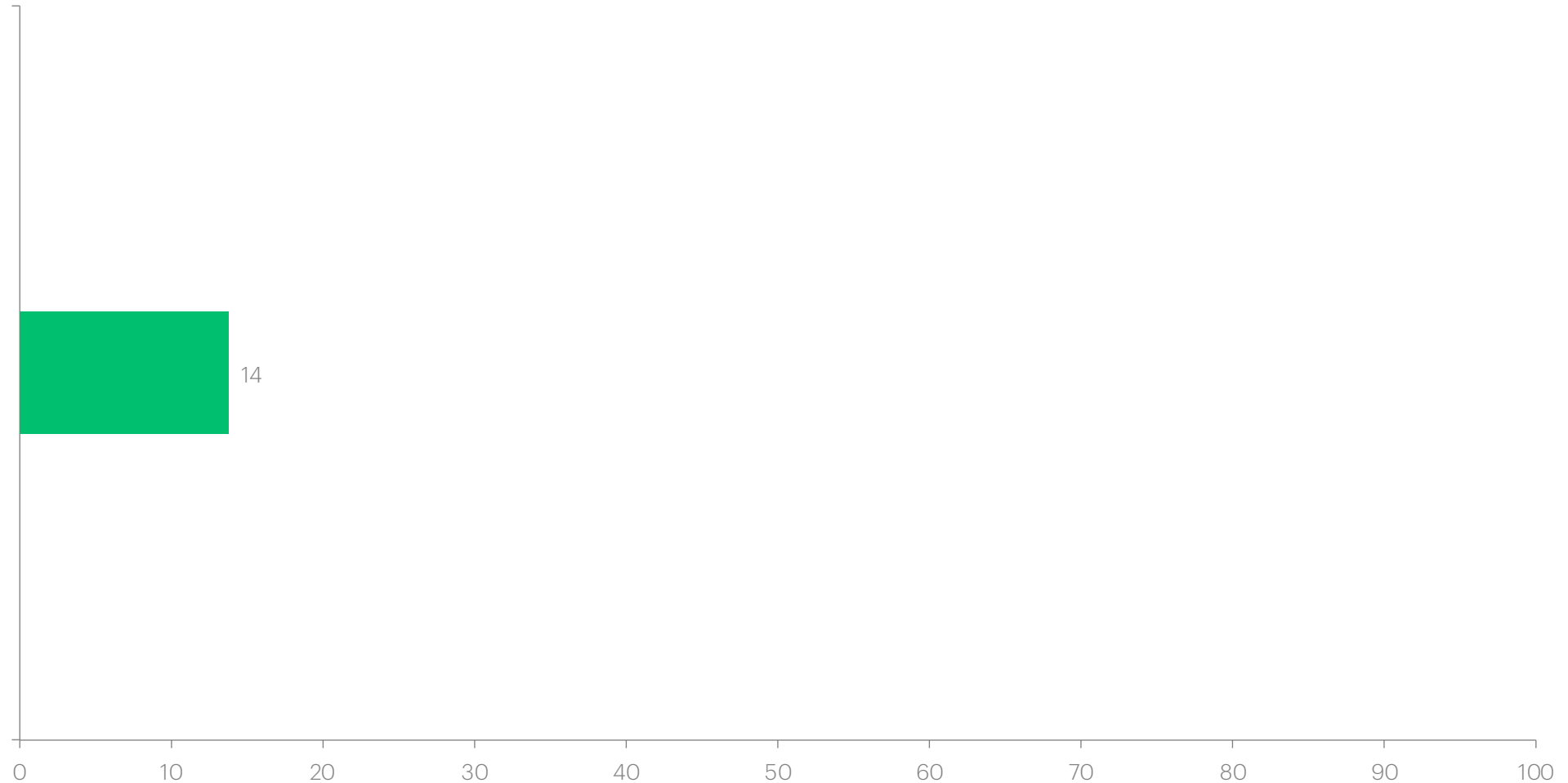
## Q16: What else would you like to share with us as a part of this process?

- I think the most important thing right now is securing direction for Frazee. Providing direction on what types of acts we want to attract, how focused should we be on community events, at what level should Frazee be subsidized and similar topics will go a long way towards determining what the staff at Frazee needs to do to be successful. Right now, they are forced to guess on how to be successful, and that's not fair.
- Covering the seated section, like the Rose. Better for bad weather.



# City Leadership survey results

# Q1: How long have you worked for the City of Kettering?

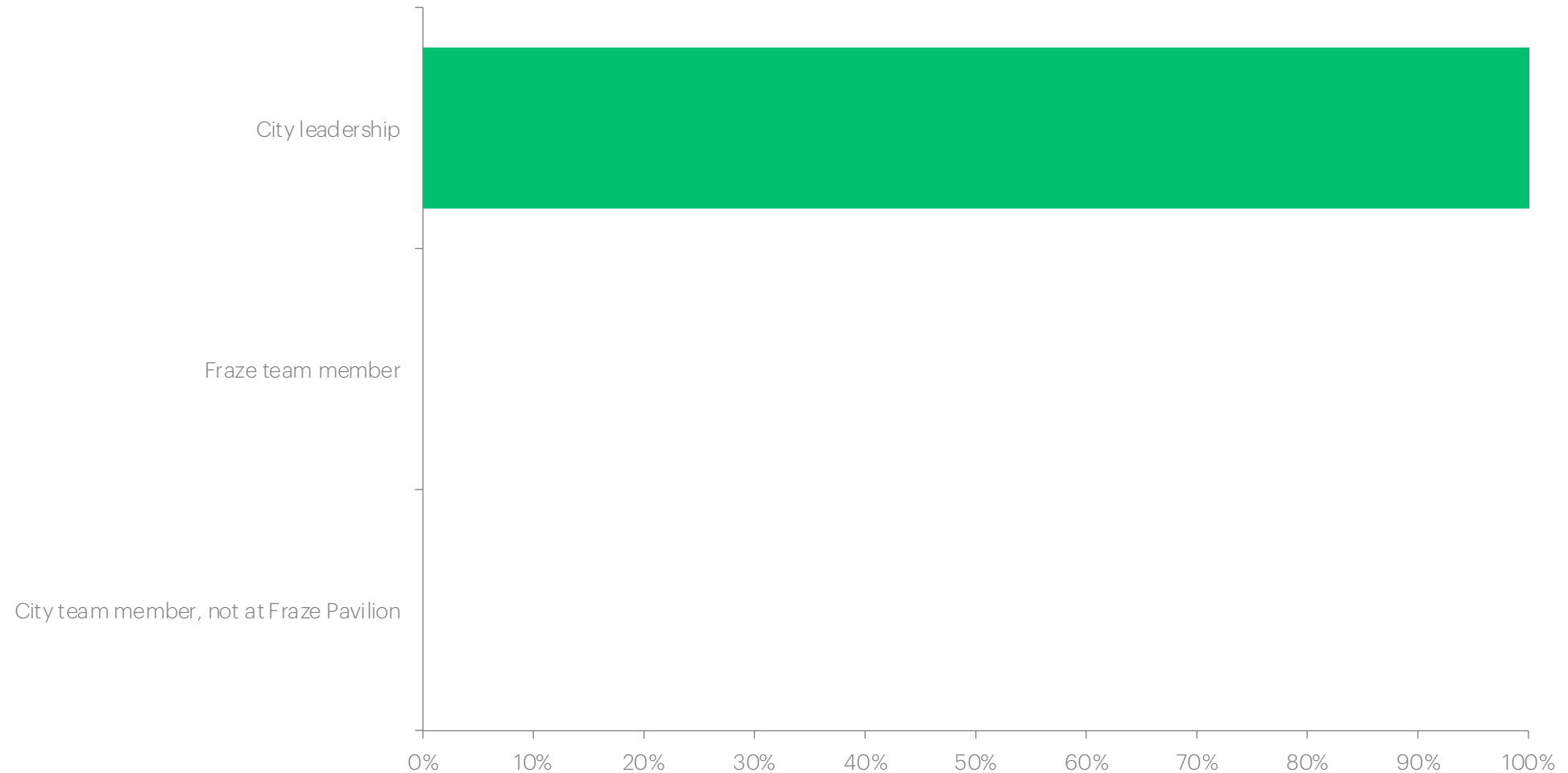


# Q1: How long have you worked for the City of Kettering?

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	14	385	28

- 0
  - 1
  - 1
  - 2
  - 2
  - 2
  - 3
  - 3
  - 6
  - 7
- 8
  - 9
  - 11
  - 11
  - 12
  - 12
  - 13
  - 15
  - 20
  - 23
- 25
  - 25
  - 25
  - 25
  - 26
  - 29
  - 32
  - 37

## Q2: What is your role within the City of Kettering?



# Q2: What is your role within the City of Kettering?

ANSWER CHOICES	RESPONSES	
City leadership	100.00%	28
Fraze team member	0.00%	0
City team member, not at Fraze Pavilion	0.00%	0
TOTAL		28



### Q3: What do you believe is the goal of Frazee Pavilion?

- A gathering place for city events and a top notch concert venue.
- Bring community together and not be a loss leader for the city.
- Entertainment for Miami Valley residents
- Make money while spending very little
- provide a combination of paid concerts and free community events
- Provide entertainment services to City's residents. This line has been unclear based on budget balancing in previous years and less profit success compared to several years ago before COVID and before another large local venue opened.
- Provide entertainment venue to bring citizens to the city of Kettering.
- PROVIDE QUALITY OF LIFE & ENTERTAINMENT FOR KETTERING CITIZENS & OTHERS IN AREA
- Quality entertainment venue for the local community
- The size of the facility lends itself to local shows and events, not the large concerts that are available elsewhere.
- To bring entertainment to the City and to the greater region
- To entertain the community through shows and host public events.
- to facilitate a sense of community, provide a city center place for community events.
- To provide a great patron experience through affordable, quality entertainment with exceptional customer service.
- To provide a similar concert experience as other outdoor venues in the area.
- To provide a valuable and unique community amenity that does not burden the city's general revenue fund.
- To provide an enjoyable experience to those who visit the Frazee.
- To provide community entertainment and build community pride
- To provide entertainment to the Kettering community and those beyond. To have a wonderful city asset that brings the community together in space and reputation.
- To provide outdoor entertainment for the enjoyment of our residents and people in the surrounding area
- To provide quality entertainment to Kettering residents and to be an entertainment destination for visitors outside of the City in an effort to positively affect the City's economy, highlight its beauty, and foster community engagement.
- Try to bring a diverse group of acts to the Frazee to promote attraction and different entertainment to the City of Kettering.

## Q4: Do you believe Frazee accomplishes that goal? Please explain your answer.

- For the most part. However, the quality of performers has greatly declined since the opening of The Rose.
- Free festivals like Spass Nacht, H@H and Wing Fest accomplish the goal, but not higher and even mid-level priced concerts. The Frazee was a great idea when it was built 30 years ago. But now there are MANY options for music and the market is saturated.
- Generally
- I do believe Frazee accomplishes these goals. It's the only venue I've been to that's situated in such a beautiful and intimate setting. The staff is friendly and efficient. It's a community gem.
- I feel it partially accomplishes this. I feel it could bring more entertainment to the center.
- It does during festivals, but.... Lots of chatter about relevancy of concerts.
- It does.
- It has obviously had challenges with bringing in big names for concerts.
- Mostly, I would say yes. It seems based on our venue size some larger acts would not consider our facility. I would like to have some bigger name acts though.
- No. The concessions are completely disorganized. Having to stand in line for an hour to get concessions at sold out shows is unacceptable.
- Not consistently. The experience is more than just quality entertainment. It includes quality service, amenities, and hospitality.
- Partially. The entertainment is regionally focused. Residents are proud of the Frazee but the Frazee does not make residents feel welcome.
- Quality of acts have diminished in the last couple years. Frazee leadership are known for heavy handed rules without any leeway. I've heard this more times than I can count. People compare Frazee leadership in a negative light as compared to The Rose. IE: women's bags are inspected prior to entering, but if the empty bag is too large, the person is sent to walk all the way back to their car to put their bag full of nothing, back in their car.
- The Frazee has begun narrowing performances to a less costly and more entertaining acts the past few years. With this adjustment we will need to survey residents/attendees if this strategic move was a good choice or not.
- The Frazee is in transition to reinvent itself as something new.
- YES
- Yes
- Yes I do within an increase to the highly competitive market
- Yes, Frazee has managed to consistently achieve this purpose even as things have changed in the realm of area outdoor entertainment including increased competition as other venues have been established
- yes, I think they do it very well
- Yes, though I realize it is hard to bring in bigger names.
- Yes. I have always had good experiences at the Frazee Pavilion itself and the team there. The prices are affordable and the variety of entertainment is adequate.

# Q5: Please explain what you believe is the community perception of Frazee Pavilion?

- "a nice to have amenity", that sometimes the volunteers/staff aren't very friendly.
- a place that brings in washed up acts but not willing to pay the prices for higher quality acts
- A place where "has beens" go to play. Wanna see a good concert, go to Rose or Riverbend
- Going down hill. Rose is taking away business. Very few amenities any more.
- I believe community perception is that generally Frazee is a nice, clean, safe, local outdoor venue to listen to live music or attend outdoor festivals/shows.
- I believe it is good especially the festivals
- I feel the community values the Frazee as symbol of community pride.
- I feel there are better choices for the community not at the Frazee and if given a choice they would opt to go to a different location.
- I firmly believe the perception of the Frazee is very good. Its a quality venue that overall does a great job for the scheduled events.
- I think the community is moving their perception of the Frazee to more of a community local music events/festivals since the Rose Music Center is now scheduling the more bigger well known music acts that the Frazee could not handle the volume of attendees to cover the higher cost artists.
- I think the general community perception is a love of Frazee steeped in nostalgia. Everyone seems to have a great memory from the Frazee.
- I'm not sure. But my perception is that the problem I mentioned above has been consistent for 5+ years and nothing has changed.
- IS " NICE " BUT COULD ALWAYS BE BETTER & ALSO BE UTILIZED MORE
- It provides good entertainment but the Frazee workings do not allow for community participation. Even at community festivals, it is very unwelcoming
- Its viewed as a unique amenity, offering a wide variety of acts, festivals, etc - truly a home for summer entertainment
- Negative. There is a lot of comparison to the Rose, and the Frazee comes up short. They don't have the same level of acts, and the customer service -- while some improvement over the past few years -- has a terrible reputation from past eras.
- That it was once the prime venue for music in the region but that it has since been taken over by The Rose.
- The community views the facility as a huge asset, but its future is slowly changing to be more local.
- They don't have great acts anymore. No current acts... cover bands are only sometimes good. Size of the venue is nice with good seats.
- To be a concert venue that competes with Rose Music Center.
- We are charging for concerts folks can see for free in other communities (i.e. tribute bands). Choices of acts are limited since Rose entered picture
- Wonderful space. Outdoors risky with weather - would be nice to have a respected cancellation/refund policy. Most shows are from artists not in prime time.

## Q6: Please explain what is the team perception of Frazee Pavilion?

- "Team"=council?? Concerned the venue continues to lose money.
- a strong team that cares about each other
- "Bill is superb. He is a genuinely friendly worker. Otherwise, the leadership is unfriendly. In their desperation to get out of the red financially, they appear to permit over serving as noted by vomiting customers at the end of the night. People cannot enjoy their experience having walked by people vomiting in front the the beer line or inside the venue. They go back and THAT'S the experience they'll tell their friends about. Safety is critical... drunks don't give that image.
- "
- Great attribute to Kettering but unwelcoming
- I believe it is mostly viewed as a location to host festivals and events.
- I believe the internal perception is also very good. Some improvements could be made to enhance attendee experience.
- I do not understand the question.
- I don't know how to answer this.
- I think the City staff sees Frazee as a point of pride and something that we mention to folks when trying to describe where we work. "You know Frazee Pavilion? We work in the buildings next door." It's the one thing most people know and associate quickly with Kettering.
- IS A SOLID BENEFIT TO COMMUNITY
- My work team, or the Frazee work team? The Frazee Team seems good.
- No opinion
- Same as community with the added fact that the success of the Frazee season is the result of make people within the city organization working together as a team to achieve this success
- Somewhat independent of the rest of the city
- The Frazee has a lot of loyal team members that return year after year; therefore, I can only assume their perception is good. The year-round staff is very tenured, so I would assume they also have a good perception.
- The team is disappointed that bigger well known performances are scheduled outside of the Frazee, but are fully aware the limited capabilities the City can handle. We need to follow the original roots to a more comfortable local and family friendly feel to the events.
- Unknown
- Unsure what this question is asking.
- With the loss of larger concerts, I am not sure the team knows what the facility is suppose to be moving forward.

## Q7: What do you believe is Frazee Pavilion's greatest contribution to the community and why?

- A beautiful park that hosts many great community building events.
- A GATHERING TYPE PLACE & BENEFITS OVERALL QUALITY OF LIFE
- An amenity that showcases the beauty of our city to folks who live outside our city. A place for residents to gather.
- Bringing the community together through sponsored events and concerts
- Close proximity to the citizens of Kettering in a pleasant environment.
- Community gathering in a really cool place. Kettering does not have a downtown, so the Frazee is a partial substitution .
- Decent, well-kept piece of property.
- Frazee is a way to experience concerts in an intimate, outdoor setting. You rarely get the opportunity to sit in the grass, a few yards from a performer under the stars with your friends and the rest of your community. Nowadays, to see a concert, you spend hundreds to be in the nosebleeds with thousands of people. Frazee makes a way for people to enjoy concerts more affordably and to connect with the artist and the audience more personally.
- Free festivals and sense of community for people who live in Kettering. Memories for kids growing up here.
- Good location with excellent use of close parking lots. It's about as centralized as we can get given how our city is laid out.
- Great entertainment
- it is a really great place for music
- It shows that we care about diversity with the different acts that are brought in. It also brings people outside our community in to see what our city has to offer.
- Its a wonderful facility with a lot of entertainment potential for the community and surrounding areas.
- Local - no drive, easy parking, pleasant setting.
- Many cities shy away from such technological theaters such as the Frazee. The community is/should be involved with every aspect of the strategic operational plan of the Frazee to continue the respect/support for such City services.
- "Nice nights put listening to music. Providing a venue for community gathering, culture etc. But, have to book events that break even.
- "
- Providing a unique experience for many to enjoy outdoor summer entertainment
- That the idea of community gathering space could me more than just a park.
- The Frazee Pavilion is now the City of Kettering's singular entertainment attraction in the City. If not for the Frazee, no "destination" in the City would exist to attract anyone for entertainment or leisure.
- The venue itself. Frazee offers a beautiful, safe, clean venue that is family friendly.
- They bring great performers in.

## Q8: If you could change one thing about the way Frazee operates, what would it be and why?

- Alcohol sales are a big complaint as the lines are too long and most people cannot be served
- Allow people to outside on the tree lawns. I understand the potential revenue loss, but at least it attracts people to come to the City. And as far as the residents are concerned, the Frazee is the one and only entertainment option that Kettering offers.
- Better acts. I'm willing to pay for it.
- Better, more popular performers.
- "Change leadership.
- Ease restrictions on items permitted inside.... still search, but relax... customers need to feel like the Frazee outshines The Rose....currently it does not. I've been to both venues.
- Also push smoking area further back and away from then food lines. "
- Consider pre-show VIP meals.
- Discontinue the annual general fund subsidy to Frazee and make it stand on its own as a community space without all the staff and over-the-top rules, security, marketing budget, etc. Reduce staff and instead have free or inexpensive concerts. I don't understand why the Frazee has so many staff at simple events and shows. I attended the Taste (big bust) and there were 15 people working for a few hundred ticket-holders. That should be better managed.
- Fences to control ticketed events but not for festivals.
- Fix the concessions problem.
- Have no barriers or security check for community events. It should be open and welcoming
- I think it would be nice if the Frazee could offer events that encouraged the community to come together and celebrate. Maybe tailgate parties prior to football games or something similar to that.
- Internally, operations can be hindered by red tape. With a government entity owning the Frazee, the Frazee cannot move at the speed of business all the time. Additionally, there are state, local and federal regulations that prevent the Frazee from operating like private venues can, which slows down decision making, affects contract negotiation, and other factors.
- It's lack of identity. Is it a park or a concert venue? It can't be both, but it is. Clarity would better shape public perception.
- Look into partnering with an organization that brings in bigger bands.
- Not so much on an operational side of things. It appears everyone tries very hard to make memorable entertainment experience.
- Reduce cost of operations.
- STRIVE FOR INCREASED UTILIZATION , TAG TEAM WITH OTHER CITIES VENUES FOR BETTER QUALITY ACTS
- The way we secure the facility for shows. It's a troubling experience for first time and infrequent visitors.
- Tribute bands have very good success with attendance and high energy entertainment. I recommend continuing searching for such tribute band options.
- We either need to reign in our expectations and operate within the regulations and structure of a municipal subdivision or contract this operation out to a management company in the private sector if the desire is to expand and invest significantly in the capital needs of the Frazee



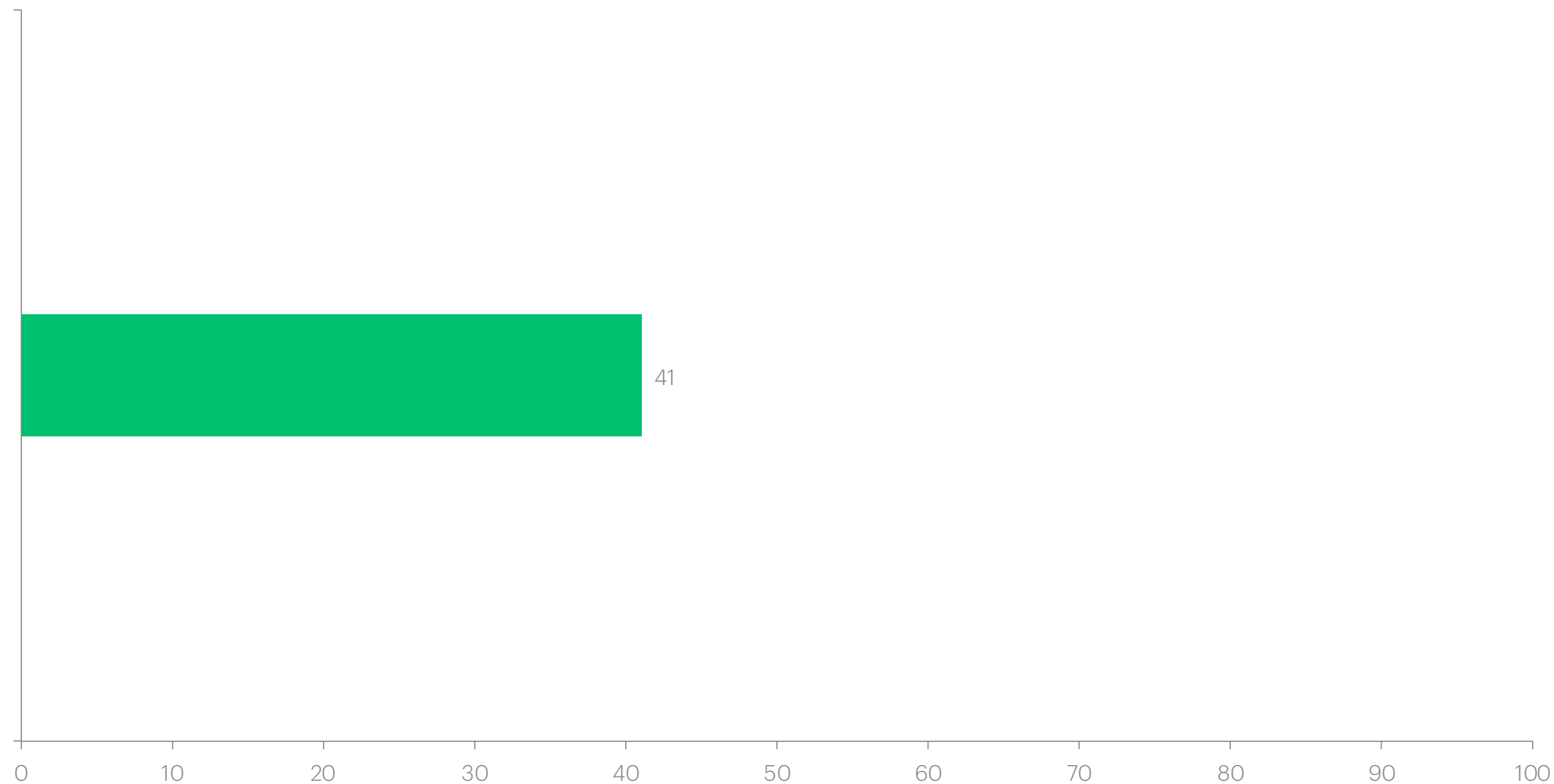
# Q9: What area should Frazee prioritize for improvement efforts and why?

- A clear look at a long-term plan, including any infrastructure maintenance and replacements, is necessary to phase in transition time and acceptance by the residents of the City of Kettering.
- Accessibility for patrons with mobility or other challenges to provide the best possible experience to all.
- Better, more current talent even if ticket prices need to go up. Take a lesson from Chick Filet workers and treat customers much more politely.
- City leadership must communicate to Frazee its vision for the venue and actionable goals moving forward. In doing so, address any infrastructure needs like dressing room space and updates, ADA needs, etc. to meet those goals. Address any additional need for more staff, marketing, etc. to meet those goals.
- Clean-up trees and concrete.
- Concessions
- Cost containment so that they're not eating so much of the city's revenues.
- Customer experience, real security, permanent fencing of the venue,
- Find their market and not try to compete with some of the other venues, find their niche. The festivals are a big hit within the community
- HAD TO COMPETE WITH ROSE.....CITY SHOULD INVESTIGATE FULL TIME TALENT / BOOKING MANAGER FOR FACILITY
- Improvements to the fan experience - concessions, etc.
- infrastructure - bathrooms, concessions, weather covering
- Install a Canopy or a roof of some kind
- Large screens on each side of the stage would help improve visibility for attendees toward the rear of the facility. Weather can also be an issue.
- Need to find right niche with music. We need to bring in different talent than Rose/Riverbend. We are guess at what that is...
- Open the surrounding areas again. Allow for more open-air, community involvement.
- Providing cover from the rain.
- Return to being an open community focused venue and less closed off.
- See #8
- Take the revenue loss and start signing bands and performers that will sell out crowds. It will at least provide a reason for people to come to Kettering and may provide a much needed spark for other local businesses.
- The customer experience from concessions, to service, to hospitality.
- The staff has made great strides at being more friendly but the restrictive environment takes away those efforts.

# Q10: Please describe your favorite Frazee Pavilion memory.

- 1ST TIME I SAW CONCERT
- A Legendary Night with AJ McLean and Joey Fatone
- Always love when my husband gets front row seats. The concerts I attend I get the most out of them. Unfortunately my number of desires continues to decline.
- B-52s. They are just a fun band and makes any event a good time.
- Boy George. I was so surprised at how entertaining the concert was.
- Chillin on the lawn with my spouse and friends enjoying the various artists we've seen over the years.
- Disco Inferno was the most upbeat band I've ever seen at The Frazee. Absolutely everyone was on their feet.... many people talked about them cing back.....I've never seen them again!
- I enjoy the community festivals that happen at the Frazee and walking around the landscapes/fountains for a comfortable local event feeling.
- I love live music, especially when I am singing a dancing with the crowd.
- I love taking my family to festivals and community events. My favorite memory is seeing Steve Martin and Martin Short.
- James Taylor or Josh Groban
- John Denver, Gordon Lightfoot, Avett Brothers, For King and Country.
- No favorites - the very first event with Marvin Hamlisch was highly memorable but there have been many other memorable performances over the years as well
- Seeing the Menus in concert. It was an enjoyable evening out with friends and family at a location close to home.
- sitting in the park outside the frazee with neighbors listening to the Willie Nelson show, all of us in the park who couldn't afford tickets enjoying the park and the music together.
- Tailgating before the show and then seeing George Thorogood front row.
- Taking friends and families who don't live in Kettering to see GOOD shows with national talent, which doesn't happen much anymore. I had friends/family who came to see Alabama and Martina McBride. I don't have friends reaching out for tickets to Rick Springfield or Joe Bonamasso.
- The I love the 90's concert s few years ago.
- The Menus concerts and Joe Bonamasso
- Too many events to indicate only one. I have probably attended more than 30 events throughout the years.
- Years ago, my entire family and those we call family went to see Rubix Kube, an 80's tribute band. It was a beautiful night. Everyone dressed the part, sang and danced the entire show! The band stayed after and took pictures with the crowd. My kids still talk about that night and wish Rubix Kube would return.

**Q21: Please choose a spot on the indicator bar below to signal where you would like the Frazee Pavilion to sit on this continuum.**



# Q11: Please choose a spot on the indicator bar below to signal where you would like the Frazee Pavilion to sit on this continuum.

\*\*note: 0 indicates high financial risk/high name recognition and 100 indicates low financial risk/low name recognition

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	41	902	22

- 0
  - 2
  - 4
  - 11
  - 16
  - 18
  - 24
  - 26
  - 27
  - 29
  - 33
- 34
  - 42
  - 49
  - 51
  - 59
  - 69
  - 71
  - 73
  - 82
  - 87
  - 95

## Q12: STRENGTHS: A strength is an internal advantage or capability unique to the Frazee Pavilion (what is going well) In short, one-to-three-word phrases, describe what you believe to be Frazee Pavilion's strengths.

- Affordable, clean, convenient, easy parking
- Beautiful environment
- beautiful setting in the park, accessible, fun to see a show from the venue.
- Beauty, gathering grounds, location
- Central location in city, wide variety of seat prices (makes it affordable to most)
- Close to home.
- community festivals.
- Great facility and grounds
- "incredible staff
- community vibe"
- "local
- ease of access
- beautiful facility"
- LOCATION / REPUTATION
- "Notoriety
- Surrounding built environment "
- Physical structure. Buildings.
- Service during events, access, parking
- Staff really cares. City Residents high approval of Frazee services. Local community feel of the Frazee.
- Strong community integration
- "Teamwork
- Unique, special venue
- Adaptability in a changing environment
- "
- The festivals
- Unique, beautiful location; friendly, well trained, dedicated staff; affordable and personal entertainment
- Venue, acts
- Wonderful environment

## Q13: WEAKNESSES: A weakness is an internal flaw or spot where you or the Frazee Pavilion operations may face challenges (what isn't going well). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's weaknesses.

- Alcohol sales and crowd flow
- Boring, has-been talents (Rick Springfield)
- Don't enjoy that
- entrance to the venue, the lines, the rules, the untrained staff and metal detectors. long queues for concessions.
- government red tape hinders/causes slow decision making; tax payer funded equals financial limitations; need clear vision and goals from City leaders communicated to staff regularly and funded appropriately
- Heavy handed rules regarding patrons.
- Inexperienced upper leadership in terms of leading a major venue
- "Lack of use identity
- Customer service experience
- Undersized concessions"
- "limited events
- long lines
- "
- Long lines at concessions
- Long lines at concessions
- Mostly small acts
- "Need more efficiencies (ie concessions)
- Government regulation
- Funding"
- No cover from inclement weather.
- PARKING / DIFFICULTY IN BOOKING HIGHER LEVEL ACTS / OVERALL PROFITABILITY
- Risk of poor weather.
- Size of facilities to cover artist costs. Competition of larger local venue within 20 minutes. Lack of facility expansion opportunity.
- Sometimes residents get "nazi" rules at the gates. Increasing security and rules. As my husband commented the other day, no umbrella, no purse, no food, no x, no y, no people
- Unwelcoming
- Visibility, bigger name offerings.
- "whiny public
- Nelly
- bad weather"



# Q14: OPPORTUNITIES: An opportunity is a new possibility of change or external factor that may contribute to the future success of Frazee Pavilion (what could change). In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- "Ability to expand/modify footprint
- Improvement focused management "
- Better alcohol sales and overall customer service
- better concession set up, better entry,
- Changes in Frazee business model, or Frazee to be its own City department, and/or rebrand or brand refresh; add infrastructure; combine efforts with other local/state/national public-owned venues in a managed consortium
- Community oriented
- Economic magnet
- Food trucks
- GET A PROFESSIONAL TALENT MANAGER / UTILIZE VENUE FOR ADDITIONAL ( DURING THE WEEK TYPE EVENTS )
- Go for more of the young, rising talent, or regional acts. Look at the Menus. They sell out most years and its an inexpensive show that is known regionally.
- Large monitors installed, bigger names and greater attendance.
- Location
- New leadership.
- New types of events
- No opinion
- "Outside contracting
- Live within our means rather than trying to compete with larger venues "
- "Pair up food vendor with shows for VIP experience.
- Show-off high school bands, etc."
- Pleasant environment.
- "reinvent fit in market
- "
- Safe/secure family friendly venue. Add different categories such as Theatrical Musicals.
- Think we can recapture market on acts; festivals seem to be the bread and butter now; cost control
- "weather shelter
- shorter lines
- better bands"

# Q15: THREATS: A threat is an external factor that may pose challenges to Frazee Pavilion (this may be outside of your control) In short, one-to-three word phrases, describe what you believe to be Frazee Pavilion's opportunities.

- Bad weather events
- Competing venues, weather
- Competition
- competition from an additional outdoor venue, stubbs park, the rose. currently we rank between them for size of show talent and amenities in the venue.
- Financial performance expectations
- "free concerts elsewhere
- venue in Huber"
- "Funding prioritization
- Capital needs identified by studies, surveys, etc are not affordable "
- "funding sources
- competition for larger acts"
- Highly competitive market
- Local competitors
- More local competition, state of U.S. economy, music industry challenges, marketing and ad challenges, generational changes in ticket buyers
- Other close, larger venues.
- Residents' disapproval of paying for these services. Budget constraints. Infrastructure maintenance/Replacement costs.
- Rose
- Rose/Riverbend,
- The Rose
- THE ROSE & PERCEPTION THAT THE FRAZEE IS OLDER / 2ND RATE
- The ROSE, Buckeye Country Fest, Country Concert in Fort Loramie, Voice of America Park, Leavitt, etc.
- "The Rose. Levitt.
- People not recognizing importance of the Frazee to the Kettering community and therefore not seeing a need to subsidize."
- Troubled financial future of the city. We dont need another park or more low-income housing.
- Weather, active shooter

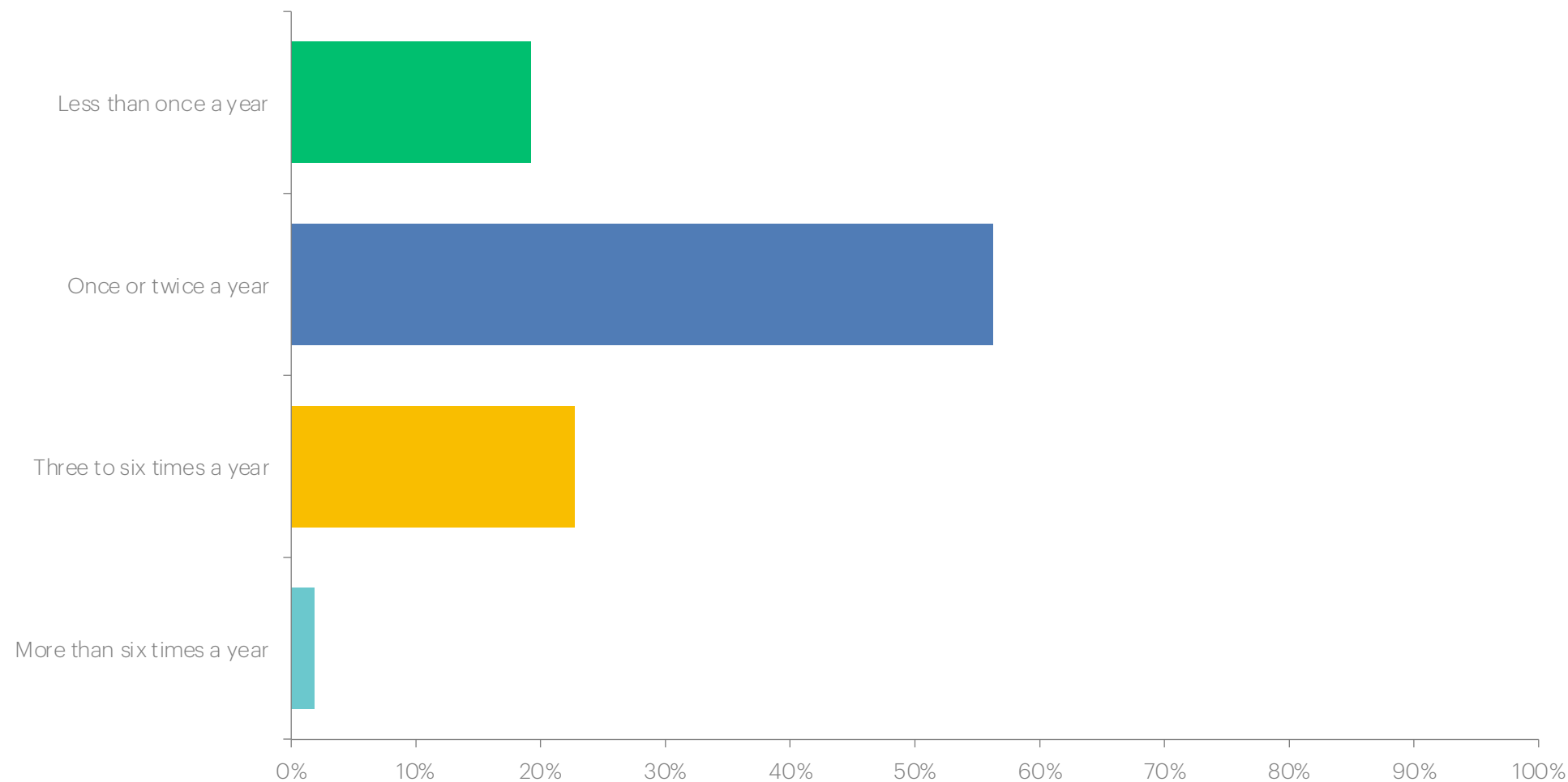
## Q16: What else would you like to share with us as a part of this process?

- The Frazee is really missing an opportunity to create income by increasing concession sales by setting up small snack and drink kiosks throughout the venue.

# Ticket Buyer Survey

- 1880 total responses

# Q1: How often do you attend events at Frazee Pavilion?

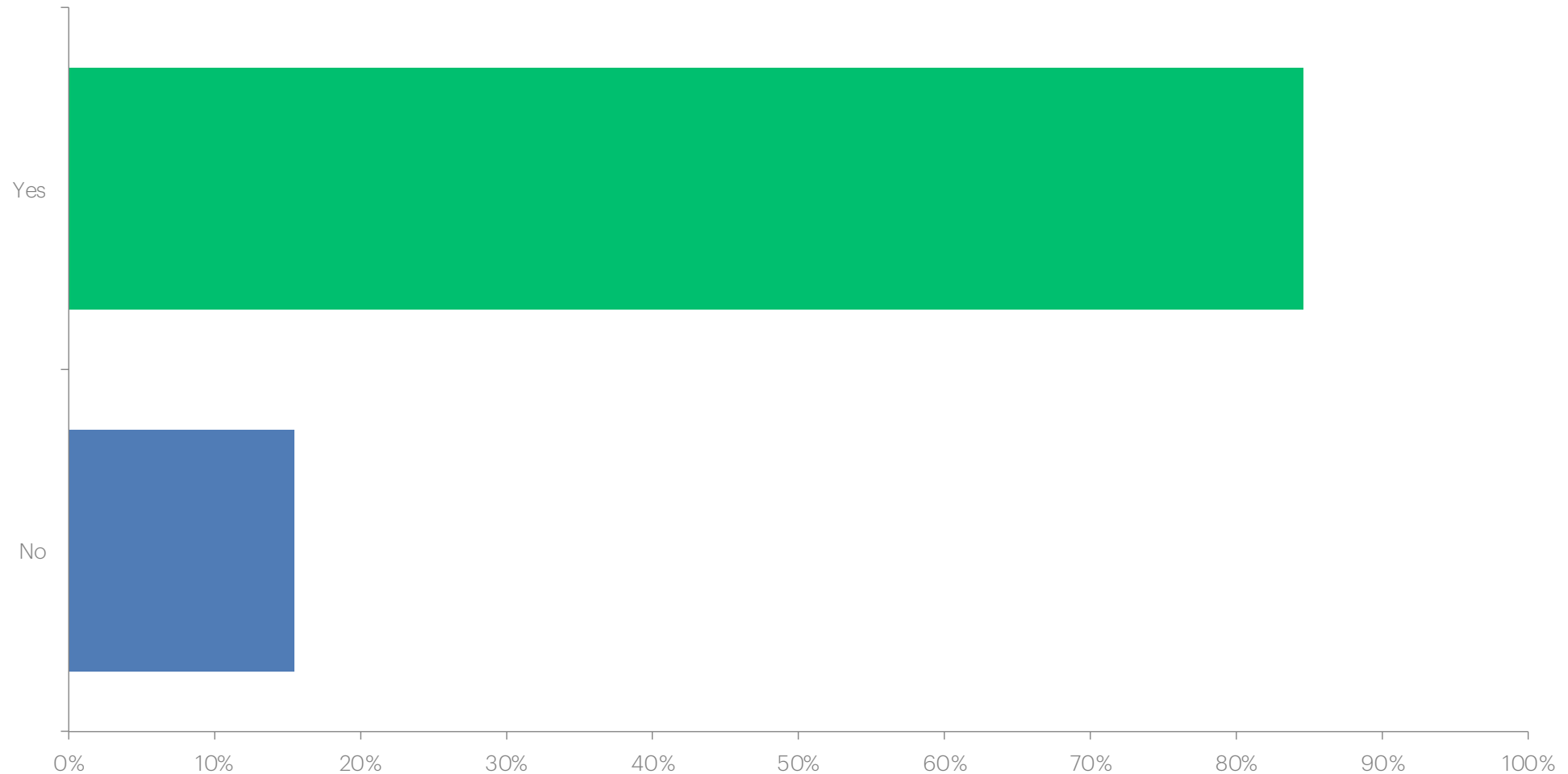


# Q1: How often do you attend events at Frazee Pavilion?

ANSWER CHOICES	RESPONSES	
Less than once a year	19.22%	361
Once or twice a year	56.23%	1056
Three to six times a year	22.68%	426
More than six times a year	1.86%	35
TOTAL		1878



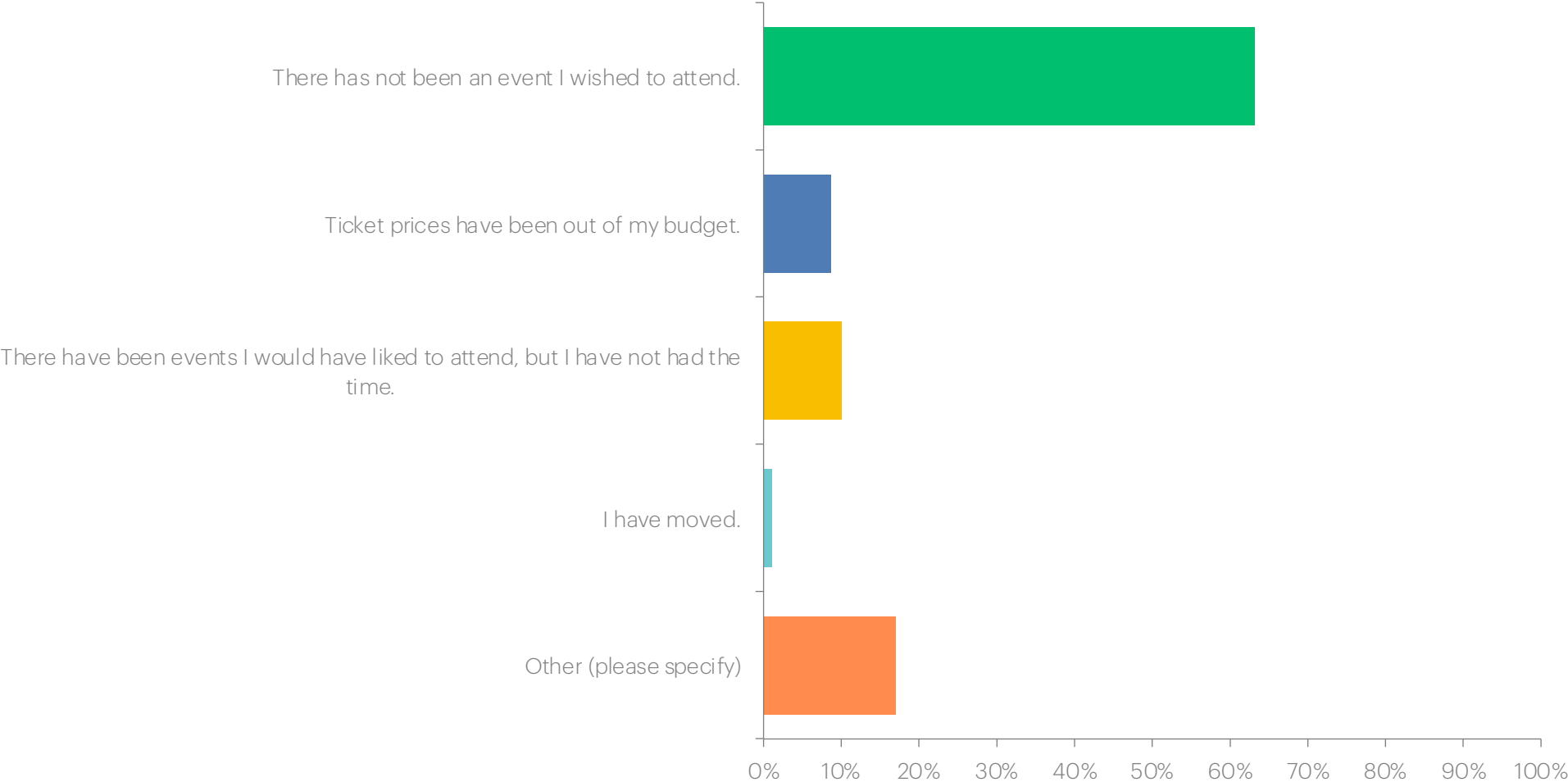
## Q2: Have you purchased tickets to the Frazee Pavilion in the past 2 years?



# Q2: Have you purchased tickets to the Frazee Pavilion in the past 2 years?

ANSWER CHOICES	RESPONSES	
Yes	84.56%	1583
No	15.44%	289
TOTAL		1872

# Q3: What is your primary reason for not purchasing tickets in the last 2 years?



# Q3: What is your primary reason for not purchasing tickets in the last 2 years?

ANSWER CHOICES	RESPONSES	
There has not been an event I wished to attend.	63.19%	182
Ticket prices have been out of my budget.	8.68%	25
There have been events I would have liked to attend, but I have not had the time.	10.07%	29
I have moved.	1.04%	3
Other (please specify)	17.01%	49
TOTAL		288

# Q3: What is your primary reason for not purchasing tickets in the last 2 years?

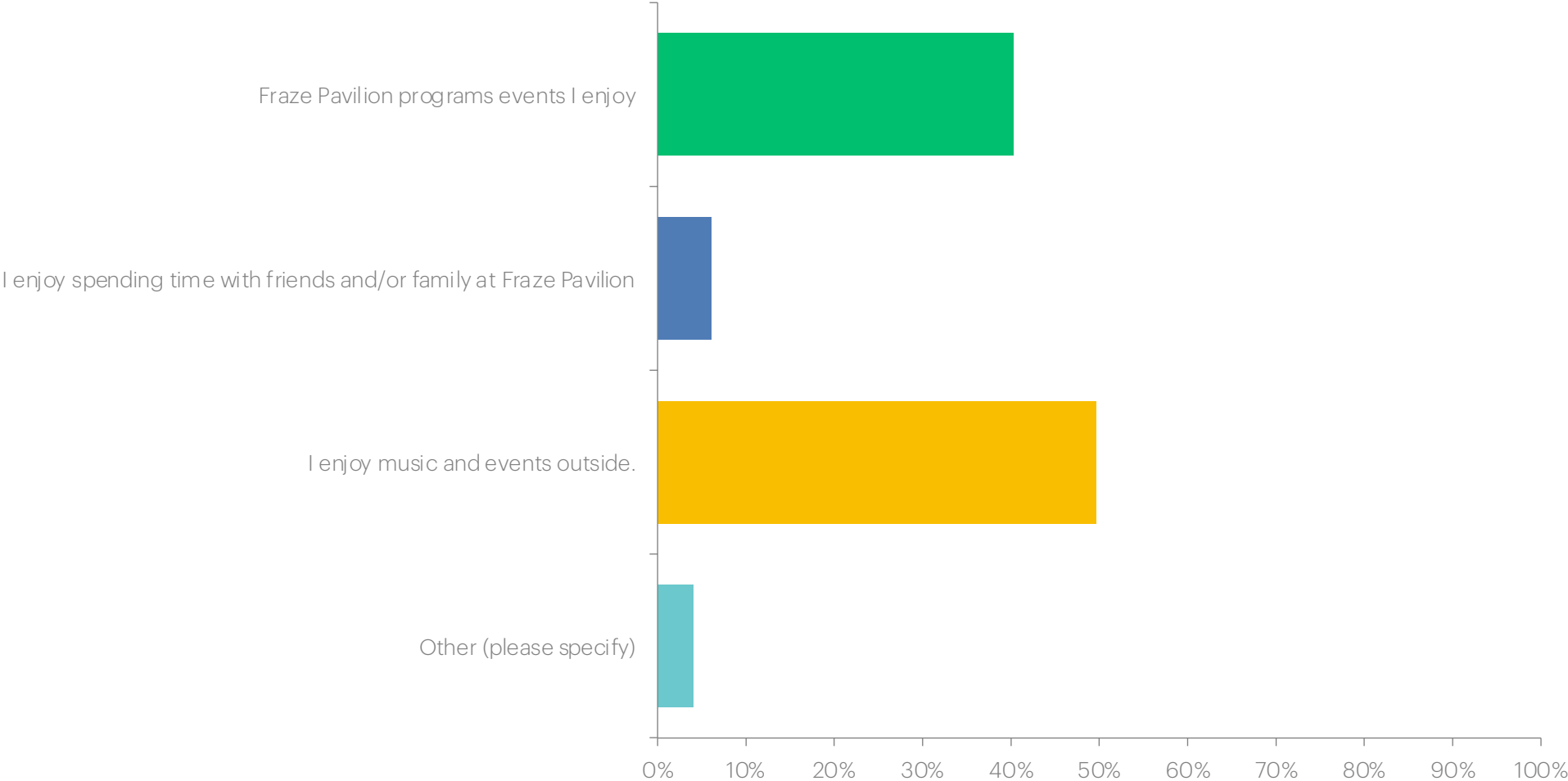
- 1) parking is not adequate; too hard to find a nearby place for senior citizens & too far to walk. 2) Frazee is not a covered venue like the Rose ( it's better for all weather conditions) 3) your lineup of acts is not as good as it used to be. 4) the Rose is closer to my home & parking is much easier & controlled. 2)
- ADA seats are horrible and staff are horribly rude
- Affordable seats( lawn) are too expensive for sitting on the ground!
- AWB/Brian Culbertson concert! No partial refund/compensation offered due to weather and Brian Culbertson's performance cancelled.
- Concert stopped due to weather only 3 songs into the headliner act and we were not given a refund. They had been checking the weather and they had the opening act play, but the concert was cancelled 3 songs into the main act.
- Covid pandemic
- Covid played a lot in it. I just lost interest in going to concerts, movie theaters, etc. That has extended to this day as well.
- distance vs acts
- Family health problems but we to come back
- Family needed us
- Had bad experience with rain (Brian Culbertson and AWB).
- Health reasons
- I had back surgery last year and have been unable to attend.
- I have purchased tickets and we love the Frazee but attend concerts less frequently in the past few years as there are not many major artists performing at the Frazee now. We used to attend more concerts there when the concerts were for actual artists and not those doing tributes of famous artists.
- I just moved to the area.
- I live close and listen to the concerts from my home.
- I stopped going to concerts during COVID and have been slow to start back up.
- I work out of state.
- I work there
- I work there
- I would actually choose all 3 of above answers
- Illness
- I've been to nonrefundable rained out concerts..
- Just moved back to town
- Just moved in September 2023, but already have two sets of tickets for this year

# Q3: What is your primary reason for not purchasing tickets in the last 2 years?

- Moved to florida
- My sister purchased the tickets for me
- New to the venue
- No events that interest me
- normally don't think of Frazee - Daughter bought tickets for us as gifts
- Not aware of Frazee Pavilion, don't usually attend concerts
- Not enough national acts, too many cover bands and lawn prices are high. The rose music center offers seating and lower prices than the Frazee.
- Not enough R&B and Jazz like previous years
- Not too many events I'm interested in/ticket price/don't like the overbearing ushers
- Previous bad experience
- Received free tickets
- Same old groups
- Same old tired acts. Get with it please!
- Schedule conflicts
- Scheduling conflict and working.
- Seats are sold in blocks and all the Good ones are gone by the Time I log onre gone
- Security's excessive rules making attendance not fun
- The last event I went to was delayed after briefly starting due to rain. We waited it out in our cars. The concert was subsequently cancelled, and there is a no refunds policy. I was so upset. I wanted my money back and vowed not to see concerts there again. There are more fair venues to see artists.
- the management and their bad decisions in the past regarding weather interruptions
- The treatment received during a thunderstorm has kept me from returning. We were not allowed to stay in the bathroom and had to leave when the concert was cut short during lighting.
- There have been no smooth jazz artists we want to see and prices are going up. Seems like the Frazee was sold and everything changed with it. Not interested in supporting the Frazee anymore.
- Ticketmaster's approach to selling tickets
- Venue is not good for younger crowds
- Waited to be sure weather would be OK then lost track of time until date of show & didn't want to pay the \$5 penalty.



# Q4: What is your primary reason for purchasing tickets?



# Q4: What is your primary reason for purchasing tickets?

ANSWER CHOICES	RESPONSES	
Fraze Pavilion programs events I enjoy	40.28%	634
I enjoy spending time with friends and/or family at Fraze Pavilion	6.04%	95
I enjoy music and events outside.	49.62%	781
Other (please specify)	4.07%	64
TOTAL		1574

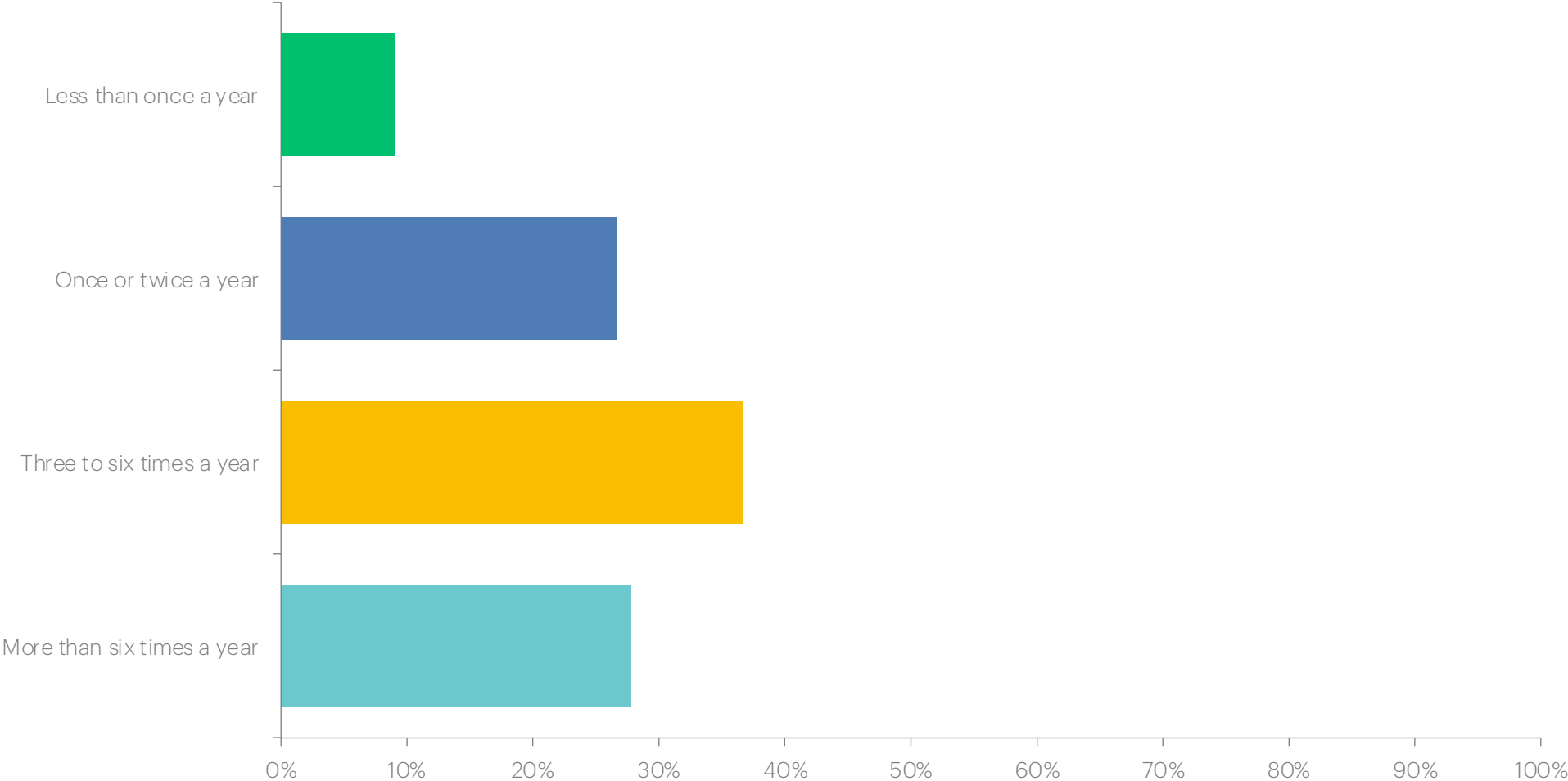
## Q4: What is your primary reason for purchasing tickets?

- A band/artist that I want to see
- A great Venue, with some acts we enjoy seeing
- All of the above
- all of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above!
- All of the above!
- All the above
- All the above
- All the above
- All the above
- All the above! I love shows at the Frazee and buying tickets at the FanFare store in Town and Country shopping center. I love how The Frazee is community oriented.
- Always problems with purchasing tickets, something wrong with computers, always have to do transaction twice. Charged for a ticket, unable to locate transaction.
- Artist I am interested in
- Artist I wanted to see
- Artists they are booked
- Bands I wanted to see were appearing there
- Both 1 + 3. Program events and music outside
- Certain concert performances
- Convenience of top acts in a local venue
- Donny Osmond
- Donny Osmond concert
- Enjoy concerts
- Every now and then they have artists I'd like to see
- First three choices
- Frazee had top names in the past and we attended many concerts. loved the venue
- Frazee is close to home, great acoustics, easy parking
- Friends
- Gifts
- Good artist in a nice venue
- Great facility for concerts, travel from Charleston, WV to attend
- Great national acts in a small, outside venue
- great price

## Q4: What is your primary reason for purchasing tickets?

- I enjoy a smaller venue such as Frazee. It's beautiful, easy parking
- I enjoy the setting of the Frazee.
- I go if there is a band I like
- I like 50s and 60s music only. Nothing else.
- It's a great, small outdoor venue, with assigned seating that is in a beautiful, safe area that's easy to get to and parking is free.
- music artist/ comedian etc i wish to see is performing
- Music events
- Offering a show I want to see
- Only if the artist interests me.
- Outdoor music concerts and enjoy the Frazee venue specifically
- Reasonable prices compared to Ticketmaster and we don't have to travel.
- Received a gift card
- Rock and roll original acts.
- small outside venue
- Specific acts
- Specific artist and date
- Specific artists
- Specific big-name performer/concert
- Specific musicians
- The Artist
- The artist/band
- the performers offered
- the specific acts
- The two events I purchased tickets for this year are important to me
- To see a specific artist
- To see specific artists
- When you have artists we are interested in...which unfortunately is seldom. We love coming there.
- wonderful venue!

# Q5: How many times a year do you attend arts, entertainment, and/or community events in the Dayton area?

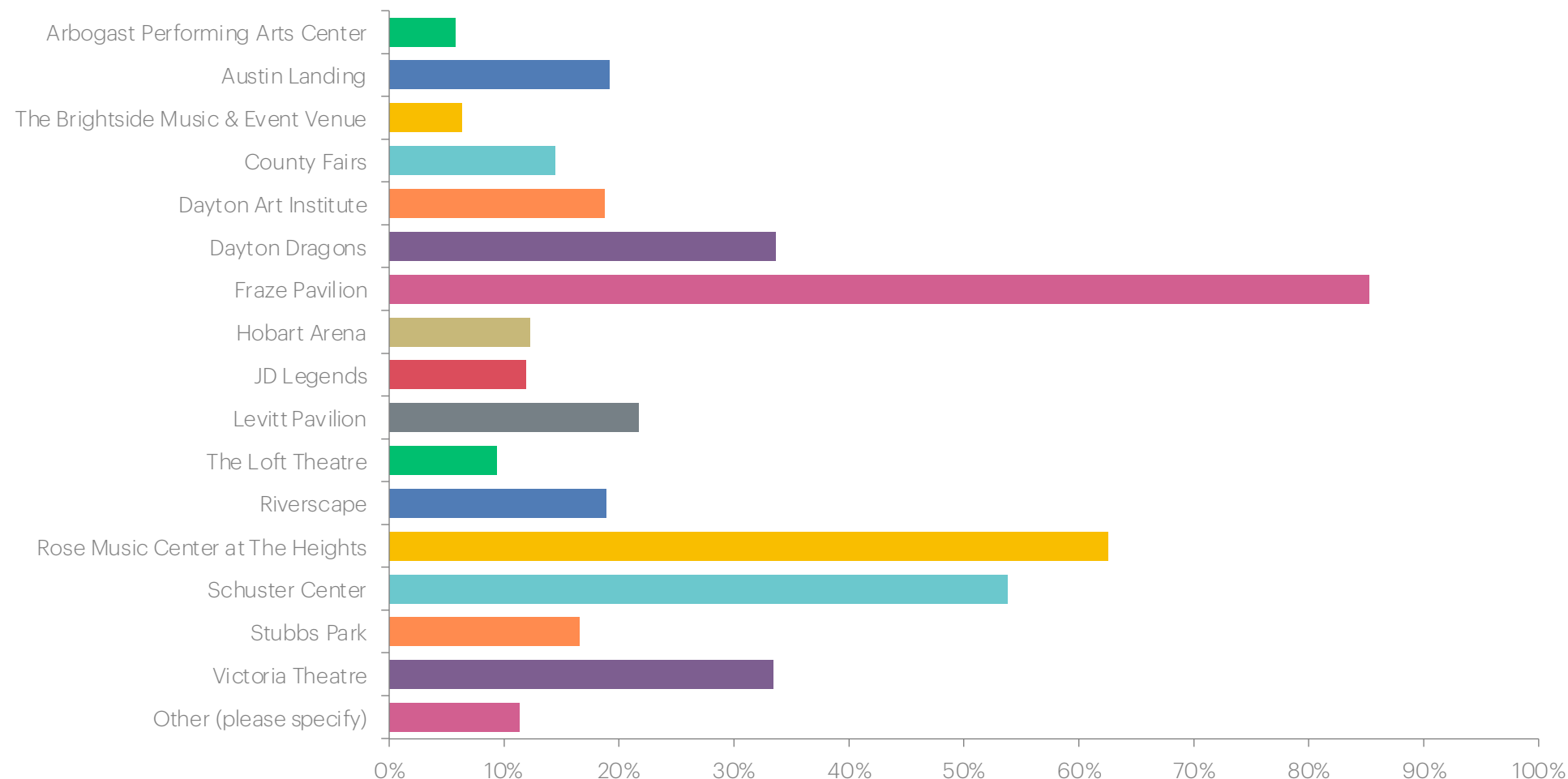


# Q5: How many times a year do you attend arts, entertainment, and/or community events in the Dayton area?

ANSWER CHOICES	RESPONSES	
Less than once a year	8.99%	157
Once or twice a year	26.63%	465
Three to six times a year	36.60%	639
More than six times a year	27.78%	485
TOTAL		1746



# Q6: Where do you attend events in the Dayton area? Please select all that apply.



## Q6: Where do you attend events in the Dayton area? Please select all that apply.

ANSWER CHOICES	RESPONSES	
Arbogast Performing Arts Center	5.77%	100
Austin Landing	19.16%	332
The Brightside Music & Event Venue	6.29%	109
County Fairs	14.43%	250
Dayton Art Institute	18.70%	324
Dayton Dragons	33.58%	582
Fraze Pavilion	85.23%	1477
Hobart Arena	12.23%	212
JD Legends	11.89%	206
Levitt Pavilion	21.70%	376
The Loft Theatre	9.35%	162
Riverscape	18.87%	327
Rose Music Center at The Heights	62.49%	1083
Schuster Center	53.78%	932
Stubbs Park	16.56%	287
Victoria Theatre	33.41%	579
Other (please specify)	11.31%	196
TOTAL		7534

## Q6: Where do you attend events in the Dayton area? Please select all that apply.

- Also events in Cincinnati
- Alter High School theater
- Andrew J Brady Center / Riverbend / US Bank Area / Reds Stadium
- Bars with live music
- Beavercreek Community Theatre
- Beavercreek Theatre
- Boonshoft Museum, Neon
- CAC
- Carillon Park
- Celtic Festival
- Centerville Parks and Springboro Parks
- Christian churches
- Cincinnati music hall
- City of West Carrollton
- Comedy
- Comedy clubs
- Cox Arboretum
- Dave Chappelle's place
- Dayton History / Carillon Park
- Dayton Masonic Auditorium, various clubs and venues in the Cincy area
- Dayton Masonic Temple
- Dayton Playhouse
- Dayton Playhouse
- Dayton Playhouse, Sinclair, Yellow Cab, UD, Oregon Dist. clubs
- Dayton Theater Guild Yellow Cab
- Dayton Theatre Guild, Dayton Playhouse
- Dayton Theatre Guild; Dayton Playhouse; Wright State University; University of Dayton
- downtown
- Downtown Troy
- Drive to Cincinnati
- Eichelberger Park Huber Heights
- Five River Metroparks
- Foundry Theater, Antioch College. Neon Cinema.
- Front Street and you should add this one and to Dayton playhouse
- Funny Bone
- Funny Bone
- Funny Bone
- Funny bone
- Funnybone
- Gillys
- Ginkgo
- Glass Theatre at UD
- Greene County Parks and Trails
- Hidden Gem, Blind Bob's, Yellow Cab, Bargo's
- historic areas near Dayton
- Hobart Arena. North Park in Springboro
- Hollywood Gaming Casino

## Q6: Where do you attend events in the Dayton area? Please select all that apply.

- I do not.
- I have listed my options.
- I havent done anything like this I quite a while.
- I live in Columbus so attend venues within 2-3 hours distance
- Indip
- Industrial Strength Bluegrass @ Roberts Convention Center
- Isotopes Stadium & Sandia Casino
- Just the fraze
- KETTERING FAIRMONT HIGH SCHOOL
- Kettering Rec/Lathrem Center
- La Comedia
- La comedia Springboro parks
- LaComedia
- LaComedia, Sorg
- LaComedia; comedy shows
- Linda's Roadhouse
- live music at bars etc
- Live near Findlay 2 hours from Dayton
- Local bands at different locations
- local bars
- Local bars
- Local bars, Alter Fest, other community festivals
- Local breweries and bars
- Local concert series, such as North Park in Springboro
- local live music
- local music Springboro, Miamisburg, Centerville, Lebanon
- Local parks
- Local venues (bars/clubs etc)!for live local and tribute bands
- Locomedia
- Lofino park
- Lofino Park (Beavercreek)
- Lori's Roadhouse
- LUDLOW GARAGE N CINNCINNAT
- MetroParks, the Greek Orthodox Church
- Miamisburg river Front park
- Miamisburg Riverfront and Hidden Gem
- Movie theaters
- Murphy Theater Wilmington
- Music
- Mvcca
- Na
- Neon Movies
- None
- None in the past several years
- North Bend park in Springboro and Veterans Amphitheatre in Springfield.

## Q6: Where do you attend events in the Dayton area? Please select all that apply.

- north park
- North park
- north park
- North Park
- North Park
- North park
- North Park Gem
- North park in Springboro
- North Park in Springboro
- North Park in Springboro
- North park springboro
- North Park Springboro
- North park Springboro
- North park Springboro
- North Park Springboro
- North Park Springboro and Miamisburg pavilion
- North park springboro, veterans park springfield
- North Park Springborro- Wright Station Springborro
- North park, hidden valley, Miamisburg riverfront, Masonic temple
- North Park, Springboro
- North park, Springboro
- North Park, Springboro
- NTPRD Chiller Rink, Springfield
- Nutter
- Nutter Center
- Nutter Center
- Nutter Center
- Nutter center
- Nutter Center
- Nutter Center & Wright State Arts Theater
- Ohio State Fair
- Only Frazee, I do not make the trip for others
- Other local parks and events
- Other theaters
- other venues like churches
- Riverbend
- Riverbend
- Riverbend
- Riverbend - Ludlow Garage
- Riverbend Music Center
- Riverbend, Neon
- Riverscape, St Anne's Hill, Greek Orthodox Church, Italian Festival
- RiversEdge-Hamilton
- Rumbleseat, Jaynes, HVO, Msbg Park
- Several others in Cincinnati
- Sinclair community college
- Smith Gardens, Oakwood; Neon Movies, Dayton
- Sorg Opera House, The Neon movie theater
- Springfield sum& jazz

## Q6: Where do you attend events in the Dayton area? Please select all that apply.

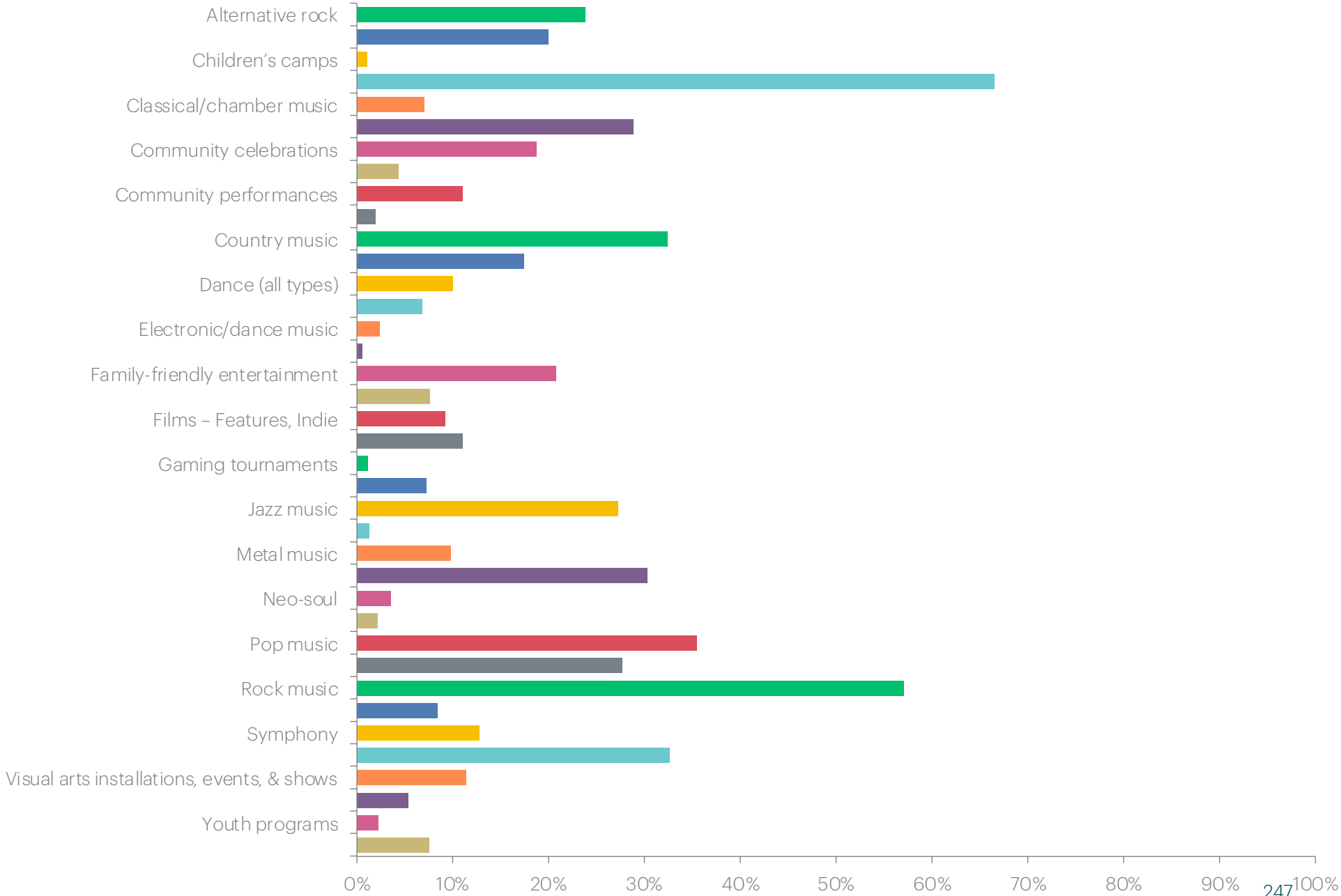
- Springboro community theater
- Springboro North Park
- SPRINGBORO NORTH PARK
- Springboro Park
- Springboro,
- Springboro, Centerville, and Miamisburg parks
- Springboro--Springfield--Troy- Tipp city
- Springfield - Kuss performing Arts Center; Springfield Summer Arts Festival
- Springfield Arts Summer @ Veterans Park
- Springfield Chiller Ice Rink
- Springfield Kuss Theater
- Springfield summer arts and Kuss
- Springfield Summer Arts Festivals
- Springfield Veterans park
- Springfield veterans park
- St. Leo
- Star City Riverfront Park Miamisburg OH
- Taft Theater
- Taft Theater Cincinnati
- The Eichelberger Amphitheater at the Heights
- The Firehouse, Yellow Springs
- The garage in Cincinnati
- The Greene
- The Greene
- The Greene
- The Greene
- The Greene
- The Greene
- The Greene, North Park, Miamisburg
- The Hidden Gem
- The Ludlow Garage
- The Murphy Theater, Sorg Opera House
- The Nutter Center
- The Rose
- Troy square, Coc Arbortum, libraries
- troy's treasure island or pouty square
- UD Arena
- University of Dayton
- University of Dayton
- University of Dayton Arena
- University of Dayton Arena
- University of Dayton, Clark State Performing Arts Center
- Various venues in the Oregon District or in the Dayton area that have live music or dancing
- Venues in Lexington, Ky. And Louisville, Ky.
- Veterans Park Springfield, State Theater Springfield
- We also attend events in Columbus and Cincinnati.
- We want to attend more venues just have not been able.
- west carrollton, springboro, and miamisburg concert series



## Q6: Where do you attend events in the Dayton area? Please select all that apply.

- whatever venue is hosting the artist i wish to see
- WPAFB
- Wright Patterson AFB
- WSU Nutter Center
- Xenia and Springfield
- Yellow cab
- Yellow cab
- Yellow Cab Company, The Greene, Dayton Racing Casino

Q7: What types of events do you typically attend in the area? Please select all that apply.



## Q7: What types of events do you typically attend in the area? Please select all that apply.

ANSWER CHOICES	RESPONSES	
Alternative rock	23.80%	415
American, folk, & bluegrass	19.95%	348
Children's camps	1.09%	19
Classic rock	66.46%	1159
Classical/chamber music	7.00%	122
Comedy/improv	28.84%	503
Community celebrations	18.75%	327
Community meetings & events	4.30%	75
Community performances	11.01%	192
Corporate meetings & events	1.89%	33
Country music	32.40%	565
Cultural celebrations & events	17.43%	304
Dance (all types)	9.98%	174
Educational events and lectures	6.77%	118
Electronic/dance music	2.35%	41
E-sports tournaments	0.57%	10
Family-friendly entertainment	20.76%	362
Films – Documentary	7.63%	133
Films – Features, Indie	9.17%	160
Folk music	11.01%	192
Gaming tournaments	1.15%	20
Hip-hop/rap	7.22%	126

Jazz music	27.24%	475
K-pop/J-pop	1.26%	22
Metal music	9.81%	171
Musical theatre/theatre/opera	30.28%	528
Neo-soul	3.50%	61
Podcasts	2.18%	38
Pop music	35.44%	618
R&B and soul	27.64%	482
Rock music	57.00%	994
Speakers and/or lecturers	8.43%	147
Symphony	12.73%	222
Tribute shows	32.63%	569
Visual arts installations, events, & shows	11.41%	199
World music	5.33%	93
Youth programs	2.24%	39
Other (please specify)	7.51%	131
<b>TOTAL</b>		<b>10187</b>

**Q7: What types of events do you typically attend in the area?  
Please select all that apply.**

- 50 & 60 music and select plays
  - 60-70 rock
  - 60's and 70's rock n roll
  - 70's and 80's music
  - 80's & 90'd
  - 80's music
  - All Genre of music
  - All types of art and nature programming available
  - Americana
  - Anything
  - Ballet
  - Band competitions
  - Baseball
  - Bicycling events
  - Big band music
  - Blues
  - Blues
  - Blues
  - Blues
  - Blues
  - Blues
- Blues
  - Blues
  - Blues
  - Blues
  - BLUES
  - Blues
  - Blues
  - Blues
  - Blues
  - Blues music
  - Blues music
  - Blues music
  - Breakfast with the Beatles
  - Broadway series at Schuster
  - Broadway shows
  - Broadway shows
  - Broadway touring shows
  - Cars and Coffee
  - Celtic
  - Celtic music, festivals

## Q7: What types of events do you typically attend in the area? Please select all that apply.

- Christian concert
- Christian concerts
- Christian concerts
- Christian contemporary music
- Christian contemporary rock bands
- Christian groups
- CHRISTIAN MISIC
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music (e.g., Casting Crowns)
- Christian Music Concerts
- Christian Music Shows
- Christian music.
- Christian Rock
- Christian Rock
- Christian/Gospel Artists
- Christian/Worship concerts
- Classic Album was good
- Community plays.
- Community Theatre
- Contemporary Christian
- Contemporary Christian
- Contemporary Christian CCM
- Contemporary Christian music and talent shows
- Contemporary Christian!
- Contemporary Jazz
- Contemporary jazz
- Craft shows
- David Osmond, Donny Osmond, Marie Osmond, Nathan Osmond
- Dayton Dragons baseball
- Dayton Dragon's events
- Dragon games
- Festivals
- Festivals
- Funk
- Good old rock and roll
- Gospel

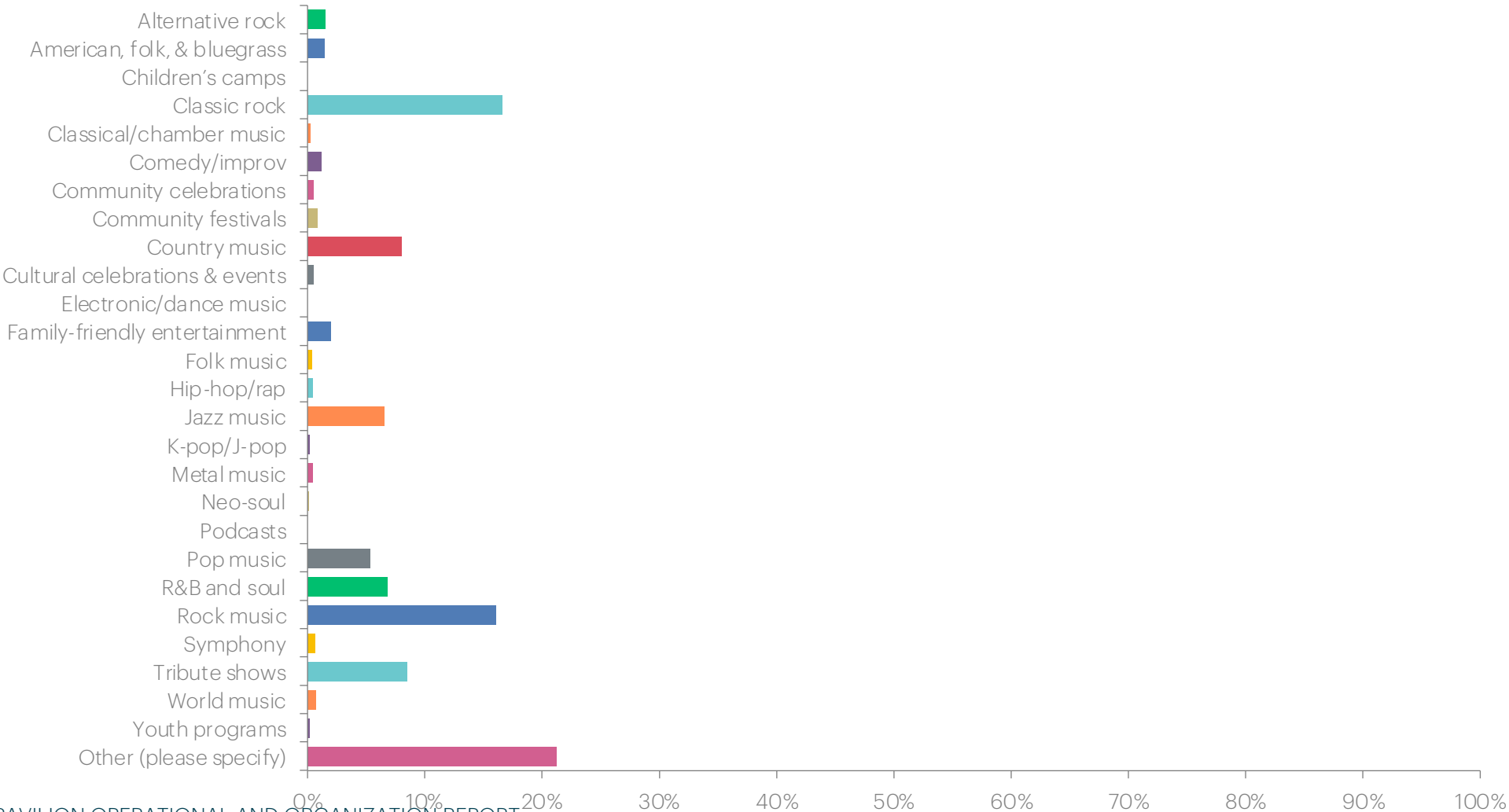
## Q7: What types of events do you typically attend in the area? Please select all that apply.

- GospelFest
- Historic Tours
- Historical Housing Tours
- I came to see a particular performer.
- I don't.
- I want to check out so many. Especially things I havent enjoyed
- Indie music. Try to get Andrew Bird to play at the Frazee
- Irish music events
- Jam bands
- JAMBANDS
- Live 2 hours from Dayton
- Local bands
- Love 80s bands
- Love the blues
- Misc. Festivals
- Motown, Oldies
- museum
- Musicals, 60s music
- None
- Nonprofit fundraisers
- Older artists and groups
- Oldies 50 and 60's
- Oldies music
- Oldies music
- oldies50,60,70 mainly
- Open Mic
- plays and worship music events
- Poetry readings
- Reggae
- Reggae and blues
- Reggae, Retro Swing (Big Bad Voodoo Daddy, Post-Modern Jukebox, etc)
- Sheryl Crow
- Smooth Jazz Concerts
- Southern Rock
- Southern Rock & Blues
- Sporting events
- Sporting events
- Sports
- Sports
- Sports
- Sports
- Weird Al
- wing fest, festivals, car shows, food trucks
- You only had boney james which ive seen him many times at the fraze, ... need more smooth jazz artist. Ive been to fraze over ten times nice venue.



# Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change



# Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

ANSWER CHOICES	RESPONSES	
Alternative rock	1.52%	22
American, folk, & bluegrass	1.45%	21
Children's camps	0.00%	0
Classic rock	16.61%	240
Classical/chamber music	0.21%	3
Comedy/improv	1.18%	17
Community celebrations	0.48%	7
Community festivals	0.83%	12
Country music	8.03%	116
Cultural celebrations & events	0.48%	7
Electronic/dance music	0.00%	0
Family-friendly entertainment	2.01%	29
Folk music	0.35%	5
Hip-hop/rap	0.42%	6
Jazz music	6.51%	94
K-pop/J-pop	0.14%	2
Metal music	0.42%	6

Neo-soul	0.07%	1
Podcasts	0.00%	0
Pop music	5.33%	77
R&B and soul	6.78%	98
Rock music	16.06%	232
Symphony	0.62%	9
Tribute shows	8.51%	123
World music	0.69%	10
Youth programs	0.14%	2
Other (please specify)	21.18%	306
TOTAL		1445

# Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- #7 Won't let you check all that apply
- (It's allowing me only one section) Generally, the same types I noted in the previous question's response.) I'm in the minority, but not to interested in mainstream Country, or "smooth jazz".
- 60s music
- 70's and 80's music
- 70's 80's pop music
- 80's bands
- 80s rock
- A good mix
- A mix. The buttons for this question don't work.
- A number of these, but you can only select one!
- A variety of music, festivals, events
- ALL
- All
- All
- All
- All events mentioned. Survey wouldn't let me check more than one.
- All genres
- All genres of music
- All kinds of music
- All kinds of music
- All kinds of music would not let me select more than 1 option
- all kinds...survey only allows one selection
- All listed
- All listed as the as many as you want doesnt work
- All music
- All music types and comedy.
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above because this only allows one choice
- All that apply not working
- All the above
- All the above and Pat Benatar!! I love the 90s
- All types of music and community events
- All types of music and festivals
- All types would be good
- Americana
- Any and all. Would not let me choose more than one.
- Anything good, bigger names please
- basically, all of the above - could not select multiple

**Q8: What types of events do you expect to see at Frazee Pavilion?  
Please select all that apply.**

\*\*note: these are answered provided prior to the 7/3 question change

- Blues
- Blues
- Blues
- Blues
- Blues
- Blues
- Blues
- Blues Music
- Blues music
- Blues, Rock, Classic Rock, country
- Breakfast with the Beatles
- Can only select one, not multiple. But music concerts and festivals
- Can't select all - glitch in system
- Can't select more than one
- Cannot select All that apply. Frazee is a great place for Jazz concerts
- Cannot select more than one
- Can't select more than 1 option here
- CCM Christian
- Christian / Gospel Music
- Christian concerts
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music
- Christian music (e.g., Casting Crowns)
- Christian musicians
- Christian Rock
- Christian Rock
- Christian rock bands
- Christian/Gospel music
- Classic rock & tribute. It wouldn't let me check them
- Classic rock, community festivals, jazz, r&b, pop, tribute bands - the above would not let me select more than one
- Classic Rock, Country, Bluegrass (it wouldn't let me select more than one category)
- classic rock, pop, jazz, country
- classic, rock and tribute shows (it wouldn't let me pick all that apply it only would let me do one
- Comedians
- Comedy, Jazz, soul, neosoul, R&B, reggae would be nice
- Concerts
- Concerts and themed events. I couldn't choose as many as I wanted so I answered here.

## Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- Contemporary Christian
- Contemporary Christian Oldies Bands
- Could not select more than one
- could only mark one
- Could only pick 1 thing, we typically would go to concerts of many different genres
- Country music, R & B, rock music
- Country, rock, classic rock, metal rnb,tribute bands
- Country,rock and tribute music
- Current, relevant performers—I can't check more than one
- Dance
- Did not allow me to select more than one
- Different genres of touring musicians
- Does not allow more than 1 choice
- Does not allow multiple selection. Rock or Alternative
- Doesn't let you select more than one
- Doesn't matter. Won't come back to Frazee bc no refund/reduced price for another event was not offered after Culbertson concert. He played 1 song and we were told that was at least half the show.
- Festivals
- folk, rock, classic rock, soul music
- Forgot to use checkboxes
- Fyi, this question does not allow multiple choices.
- Had you set up your survey correctly, then I would have been able to pick more than one choice.
- Headliner Names instead of tribute bands
- I could only select one
- I don't expect much anymore! There are genres I would like to see, all represented above, but I have no expectations of the Frazee at this point.
- I expect for the Frazee to provide a wide selection of events catered to a wide audience of attendees based on the surrounding communities.
- I selected the same items from question 7, but this only allowed one answer
- I traveled from Indiana to see one performer.
- I tried selecting more than one and it wouldn't let me. I like classic rock, country, jazz, pop
- I was not able to select multiple items.
- I was only able to select one as the program would not accept more than one.
- I wasn't able to select more than one option. I would look forward to folk musicians and brass bands.
- Instructions say "select all that apply", but it only allows one choice.
- It only allows me to select 1 radio button, same answers as previous question
- It only allows one selection.

## Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- It only allows to select 1 so since I used to come to shows all the time at the Frazee with my dad, we've seen some of the most amazing artists and concerts and have created some amazing memories. Mark Knopfler, Greg Allman, Steve Winwood, Umphrey's McGee, blues fest with Robert Randolph, Yes with the symphonic orchestra, bluegrass like Mountain Heart, so many good shows I would hope to still expect since me and my wife moved back to Kettering and have been raving about how much fun I used to have to only find a lackluster lineup.
- It says to check all that apply and it will only let me check off one item
- It will not allow me to select more than 1 option
- it will not let me pick more than one genre?
- It will only allow me to pick one not all that apply
- It will only allow me to pick one so same as last question.
- It will only let me pick one
- It will only let me select one
- It won't let me select all that apply
- it won't let me make multiple choices, so screw it
- It won't let me select more than one...but lots of music concerts, all different genres.
- It would allow one selection so I chose Other. Tribute, Rock, Pop, Comedy, Festivals Must be an error.
- It would let me pick one.
- It would not allow me to check more than one
- It would not allow me to pick more than 1, but anything listed that I normally attend. More modern. Less coverbands.
- It would not let me select what I wanted. I enjoy rock, classic rock, pop, community celebrations, tribute bands, cultural festivals
- It would only allow me to choose one from this list, Country
- It would only allow me to select one
- It would only allow one selection, now "select all that apply" as stated
- It would only let me check one thing. Tribute bands, rock, country and jazz music
- It would only let me choose one options but my choices are the same as the previous question.
- It would only let me select one
- It would only let me select one answer, and I expect much more than one type of music at Frazee.
- It wouldn't allow me to check more than one; classic rock is our favorite
- It wouldn't let me check all that apply
- It wouldn't let me select multiple, but my answers would be Pop, Country, Hip-hop/r&b, alternative rock, and tribute shows
- It's only letting me select one. I would love to see more rock acts like you had in 2021.
- Jazz music as well as Christian music.
- Jazz, r&b, soul, comedy events



## Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- Lame events
- Live music of ALL genres and performances for community and cultural festivals
- live rock music, tribute bands, comedy, Christian rock, contemporary Christian
- Many of the above. Button does not work
- Many of these but this question only allows one
- More variety. Not the same acts every year
- Multiple options; not selectable on this question
- Multiple selections not accepted in this question so top three are concerts, community festivals and cultural events
- Music all types, arts, community and cultural events and celebrations Will not allow selection of multiple
- Music from different genres, tribute shows, festivals, art shows.
- music of any variety
- music pop country jazz
- Na
- No expectation
- None
- None. Never going to the Frazee again after I wasted money on 2 shows that were canceled less than 30 minutes in
- Not a select all that apply option.
- Not allowing me to check all
- Not letting you choose more than one
- Numerous it won't let me select more than one though
- Old school
- Older artists who will draw crowds like Frankie Valli did at the Rose.
- Oldies
- Oldies
- oldies
- Oldies. 50s-60s
- Only 2 choice was permitted, I expect to see any and every option available at the Frazee Pavilion
- Only allowed 1 choice.
- Only allowed to select 1 item so listing all here: classic rock, cultural & art festivals, rock music, country music
- Only allowing me to select one option in this question. I would pick multiple
- Only allows me to Select one?
- Only let me choose one, so I want everything that I checked on the last question

## Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- Only lets me check one (??)
- Only lets me select one. But I'd expect to see pretty much all of the options
- Only one choice allowed. Would expect: classic rock, folk/bluegrass, pop, jazz, alt rock, etc.
- Only one of these can be selected
- Point 7 would only allow me to select 1 type
- pop/rock/country/classic rock - it would only let me choose 1 answer
- Question 7 above only allowed for 1 selection. I am interested in comedy, classic rock, pop, and country performances.
- Question 7 does not permit multiple selections. Alt. Rock, Classic Rock, Community Festivals, Country Music, R&B & Soul, Rock Music, Folk Music, Pop Music, Tribute Shows, Family-friendly entertainment. Open to K-pop/J-pop, American, folk, bluegrass, hip-hop/rap, cultural celebrations & events,
- Question is broken and won't allow multiple choices
- Question would only let me select one choice
- R&B soul.. Jazz .. Blues..
- Real bands instead of tribute bands,
- Response format is not correct, can only select one option for this question
- Rock and country
- Rock Hard Rock Country
- Rock, Alt Rock, Folk/Blue Grass
- rock, metal, jazz, r&b. would only let me select one
- Same as last year
- Several reasons but it won't let me pick more than 1
- Site would only let me select one choice
- Smooth Jazz Concerts
- Southern Rock
- Southern Rock & Blues
- Survey did not allow me to select more than 1.
- Survey does not let you select all that applies
- Survey only allowed me to select one.
- Survey only allowed one box checked
- Survey only allows for selecting one option
- SURVEY PROBLEM, CAN ONLY SELECT ONE NOT ALL THAT APPLY, WE LIKE ROCK, POP, CLASSIC ROCK, FOLK, JAZZ
- Survey will only allow 1 selection. More FESTIVALS!
- Survey won't allow me to select multiple items
- Survey would only allow 1 choice
- Survey would only let me choose one.....not all...ROCK
- survey would only let me select one answer. I like classic rock, jazz, pop, family, world music, some folk
- Survey would only let me select one of the above. There are several that I would attend.
- The answer to this question wouldn't let me pick all that apply

## Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- The instructions state to select all that apply, but it would only allow one choice to be clicked!
- The same ones I chose above
- The survey would only let me click one
- There seems to be a problem with question 7. Instructions are to check all that apply but I could only check one item
- This is a radio button ( one choice) not check box (check all that apply)
- This is not letting me select more than one.
- This is not working correctly as it would only let me mark one option.
- This is prohibitive as it would only allow me to choose one
- This one won't allow me to select all that apply.
- This only allowed one choice
- This only allows me to select 1.
- this only lets me pick one option
- This question only allowing one response
- This question did not allow me to select all that apply.
- This question did not allow more than one response.
- This question is not allowing me to select more than one option, but all types of live music performances and community festivals
- This question is not allowing more than one selection. Error in coding on survey end.
- This question is not working right
- This question is only allowing a single response, NOT "all that apply".
- This question is Select One, not Multiple
- This question isn't working properly
- This question limits me to only one answer
- This question only accepted one answer, but I would like to see country, classic rock, pop, tribute shows, and American folk and bluegrass.
- This question only allowed me to select one answer
- This question only allows one selection and I have several
- This question suggested checking all that apply but would only allow selection of one choice.
- This question was not available as multi-select. Would have chosen primarily music (of multiple types)
- This question was programmed incorrectly and only allows 1 answer. My answer would have been alt rock and rock music
- This question will allow only once choice even though it says to select all. I would choose rock, classic rock, alternative rock, soul, jazz, country music.
- This question would not allow for multiple selections. Answer: all genres of musical concerts
- this question would only let me select one. We like alternative, folk, country, rock, and oldies (performed by the ACTUAL artists, not tributes)
- this question would only let you select one option even though it stated to choose all that apply.
- This question wouldn't allow me to tick all of the boxes
- This section did not allow multiple responses

## Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- this section is not allowing me to select more than one
- This section will not allow me to select all that apply. I would also choose pop, rock, r&b, and tribute shows.
- This survey only allows one choice despite what it says.
- This survey question only allows one response so your data will be off.
- This Will only allow one selection classic rock, pop, r&b, community festivals and celebrations
- This would only let me select one
- Tom Petty tribute was good
- Tribute bands.
- TRIED TO CLICK MORE BUT WOULD UNCLICK PREVIOUS AS I WENT ALONG
- Tried to select different music events as well as community celebrations
- Trying to select all ones that I like from this list and it won't allow me to do it.
- Type of events only allows one selection?
- Unable to check all that apply. But I suppose almost all of these are an option.
- Variety
- was only allowed one selection to this question
- Was unable to select multiple
- Wide open to many. Can not select one
- Will not allow me to choose more than one.
- Will not allow me to select multiple answers
- will not allow more than 1 selection, rock, county, comedy, R&B & Soul
- Will not allow more than one but we attend festivals and concerts at Frazee
- will not allow select multiple - but lets say most of these
- will only let me check one, but all of these are great for the Frazee
- Will only let me choose one...so, community
- Will only let me pick one
- Won't let me select all that apply
- Won't let you be pick multiple. Stop w all the cover bands. Attendance's numbers say they are not popular. Get some up and coming popular artists.
- Won't allow me to select more than 1
- Won't allow more than one pick
- Would let choose only 1
- Would not allow me to select more than one
- Would not allow to select more than one, but many of the music genres, comedy, and community festivals
- would not let me click more then 1, Jazz, R&B, Festivals, Rock, Pop
- Would not let me select more than 1 type. I wanted to select about 6 types of music
- Would not let me select more than one.
- Would only allow me to select one. I need to select multiple choices
- Would only allow single check mark. Classic, country, rock
- Would only let me choose one option, I would expect any dufferent genres of music

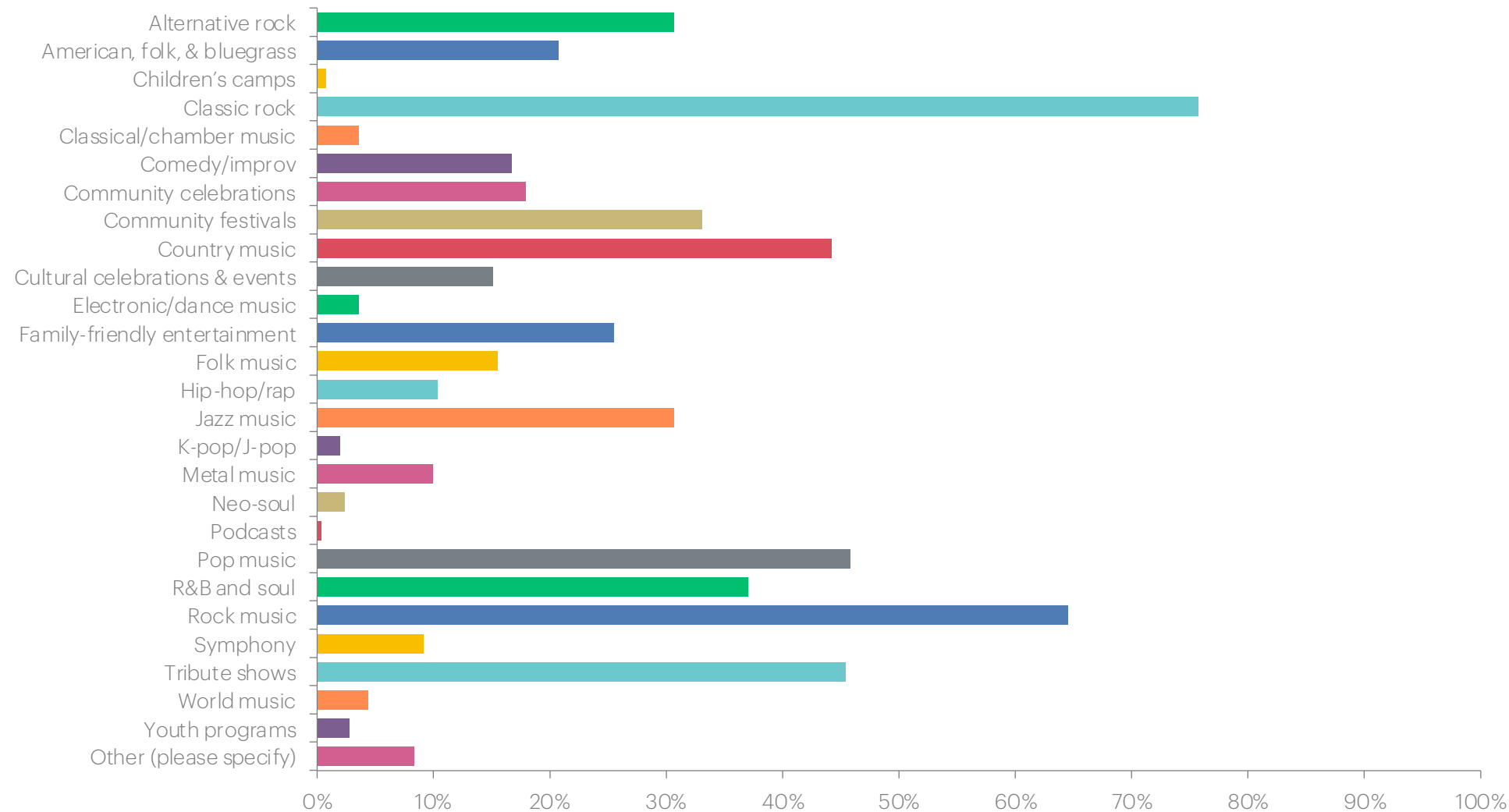
# Q8: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered provided prior to the 7/3 question change

- Would only let me select one. I especially like classic rock and country
- Wouldn't let me choose more than one
- Wouldn't let me choose only one. Community festivals, pop music, jazz, etc.
- Wouldn't let me select more than one.
- You can only choose one response in this question!
- You can only click one.
- You can only select one above, but all of these
- You can't select more than 1
- You deleted my answers
- your responses only allowed for one, country, pop, community festivals, tribute shows
- Your "select as many that applies is not working. We like all types of music at Frazee with the exception of tribute bands
- Your dumbass form did not allow me to "select all that apply"
- Your question is broken on this one, it says pick all the things but you can only choose one
- Your survey is allowing only one selection. We like classic rock and jazz/blues.
- Your survey is not working properly. It only allows 1 selection. So I would say: Jazz, Country, Folk, Rock, R&B and Soul
- Your survey is only allowing for 1 response to the question
- Your survey isn't working properly so that I can select more than one option here
- Your survey was only allowing me to select one. I like pop, classic rock, tribute shows, country, comedy, festivals.
- Your survey won't let me select more than one option for this question

# Q9: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered after the 7/3 question change





# Q9: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered after the 7/3 question change

ANSWER CHOICES	RESPONSES	
Alternative rock	30.68%	77
American, folk, & bluegrass	20.72%	52
Children’s camps	0.80%	2
Classic rock	75.70%	190
Classical/chamber music	3.59%	9
Comedy/improv	16.73%	42
Community celebrations	17.93%	45
Community festivals	33.07%	83
Country music	44.22%	111
Cultural celebrations & events	15.14%	38
Electronic/dance music	3.59%	9
Family-friendly entertainment	25.50%	64
Folk music	15.54%	39
Hip-hop/rap	10.36%	26
Jazz music	30.68%	77
K-pop/J-pop	1.99%	5
Metal music	9.96%	25

Neo-soul	2.39%	6
Podcasts	0.40%	1
Pop music	45.82%	115
R&B and soul	37.05%	93
Rock music	64.54%	162
Symphony	9.16%	23
Tribute shows	45.42%	114
World music	4.38%	11
Youth programs	2.79%	7
Other (please specify)	8.37%	21
TOTAL		1447

# Q9: What types of events do you expect to see at Frazee Pavilion? Please select all that apply.

\*\*note: these are answered after the 7/3 question change

- 80s music mix fest
- A mix of events is great, lots of choices
- All Jondro music
- Blues
- Blues
- Blues music
- Christian artists
- Contemporary Christian music
- Contemporary Christian!
- Food!
- Frazee has had horrible choices of artists come to there venues. They final had something for people in there 30 and 40 and people of color.
- Generally okay with all types of music and events.
- Gospel Christian
- GospelFest
- I guess something for all genres of music.
- Motown, Oldies
- Osmond Chapman Orchestra, Nathan Osmond, Marie Osmond, Donny Osmond
- Over the last few years there hasn't been many shows I was interested in
- Sips and suds
- The Frazee should have a variety of acts that appeal to different kinds of people.
- Why no QUEEN this yr?

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- "
- Question 7 would not allow selecting more than one event"
- #7 question is not working as expected. Only let me select one item.
- #7 says pick all that apply but will only allow me to chose one
- 1) The Rose Music Center seems to be a detriment to Frazee Pavilion, although I have never been to a concert there. My perception is that they can 'score' performers with a bigger draw. 2) Seems to me that the Frazee line-up for the past several years is entertainers (many past their prime) appealing to older people. While I am 73, there's no way I'd pay to see what's left of the Beach Boys. My last concert there was to see Tony Bennett, a performance for which I was given free tickets. You get the picture. 3) The open-air environment is a two-edged sword: lovely on a favorable summer evening, questionable when it rains. That said, I would not advocate for changing.
- 3 years ago you had a great season the last two has been not that good
- A roof over the seating would be nice because of rain
- A second set of bathrooms located on the other side would be nice.
- Additional restrooms would be great for the larger events.
- Always a great experience - the best venue of several outdoor concert events we've attended.
- Always enjoy the artists and the event atmosphere when we attend.
- Always enjoyed the free concerts provided by Kettering Hospital with local praise teams and one headliner
- Always have a very good experience when we attend!
- Always loved the Frazee
- Always loved the Frazee since it opened, but the quality of your shows has steadily declined. Way too many tribute shows. Offerings at other venues have been much more interesting.
- Annually, I have always looked forward to the Frazee concerts and attended at least 1-3 each summer season. I was extremely disappointed with the 2024 season and have not bought any tickets this year.
- As mentioned earlier, in the last couple years, shows that interest us (husband/wife) have somehow seemed to be scheduled at times we have prior commitments.
- As much as I enjoy attending music performances at the Frazee, it would be nice if it were covered (like the Rose).
- At least get the system correct to answer these questions
- At my age plus ticket prices, gas etc, I really don't have any desire to go anymore.
- At times the extremely strict security at the gate has stopped me from buying. Rules are necessary but common sense must be applied.
- Be more accommodating and less rude to concert attendees. Ushers are referred to by a lot of people as the Frazee nazis.
- Be sure people are allowed to stand up and dance. No one wants to listen to dancing music if they can't dance. If you have to make one side of the lawn for people who want to stand and one side for people who want to sit!!
- Beach Boys sadly were very terrible. People will pay for good acts because the Frazee is beautiful. More jazz!
- Beer prices are way to high for the size of the beverage
- Better (not nostalgic) musical acts.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Better acts! Poor selection last few years we go to The Rose for quality acts
- Better artist next year.
- Better beer and food lines!!!!!! More beer stands and food stands with prompt service. Pre pour beers. No reason to wait for a beer when there is four choices.
- Better blues festivals. Shaun Murphy, Brothers Comotose, A J Lee, Beth Hart are a few I would like to see. You have the same acts every year. You need to up your game if you want to compete with other venues.
- Better bookings
- Better classic music acts that are still doing shows.
- Better communication between staff and guests. It's always horrible and unfriendly. An updated refund policy, probably on Frazee to sign better contracts that protect their guests money opposed to the artist playing for 10 minutes and getting full fee for a concert.
- Better customer service and being aware of blocked views. Few years ago bought Weird Al tickets, view was blocked, didn't know what to do. Mentioned it after and was basically told too bad.
- Better groups, even local groups for \$5 Fridays
- Better known artists
- Better music acts.
- Better musical groups. More craft beer selections. Food truck rally's.
- better online ticketing - i've tried to buy tickets online from your site and it never works. very frustrating. since I don't live nearby, I can't visit the box office to buy tickets so this really needs to be fixed
- better shows, this years line up was not well represented... (2024) --- The staff at the Frazee go way too far with constant security checks and such... The Frazee "Nazi" phrase I hear a lot and has caused us to attend The Rose more often...
- BETTER TICKET ON SALES. NOT GETTING GOOD TICKETS. TOOOOO SLOW TICKETING FOR ON SALES AT 10AM.
- Blues blues blues
- Book artists like The Rose does. Bring back McGuffey Lane, Kim Richie, Blackberry Smoke, Allman-Betts Band, MORE BLUES ARTISTS
- book up and coming artist. Trevor Hall. Caamp, Josiah and the BonnieVilles, Mt Joy, Band of Horses, Zach Bryan to name a few
- Breakfast with the Beatles (add post broadcast concert) with Beatle cover band
- Bring Back \$2 Tuesdays !!!!! I understand you have to Raise the Price !!!!
- Bring back Allison Krouse
- Bring back Disco Inferno
- Bring back Festival of the Vine
- Bring back Festival of the Vine (wine tasting event.)
- Bring back more jazz artists
- Bring back real artists. Stop w all the cover bands.
- Bring back The Beach Boys...they were excellent. The Menus are great; enjoy Happy Together; looking forward to ELO, ETC
- Bring back the free Christian concert/festival
- Bring down ticket prices and concession prices.
- Bring in actual bands/acts. Enough with the tribute bands - too many!

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- bring in Bananarama & Colbie Callait & Walk off the Earth & Brian Setzer & 70s various artists & a different oldies show than Happy Together tour
- Bring in more artists!! Your lineup this year is the poorest ever. The Frazee is a gem...are you marketing it enough?
- Bring Molly Hatchet to the Frazee
- Bring more jazz artist.....PLEASE!
- Bring more music from the 70's and 80's. BeeGees, James Taylor, Eagles, Jackson Brown, Logging and Messina
- Bring the avett brothers back
- Bring the Dayton philharmonic. Paul Anka, Frankie Avalon. Buble. DOOWOP GROUPS.
- Build a cover for the venue
- Build a partial cover for rain/inclement weather like riverbend has, you'll be able to charge higher prices and avoid cancellation of the concert. We avoid due to non-covered venue and have lost a lot of money due to same prior to insurance coverage option.
- Build an overhead closure or protection from the elements similar to the Rose
- Cannot begin to tell you how disappointed we have been with the selection choices at the Frazee ... two years in a row we have not attended one show 😞
- Category 7 above lets you select only one type of music/event
- Celebrity singers and performer groups just like the recent Beach Boys and upcoming Happy Together tour,
- Cheaper tickets and better seating for the handicapped
- Cincinnati's concert venues have changed hands a few times and formerly excellent sites like the Southgate House Revival and Woodward Theater don't host the same artists they used to. I would love to see the Frazee attract indie rock and 80s alternative performers to fill that gap in the region.
- Classic Rock seems to have slipped this year, and there were many acts touring together such as Lynyrd Skynyrd & ZZ Top. Poor weather made me have to miss Skynyrd last year at the Frazee due to health conditions. I had insurance on the tickets, but the insuring company failed to return my money. While I understand that Youth today seems to prefer Rap, HipHop, etc., the majority of your money is going to come in from Adults. Most Adults seem to prefer Classic Rock or Country, and I personally would think that acts like these would bring in more money, and less problems.
- Closer restrooms to the venue
- Comedy, community festivals, Christian music, country, Jimmy Buffet style
- Concessions need to be reassessed. Lines are crazy long and intertwined...it gets confusing.
- Consider more diverse music, including more R&B, jazz, and community festivals.
- Consideration of a roof for the seating section would be a good future idea
- Contemporary Jazz
- Continue to try to keep the price down.
- Cost of tickets is very high compared to other venues and we would rather support the Frazee
- Country and rock music. You do a good job booking top acts at a small theater. Keep up the good work.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Cover the venue. Last night was a cluster...and no, I did not enjoy the ELO tribute as it was cancelled after more than 2 hours of going in and being sent back to cars. Hopefully it will actually be rescheduled as your email stated. See you atctge Baconfest!
- Covered area would be nice. I would also like it if all the events were released for ticket sales at the same time. Prefer name acts more than tribute bands
- Curious who recruits the musical talent. You need to up your game to compete with the Rose. It's such a lovely venue too. U know there are more bands out there. Thanks for listening.
- "Current music or at least 2000 to 2024
- The 70s 80s and 90s are oldies
- I'm 67 and tired of tribute bands and oldies Get with it Us seniors aren't Frazee's future "
- Danielle Nlicole.. CHRISTON (KINGFISH) INGRAM..
- David Crowder, Zach Williams: Christian music
- Decrease service fees
- Decrease the add on fees
- Disappointed every year on artists brought it, very few of interest, lineup not nearly as good as they used to be , could use new aggressive promoter to bring in better bands
- Disappointed in the events booked in the last 1-2 years. The Frazee has really fallen off as a venue. Heard that management has not been up to par and prefers copy bands and 2nd/3rd rate performers. Very disappointing!
- Disappointed in the show selection this year. I've been going to more shows at The Rose. However, I'm not thrilled with their schedule this season either
- Disappointed with lack of Jazz, R&B acts
- Disappointed with season 2024 not your best year to offer great music and musicians first time have never purchased a ticket
- Do anything other than music unless it's classical
- drink lines way to long
- Each year there are fewer performers I'm interested in seeing. Too many tribute bands. The Rose seems to have more current performers. Frazee used to be like that but this year only Ringo Starr fits that description, at least for me.
- Easy access for Seniors(non-disabled)
- Etix is awful - should not have to wait more than a week to receive tickets. Getting a few days prior to show allows zero room for error
- Every summer I am dumbfounded by how terrible the list of performers are at the Frazee. They used to get a few decent acts but now it's just terrible. Almost all have been has-been bands or cover bands.
- Find a way that the lines aren't so long at food/beverage services. The Rose doesn't really have these issues but it was designed with that in mind. The Frazee should be able to figure out a better way.
- Find someone new to do your surveys. Obvious possible answers weren't included as an option.
- Frazee fan fare hours are too restricted. Hard for those who don't live nearby and work to get there during prescribed times
- Frazee has become a cover band venue. Very few true artists that we're interested in. Rose has very comfortable seating throughout their venue vs bleachers and grass



# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Frazee has lost big name shows to The Rose at the Heights. Not much to choose from anymore
- Frazee is a beautiful place and I enjoy the Concerts---which seem up close and personal. The price is good and the seating also and the parking.
- Frazee is a wonderful Kettering and regional treasure!
- Frazee is a wonderful venue for concerts. It's one of our most favorite venues to see a music concert
- Frazee is a wonderful venue in a convenient location. An excellent variety of events at a very good value. Keep up the great work.
- "Frazee is too restrictive and often not customer friendly.
- Thanks for asking."
- Frazee needs to have better line up of music and a more relaxed atmosphere when attending shows.
- Frazee pavilion is a very nice outdoor venue. I hope you can bring Donny Osmond back sometime soon.
- Frazee prices way too high. Frazee has way too many rules..
- Frazee rules are penny-anti and annoying. They damage the experience. Last night I brought Life Saver to help keep an allergy cough under control. The Life Savers were confiscated. You have to be kidding!!!
- Frazee should have more multiple events packages or multiple ticket prices
- Frazee would be my preferred summer venue, except for the show selection in recent years. My musical taste is eclectic, but just not loving the same repeat acts that have been at the Frazee multiple times over the past 10 years or so. Plenty of great shows touring that either haven't been to the Frazee or not in a while (e.g., The Fixx, Donnie Iris and the Cruisers, Pink Martini, Pat Metheny, Pretenders, Big Bad Voodoo Daddy, Nick Lowe and Los Straitjackets, Post-Modern Jukebox, Pablo Cruise, Black Keys, Spoon, The Mavericks, UB40, Christopher Cross, Ray LaMontagne, Rufus Wainwright, Leonid & Friends, James Hunter, Orville Peck, Pentatonix.....just as a few examples).
- Get a cover so weather doesn't ruin events
- Get better acts
- Get more big acts!
- Get rid of etix
- Get rid of the smoking area. IT SHOULD NOT BE IN THE MIDDLE OF THE VENUES ENTRANCE WHERE EVERYONE HAS TO WALK THEY IT!! Limit the alcohol sales don't need to be hit by admirer newer can throw by drunk white trash. Fix the bathroom problems not enough!! Put a roof over the audience and then you can call it a PAVILION
- Get some bigger names with more frequency. Bump up the ticket prices if you have to.
- Get someone new to create your survey forms.
- Get the quality of artists that you used to! We used to go to the Frazee multiple times in the summer.
- Give refunds when concerts are rained out!!
- Great place to see shows love the outdoors.
- "Great place to visit.
- Great restrooms!

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Great venue
- Great venue that I value very much. Great having something like this in our city!
- Great venue!!!!
- Great venue.
- Great venue. Well managed. Lots of positive memories.
- Have a better military discount
- Have a Smooth Jazz Festival so we don't have to travel so far. I also really loved Dave Kos and Friends.
- Have more black artists.
- Haven't paid too much attention to the Frazee because of all the tribute acts being booked the last few years.
- Horrible line up this year, more acts next year
- I actually wish that when I purchase terrace seats that perhaps the staff would keep people from standing at the wall blocking the view from people behind them
- I also love jazz music
- I always enjoy concerts at the Pavilion
- I always enjoy visiting the Frazee Pavilion!
- I always have a good time at the Frazee! I like that there are all kinds of events held there.
- I am a big fan of the Frazee. The employees are always friendly and helpful. I feel fortunate to have a music and event venue like the Frazee so close to my home.
- I am from the Detroit, Michigan area. It would have to be a super concert for me to attend. My wife's health is not good. Enjoyed many concerts at the Frazee.
- I am unhappy that I can't download tickets at the time of purchase.
- I attend 25-40 concerts/live music events per year. I support local as well as national acts. The Swamp & Blues shows were great events.
- I attended the AJ McLean and Joey Fatone concert last month. I live in Indianapolis and the Frazee Pavilion was the closest location to me. I was so surprised about how nice the Frazee is. I loved how clean and nicely landscaped it is and how the food and drinks were nicely priced. I loved that the pavilion was not huge as it made for a more intimate and interacting experience with the artists. My favorite concert venue I have ever been too!
- I can attend Tribute Band events at no charge at multiple venues almost every week
- I couldn't reply. It wouldn't let me.
- I didn't attend any Frazee events in 2024. Your schedule was pitiful ... not very diverse. I also miss the wine fest.
- I do not like country, and many of your concerts seem to feature country acts. Therefore, I choose not to attend.
- "I do not like tribute band
- 7. Only allowed 1 choice"
- I don't find the seating chart/ticket purchase process user friendly
- I don't usually care for tribute bands or rap/hip hop
- I don't like smelling weed when going to the concession area.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I don't like the fact that I can't print my tickets when I buy them. I have to wait until the week of the show, which I think is terrible. I paid and I deserve the right to print the tickets!!!
- I don't understand why the Frazee doesn't have the on both ideas of the stage ..didn't they get extra money to improve the experience their? Also seats are too close together in the front sections ..Take out some to make it a better experience..willing to pay more
- I enjoy comm g to the Frazee very much. Thank you
- I enjoy the Frazee more than anywhere (LACK of roof promotes better sounding music, grass to lay on without feeling over-crowded), but the Rose in all honesty does have a better lineup for us classic-rock fans than the Frazee. The lineup at the Frazee was far superior for us before the Rose existed.
- I enjoy the Frazee Pavilion, nice little venue
- I enjoyed myself
- I expect things to be screwed up with Frazee and this survey is an example.
- I expect to see tribute bands..I hope to see alternative, or up and coming groups.
- I feel as though the quality of acts has declined at the Frazee over the past several years. It seems limited to unknown artists or those possibly past their prime. I enjoy the discounted cover/tribute bands but the "headliners" have been a miss for me lately.
- I hate paying the fees to buy tickets online. They are ridiculously high! And if you go in person the seat choice is not what's online.
- I have been disappointed in the Frazee concerts in recent yrs compared to previous yrs. I am attending more at the Rose. Also this yr I believe u only hv 3 \$5 Fridays vs 4 in previous yrs. \$5 Friday's used hv better talent like Orleans etc.
- I have not attended any events this year at the Frazee. line-up was not good
- I have not been pleased with the lineup of concerts so I haven't been in quite a while. I would pay a little more for a better event
- I have started shying away from attending concerts at the Frazee as the staff are typically not super friendly and really put a damper on my evenings. The group I was with were once told to not stand and dance during a concert. We were in the lawn. There are too many other places to go that are more enjoyable.
- I have stopped attending shows at Frazee due to the bad experiences I have had there. People vape, smoke and vape marijuana, and do other drugs right in their seats. There is no enforcement of the venue's rules. Why would I pay to sit next to that?
- I have to REALLY want to see an act. I hate that you have no covering (been repeatedly rained on there), your concessions are a backed up mess and parking is awful. Also isn't enough slope for us short people, I can never see anything, especially if people stand up. Waste of money.
- I haven't been to the Frazee because other than Joe Bonamassa, which has been there several times there just was not anyone I wanted to see. I love this venue, but be better. ALSO, question 7 will not allow me to make more than ONE selection, so?

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I hesitate to purchase tickets until the week of the shows because I worry about the weather causing the shows to be cancelled. I appreciate that the Rose has a cover to protect the audience from rain. I wish that the Frazee had one.
- I know Live Nation has a hold on a lot of acts, but bigger know artist would be nice. Like the Frazee use to be about 5-6 years ago.
- I like it that there is the ticket office at town and country center. The idea we can purchase tickets there at face price and not the extremely large surcharge tickettron and others charge on line is fantastic. I had an issue for the menues concert where our tickets were lost, the ticket office worked with us and looked up our tickets with our contact info and was able to replace our tickets at no charge. This is what I call great service that you provided and well thanked. You won't have that happen with the online ticket services, so please offer the ticket office at town and country. Thank you!!
- I like the venue but lately there have not been a lot of bands I'm familiar with. Also sometimes the sound is hitting 100 db even from the back, that's ridiculous and makes it difficult to enjoy the music.
- I live a half block from the Frazee and walk my dog there numerous times during the day. When it is all roped off it is very difficult to walk.
- I live extremely close to Frazee and have attended countless concerts but they need to change up front seating to not be so crammed in and it's too bad they can't somehow extend roofing incase of rain. I love to sit very close to stage but can't take sitting in my neighbor's lap anymore!
- I live in Lexington Ky and come when there is a group or performer I like. Lovely venue
- I live nearly three hours away, so come down specifically for one show every year. If something else is going on near that date, I will at least consider attending.
- I live north of town and I HATE that I have to actually come to the Frazee to buy tickets because the extra online fees are exorbitant.
- I love attending events at the Frazee. The atmosphere is awesome and the crowd is laid back. I would like to see more Jazz artist at the Frazee like in the past. Also the fees for the tickets online is another reason I will not be attending events at the Frazee in the future.
- I love the community festivals/celebrations. I miss bigger name performers such as Sheryl Crow, Lyle Lovett, Ben Folds, Allison Kraus that I saw at Frazee in the past. Personally I'm tired of tribute bands.
- I love the Frazee
- I love the frazee, best venue in the tri state.
- I love the Frazee. I love being outdoors and listening good music, my favorite are classic rock and 90s music. Thoroughly enjoyed the multi band shows like Happy Together Tour, Ringo Starr and His All Star Band, groups of bands playing their big hits. Music festival vibe in a small venue. Would like to have mixed drinks available. The Frazees bathrooms are the best in the world! They are numerous clean stalls on the ladies side and they are air conditioned!
- I love the FRAZEE. Thank You. Your Concession Stand items, are over priced. We also eat before we come. I'm waiting for Jill Scott, she is one of my favorite artist.
- i love the older groups that come to the Frazee, but you should consider getting some more current groups there.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I love the oldies. 60s and 70s music.
- I miss performers like Diana Krall, Tony Bennett, etc. I really don't care for all these tribute bands. I'm driving up from Cincinnati. I love Frazee, but you need to make it worth my while to drive up...
- I MISS THE SWAMP ROMP!!!! Swamp Romp was such an amazing all-day blues/zydeco festival with at least 3 bands playing all day long in the park and in the concert venue in the evening. Lots of food and drink vendors, loads of great places to sit in the park. There even were annual t-shirts that changed designs every year. PLEASE SERIOUSLY CONSIDER BRINGING SWAMP ROMP BACK TO THE FRAZEE AND THE PARK! It was one of the most enjoyable things to do every summer.
- I prefer the lawn seating and arrive a couple hours before the gates open to get my preferred spot and the staff now scans about 50 people into a holding area and opens the ropes to all at the same time. We're not allowed to run, which is totally understandable but it seems so unfair for all those that came an hour or two after me to rush by me. I know it's easier for the staff I guess to get people scanned, but they'd still be doing the same amount of people either way. I'd just prefer to be ushered in in order. One of the staff even says slow down we don't want a nose dive, then for safety reasons stop making it a race from the gate. Please consider this even from a safety issue. Thank you
- I prefer The Rose's covered venue so if it rains I'm out my money. Their seating is better too. Bench seats and grass is not comfortable at my age (60) and your seat ticket prices are way overpriced. Their environment with staff is more relaxed and welcoming, The bands/music The Rose brings in is far better. I'm not going to pay to see a tribute band, or the lousy bands that play there anymore. Bad Company was the last great band that I paid to see there.
- I realize that this is super specific, however its inclusion does address and issue that presented itself several years ago as the rose was built. Previous to this opening you regularly had Huey Lewis and the News holding concerts at the Frazee. Immediately the group began presenting at the Rose. This was disappointing to me and as I am not apart of your organization I can only assume that this was due to a larger venue and larger ticket sales and merchandise sales, which in turn means more money for the performers. Which is a shame as your customer base that actually spends money is directly within the age group that enjoys this genre and age of music. Perhaps a more centered approach towards merchandise sales and a large big of the venue seating may bring back these musicians.
- I really enjoy coming there.
- I really enjoyed the events at the Frazee Pavilion
- I really like the Frazee venue, but I'm not much of a concert goer anymore. The seating at the last concert I attended (Ringo Starr and His All Starr Band) was way too tight. I sat in the third row from the stage, and I could barely move during the concert.
- I really really don't like the baggage policy. Why I couldn't bring in unopened plastic bottle water in my drawstring backpack is a ridiculous policy. Draw the line with the backpack sure! But a drawstring bag, come on!!
- I recently attended a concert at the FRAZEE venue and the musicians were rushed because of the time constraints and the late start time of the concert.
- I saw George Thorogood last year, but there aren't any good acts performing at Frazee this year. Would like to see Nelly or Ludacris if they came back.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I stopped purchasing tickets at Frazee this year because of the poor selection of Entertainers. I also stopped because the ticket purchasing process is terrible and hate the fact that 3rd party companies take 50% of the best seats before I have the opportunity to purchase.
- I struggle to find programming I want to see at the Frazee. I go for the sake of having something to do that is nearby, but I do not feel excited or inspired by the lineup.
- I think it would be helpful to giving parking instructions before you arrive. This was first visit and we had no idea where to park
- I think that the Frazee should at least offer 50 percent back for rain cancellation of concerts etc. Each concert I have been to has thankfully been good weather but I do think their policy could be updated a bit
- I think the biggest issue with the Frazee is the competition from the "Rose" and other indoor venues. If you purchase tickets for an event at the Frazee and the weather goes bad you cannot get a refund.
- I think the Frazee already does a great job at bringing in a variety of ticketed musical events...maybe add a comedian into the mix?
- I think u guys do great
- I used to attend 3-5 shows or festivals at the Frazee per year. Now the festivals I attended are gone and the line-up is smooth jazz and tribute bands as well as the dinosaur acts like Happy Together and Ringo's All Star (that are still alive )tours. The last years offerings have been formumatic--- take the same acts and book them again and again and again--- How many times has Boney James played there?
- I used to attend events at the Frazee several times a year; the last few years, it seems like the programming has changed lately. I love the venue...I hope programming improves.
- I used to go to more shows at the Frazee. It seems the Rose and PNC Pavilion have taken most of the acts that I like. Frazee is struggling in attracting good current talent.
- I used to go to multiple shows per year but now go to 1 or fewer. Initially, it was the venue management (Karen), employees, and policies that drove me away. Now it's the lackluster schedule of events. The Rose has a far superior schedule season over season.
- I used to go to the Frazee more often, but the last time, it took an hour just to get in. The line for drinks took 40 mins! And no water stations. And then you've got the over enthusiastic workers keeping you off the grass.
- I used to see 3-5 shows a season. I haven't been to Frazee in 2 years. I have no interest in cover bands. I am also perplexed how the concession lines can be so long. 15-20 minutes to get a beer. Simplify the food. And amp up beer and wine outlets. At the rose, I never wait in line for concessions or bathrooms.
- I usually attend several shows every year but will only be attending one show. American ELO. Not a good selection of shows for me this year.



# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I usually love the shows and experience at Frazee. However, the last (2) shows I attended were disrupted by disrespectful fans and their extended blockage of view by cell phones and in the last instance a full-sized iPad. I asked the patrons politely to stop and they ignored me. I also consulted 3+ Frazee staff/employees that told me there was nothing they can do. Frazee needs to introduce EVERY concert with a notice indicating that any pictures or video (the bigger problem as people are recording entire songs or the entire show) must be taken with the equipment at or below head level, and staff should have the discretion and direction to discourage bad behavior when it is blocking views. No point in paying a premium for seats in the front by the stage if you cannot even see the performer through rude attendees in front of you.
- I want to see more name acts. Not local performers or artists that nobody hears ever heard of! Big name acts!!
- I was going to attend the Joe Bonamassa concert this year but the ticket prices are ridiculous!!!
- I wasn't pleased the Boney James only was on stage for 1 hour and his other performers were on for 2. I feel cheated. Description of the show should have been more clear. I may not come to any more performances if this is the norm.
- I will never attend another show at the Frazee regardless if you book my all time favorite artist or someone who I'd only get to see once in my lifetime. You screwed me out of hundreds of dollars by canceling 2 shows right after they started because of a temporary rain storm. No voucher for another show, no apology, nothing. There are so many better venues in Dayton, Columbus, and Cincinnati that won't cancel a show because of a little rain that I'm not wasting my time with you schmucks anymore.
- I will no longer attend concerts that are not free if they are not indoors or covered from weather. Thanks for nothing Frazee!
- I wish it was covered like Rose. I'd like to see screens for those in the bleachers to see better.
- I wish there were more rock, classic rock and alternative rock shows. I would come to more.
- I wish they would put seating in the grass area very hard to set there
- I wish we could bring in two unopened bottles of water.
- I would attend more, but the smoking policy has driven me from the Frazee. Allowing smokers in such a small venue (even an outdoor venue) has pushed me to pursue my entertainment elsewhere that cares about the health and safety of the customer.
- I would like an opportunity to make future act suggestions
- I would like to see less tribute bands, and less "nostalgia" bands and more indie/folk/americana/blues/jazz music. There are some incredible touring musicians out there, and I remember when I used to see at least 4-5 shows at the Frazee in a season. Now I'm lucky if there is one band that I want to see.
- I would like to see less tribute shows.
- I would like to see more big name acts and Christian musicians
- I would like to see more diversity in the selection of entertainment.
- I would like to see the same caliber of bands that the Rose and Riverbend have. The Frazee needs a liquor license.
- I would like to see you get the Cajin fest back.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I would love to see Danielle Ponder and I was very disappointed in the lack of R&B groups this year. I would have only attended the Boney James concert but had a schedule conflict. This is the first time in years I won't be attending a Frazee concert.
- I would really like to see it covered due to weather. I have lost quit a bit of money due to shows be rained out or canceled . I no longer like to buy tickets to far in advance due to the risk of weather.
- I would really love to see high school groups have an opportunity to perform for the community, like Eleventh Hour and Fusion from Fairmont, as well as other high school performers in the area. These could be as opening acts for bigger names, or as stand alone features of the local schools.
- I would suggest considering the construction of a roof for the seating in the floor area. This would allow concerts to go on without the fear of bad weather. This would also be better competition for the Rose Music Center.
- "I would suggest doing a better job marketing and presenting shows at the Frazee. For example I attended the Australian Pink Floyd show in 2022. Top Pink Floyd act. A
- It should have been a near sell out. Weather was perfect. Instead it appeared 25% of seats were filled. Were local classic rock stations utilized to promote the show? Were tv ads of their promotional concert footage put on to promote the show? Apparently not. There is a true following of this music in Dayton. I would advise looking at what the Rose Pavilion is doing to promote one of their acts this year, Brit Floyd, and see how they fill their venue. Special effects are a big part of this act. Light show, inflated characters, lasers, all part of a Pink Floyd Show. The show was in daylight for 3/4 of the act. The show should have been from 8:30-10:30. It started at 7:30 and was over before 9:30. It would be like someone scheduling the city fireworks at 7:30. Again no promotion or proper planning to put on the best show for the fans. I'm sure this show was a money loser for the city, and I'm a working taxpayer living in Kettering who subsidizes The Frazee. Karen, the previous manager knew how to bring in acts, take care of them and put on good shows. Since The Rose has opened that's all changed. They are eating The Frazee's lunch. I hope the city can turn this around. "
- I'd go more often if the acts appealed to me. Love the venue!
- I'm haven't attend in a year or so because schedule was not appealing
- I'm mid-GenX. We aren't all into 1980s one hit wonders and cover bands. Also, I understand what hiring is like these days, but the geriatric ushers could use some training in courtesy. It's been this way since I started going to Frazee shows when I moved here in 2006.
- I've seen tlc, Backstreet Boys, Micky Dolenz, Vanilla Ice, all at the Frazee. They were all enjoyable. The bag policy is dumb, as I buy merchandise and can't put in my purse anymore. Also, the sun shines directly in the artists face as it's going down, not a great design.
- I'd like to see the price of tickets to be cheaper.
- If Frazee would book Leonid and Friends, I would definitely be there. I think they would be a great draw in an outdoor venue.
- If unable to get transaction correct.. should be able to refund.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- I'm going to Rose 6 times this year and every ticket I paid 25 bucks for and they have free grill outs before shows, I live a block away from Frazee and hardly go there for shows, in my opinion you all should fire the person in charge of booking shows and get someone that is going to book good acts and have good shows not just bunch of tribute bands and stupid events like Bacon Fest.
- Improve the restroom facilities. Improve the food beverage facilities shortening the lines
- improved offerings. The Rose is beating Frazee by a lot
- In #7 above it says click all that apply but it only allows one selection.
- In my opinion, the quality of shows at Frazee has really declined over the past few years. We used to attend shows there up to 10 times a year, but this year we're only going to 2. Rose is getting much better performers.
- In the past, my wife and I attended 1 or 2 concerts a year at the Frazee, but the selection of events has not been to our liking since prior to COVID-19.
- In the recent past I was wanted to purchase tickets but they were absolutely too expensive
- In years past, my husband and I have attended no less than three summer events at the Frazee. Typically we have attended the various festivals, ie., Bacon Fest, Wings Fest, etc. and then one or two paid events. Unfortunately, since the re-opening of the Frazee post COVID, there have been fewer and fewer paid events catering to a diverse audience. So, we have been attending fewer and fewer events at the Frazee. This summer, we are not likely to attend any events, based on the lack of diverse summer concerts.
- Irish's music
- It appears that the Rose Music Center has drawn some performers that used to perform at Frazee. That was a point of pride for Kettering. How do you plan to differentiate the Frazee from the Rose AND Leavitt (which has free shows and I've been meaning to get down there) while booking performances and events that people want to come out to see?
- It is a nice venue. My only concern is buying tickets ahead of time and then worry if it rains on the day of the event.
- It is disappointing how many acts that use to perform at the Frazee now only perform in Cincinnati. We use to attend several a year at the Frazee. Now it is one if we are lucky. The Frazee is our favorite go to.
- It is not in the Consumer's best interest to delaying the delivery of tickets until a few days before the event. Some of our schedules are too busy to sit and wait. I even forget we have tickets until you decide to alert me. I prefer them in hand when my account is hit with payment.
- It needs a covering for inclement weather!!!!
- It seems like Rose is stealing the higher billed acts that used to come to Frazee. Frazee's strength now appears to be tribute acts and the various festivals. It would be nice to get some of the bigger name acts back, but upgrade(s) would likely be necessary.
- It seems that the Frazee is losing larger acts to the Rose. The Frazee now seems to attract mainly tribute bands.
- It would be nice if Frazee hired and supported local acts/bands for the festivals (Bacon Fest etc), the same way that these locals support Frazee by attending the concerts and festivals there. You all seem to book lots of unknown and Cincinnati etc acts when there are obvious acts that have been playing for decades all over Kettering and nearby.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- It would be nice to bring back the shows people really like! Like Killer Queen, Tusk. Instead this year the only good concert is Get The Led Out. Very very disappointed in the Frazee this year!
- It would be nice to see smaller but more current artists at the Frazee from a wider range of genres. For those that don't like country or classic rock, there aren't always a lot of concert options.
- It would not me choose more 1 events I'd like to see at Frazee.
- It wouldn't let me choose more than one type of music. I also enjoy rap:hip hop, rock. I love the Frazee. It's a nice clean venue and the employees have been friendly. I live in Chillicothe and the drive isn't too bad for a concert. I haven't been able to attend any events this year due to schedule conflicts.
- it wouldn't let me pick more than 1 on #7 r&b, neosoul. All music would be nice. I really enjoy the venue and the people!! Please do better getting a variety of acts
- Item #7 said select all that apply, but would only let me select ONE CHOICE.
- Item 7 only allows one response.
- It's a great venue please keep up the good work and the prices down so that I can continue to attend
- It's a great venue. We've had a great time every time we've been
- it's a shame that the frazee is run the way it is. I used to like to attend shows there but now I would rather just park and walk around listening instead of giving you my money
- It's a very attractive venue, although I wish it had more actual seats and less grassy area. Also, the bleachers in the back are pretty far from the stage.
- It's too hot No cover for heat or rain
- Jazz Fusion Groups
- "Jazz, Jazz and more Jazz
- Rhythm and Blues"
- Just keep doing what you're doing
- Just love the Frazee
- Keep doing what you are doing. ETIX is also very easy to work with.
- keep it as wonderful as it is already!
- Keep the Fanfare ticket office open!
- keep the tickets reasonable and expand the menu of foods available. More concerts with known performers
- Kenny G performance- Dave Koz performance- Eric Darius performance- any good saxophone performances
- Kool & The gang , Earth wind & Fire absolutely love Happy Together Tour b please bring back "Disco Inferno" band you had few years in row
- Lack of new acts limited jazz
- Large amount of population with \$ to spend are 65 and older - we miss the entertainment - we dint need to be blasted out of our seats - bring in something we can sing with, clap with, laugh with,
- Last question would not allow me to mark more than 1 box

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Last year and most defiantly this year were very disappointing in the lack of diverse inclusion with music artist invited to attend the Frazee. Whomever responsible for bringing in music artist should be ashamed, as the diverse music genres and African American music artist certainly didn't make it on the invite list year and last. You might want to hire someone who has all music interest at heart. Not happy with 2024 line-up at all. Sad summer music days in Dayton
- Last year's lineup was terrible
- Less tribute bands more classic rock, R&B country and pop shows
- Less tribute bands -- more Contemporary Christian bands, more well known artists. This year's lineup was disappointing. We have not ordered tickets. Definitely keep Art on the Commons.
- Less tribute, more 60's, 70's aged stars lol
- Like the art festivals
- "Look into Big Screens on the front sides of stage!
- The Rose has these and it makes for a better show"
- Looking forward to the upgrades that I read are coming!
- Loosen your bag policy; allow people to bring food into the venue; bring better/more relevant acts to the venue. You're now competing with the Rose and they are doing things leaps and bounds better.
- Love Frazee and all events. Really miss The Festival of the Vines and jazz concert afterwards.
- Love the ease of the no wrist bands this year for alcohol sales and ushers aren't so stringent on checking your ticket each time you leave your seat.
- Love the festivals! This year's concert choices weren't my favorite compared to last year. I would like to see a roof built over the seating area like at the Rose.
- Love the Frazee but as a retiree the ticket prices are out of my comfort zone. I mainly go to the free events (baconfest, labor day, etc.) and really enjoy the open air events with lots of vendors and food trucks (although the prices with them are also getting way too unaffordable for a lot of us). Also, I hate country music and I don't like tribute bands, I prefer original hard rock, jazz, and blues musicians and used to attend a lot of those concerts. All in all, I really appreciate and value the Frazee as an entertainment, community venue and resource.
- Love the Frazee, would also love to see more 80's icons return like Boy George and Morrissey. Perhaps more artists from that era, and the 90's as well.
- Love the Frazee. But, the acts you are booking are far below the level I'd go see. Seems Rose is booking the acts you should be. Get better acts and we'll definitely be back.
- Love the Frazee. Far better than going to The Rose. Staff is friendly. Area is well maintained.
- Love the tribute bands
- Love the venue!
- Lower prices on lawn tickets and better acts.
- "Lower the ticket fees
- Lower ticket costs.
- Lower your online fees!
- Make the ramp to the bathroom less steep. It's hard for someone pushing a wheelchair to do down.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Make ticket purchases easier to do thru the Frazee verses Ticketmaster
- Make tickets available sooner once purchased. It's unnerving to buy tickets and not be able to see the actual ticket waiting for me. It would also be nice to have an App where I can purchase tickets, and again see my tickets for what I have coming up with notifications so the event is not forgotten.
- many events at the frazee feel out of date, more current performers seem hard to come by. last time I was there was to see Lake Street Dive.
- Many other venues around the state pay between 250,000 and 400,000 dollars to have a booking company get big name acts, the last couple of seasons have been very disappointing
- Many people are still upset about about last year's Nelly concert, including myself. I purchased four tickets for my mother's birthday. I'm a social worker who works for Clark County, getting paid pennies on the dollar. While I live in the area, I know multiple of my coworkers who went to this concert as well and everyone feels shafted. This has left us reconsidering, whether or not we would return to Frazee pavilion. If there were acts that I were interested in seeing, I would return. Fits in the tantrums as well as Ben Rector would be good to see. Earth, Wind & Fire as well.
- Mellow the intense security and figure out a way to shorten restroom lines. Look at the rose for suggestions on both
- Minimize overpriced ticket processing charges
- Miss the annual wine and jazz festival!
- Mix it up....
- More \$5 concerts with local bands. Would love to see the Scotty Bratcher Band and Mick Blankenship perform there.
- "more 50's and 60's rock and roll music
- more 60's 70's and 80's groups
- More alt and indie rock. Less cover bands. Less country.
- More boy bands!
- More Brantley Gilbert
- More Christian concerts please.
- More classic rock bands and lower ticket prices.
- More concessions. Lines are too long currently.
- More country and bluegrass concerts including up and coming acts. Perhaps a day long Bluegrass festival
- More country concerts!
- More country concerts! And please keep tickets through eTix and NOT Ticketmaster!
- More country music artists!
- More current and up and coming artists would be appreciated. More dance type music (always leave pit area open for dancing!)
- More daytime concerts
- More events targeted toward the mature Jazz crowd. The Boney James concert was outstanding.
- More events, maybe a winterfest with ice skating and hot chocolate, wine tastings, or beer tastings, local musicians for open mic nights.
- More frequent shows and festivals
- More handicap parking during events. More benches and sitting areas around the fountains



# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- More Jazz
- More jazz & r&b acts.
- More local groups
- More modern music and events in touch with today's music and trends! Hip hop, bluegrass, alternative rock, Kate Bush, Post Malone, rap, trap, reggae, world music, good vibes. Poetry open mic in summer and maybe small farmers market. Better food trucks. Healthier food trucks. Better artisanal food options. Source local farms and vendors.
- More modern rock/alternative acts (Halestorm, Plush, Daughtry, Rival Sons, Shinedown, Pop Evil, etc)
- More national acts
- More original acts less tribute bands
- More places to get tickets besides online
- More R and B performances.
- More rock shows
- More shows
- More smooth jazz concerts
- More smooth jazz options, less hip hop or rap music, more upscale events in regards to musicians etc
- More tribute bands
- More tribute bands and concessions at a reasonable price. The Frazee is getting pricey.
- More VIP options like Blossom in Cleveland. We enjoy the Huntington Club and Green Room there. We commute from Columbus so those are nice perks after a long drive.
- More world music. Fewer tribute bands.
- More youth performances at the Frazee.
- Most of the artists seem outdated. Try to get more bands/groups from the 90's and 2000's
- My favorite places for any type of show!
- My favorite venue. I attend lots of concerts at venues around the country. Frazee's artist selections in the last 3 years has limited my interest in attending concerts there. Too many tribute bands or not interesting enough acts to draw me. Better acts and my friends and I would love to come back.
- My last experience at the Frazee was so bad that unless there is a change I will not go back. I am 5' and being 80 years old. I cannot stand for a long time and I cannot see over people who are standing. I ended up not seeing much of the show. I suggested an area with no standing but never heard back.
- My Personal Only Negative to Frazee Pavilion Is That Almost All of the Events That I Would Love to Attend Are During the Week and Not on the Weekends. Since I Live Over 3 Hours Away and Still Work Most Are Not Realistic to Attend. If More Events Were Held During on Weekends with Other Events in the Area and Even in the Cincinnati Area, As Well, Then the Long Distance Is More Than Justified. THANK YOU
- Na
- Nah
- Need better artists past several years Tribute Bands etc are all Frazee seems to get and or country.
- Need better events.

**Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?**

- need more R&B concerts at the Frazee
  - Need more room between seats. Unable to enjoy the entertainment when you're unable to move.
  - Need to be more organized. Lines are outrageous for drinks and entry
  - Need to book some new acts. It appears to me that the same acts keep getting booked year after year.
  - Need to pick a couple of music types and become great at that.
  - Need to switch to electronic ticketing!
  - Needs to be more R & B groups
  - No
  - No
  - No
  - no
  - No
  - No
  - No
  - No
  - No
  - No
  - No
  - No
  - No
  - No
  - No
  - No
  - no
  - No
  - No
  - No
  - NO
  - No
  - No cover for rain is a hindrance; better crowd control
  - No more cover bands
  - No thanks.
  - No tickets purchased this year after our experience last year during the Clint Black concert. Tired of sitting around drunk patrons!
  - NO tribute acts. I can see those for FREE @ Stubbs park, North Park in Springboro etc
  - No, I think you do a wonderful job with the selections.
  - No,great place
  - No.
  - None
  - Not at this time
  - Not at this time. We love The Frazee!
  - Not so many cover bands. Thou I have attended them in the past, they are empty calories. And ultimately, I questioned the purchase.
  - Nothing else.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Offering free lawn tickets for children under 2 with adult tickets like other venues do. Allowing diaper bags with baby snacks. Allowing strollers in for ease of arrival to be collapsed during show. All other venues have allowed this.
- One of my favorite venues. Beautifully maintained.
- "Online ticket fees are too high especially for a \$5 show.
- Suggest allowing mobile ticketing for no fees. "
- Only one show appealed to me and my husband this whole season: Ringo's All Starr Band. Very disappointed in the 2024 schedule.
- Our favorite venue to see an outdoor concert locally.
- Outdoor concerts on Fridays and Saturdays are great. Years ago you had stranger and then after they concluded, you had mix 1077 Dan with dance music, The most fun I've ever had at the fraze, Maybe one of the most fun nights I've had. My friends and I still talk about it. You should do that again.
- Over the past few years, the shows seem to be the same at The Frazee year after year. Only a couple of shows are different each year.
- "P
- Love the venue. "
- Parking is confusing. And I love that this is not a Ticketmaster/live nation venue.
- Parking is great and close to venue.Easy to get in and out.People are very nice there.
- Parking is great and so is your venue! I love the Frazee
- Parking is still problematic for people who can't walk long distances
- Parking stinks. That's why I don't come more often.
- Pat Benatar, Billy Idol, more MixFest.! Get rid of the Rail in the Front Row!!
- People abusing the ADA section , and that WORTHLESS E-Tix service you guys use, it is TERRIBLE to deal with !!!!!!!
- Perhaps more bands from the 90s.
- plan more 80s soul and smooth jazz lines are horrible
- Play music throughout the venue while waiting on acts to come on stage. Big screens too
- Please , PLEASE, PLEASE consider using the white concrete sides of the stage for displaying the performance. Short people like me would appreciate it more than you know ! There is not really a bad seat in the house but I've experienced too many concerts looking at someone's back or backside. It really ruins the whole experience. I noticed you show ads after the concert, so I'm thinking it could be done .
- Please add screens to the side of the stage to show the band members or whomever is on stage close up. I can only afford lawn and bleacher seating and that would be sooooo nice.
- Please book better bands. You line up this year sucked. I'll spend my money at the Rose and drive farther for the better line up of talent and acts.
- Please Book Earth Wind and Fire again. Better food and more concession lines.
- Please Book The Reese Dailey Band.
- "Please bring back Gospelfest!

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Please figure out a better seating for handicap in the back. When I go and seat, folks stand up in the lawn area and I can't see over them. I've complained several times to workers but get told there isn't anything they can do.
- More restrooms for the ladies would be nice."
- please bring bigger rock acts here. Shinedown was the last gird current rich act you brought, and that was a few years ago.
- Please bring in Shaun Cassidy! He would sell the place out!
- Please bring in shows that have not previously appeared.
- Please bring Marc Martel to the Frazee.
- Please bring more jazz, r&b, gospel and old school music.
- Please don't blend styles, i.e., Angie Stone with Boney James.
- Please get better food and drinks!
- Please get better, well-known music acts as well as help cultivate the local music scene by hosting local musicians. Think about having a local music and arts festival.
- Please get more current bands. Less tribute bands. I don't go as often as I like because there aren't events I like often. I have a wide variety of taste.
- Please have more wine choices at events
- Please have screens on each side of the stage so the concerts can be seen
- Please keep a fee-free way to buy tickets! I love being able to buy tickets in person.
- Please keep up your GREAT work! The Frazee is absolutely one of the best places to attend a show; intimate setting, wonderful acoustics, easy accessibility! Great town to visit, too! We'll come to the Frazee whenever we can, it's worth the drive from Columbus!
- Please lower the cost of fees
- Please make the Kickin chicken wing a two day ticketed event to help with crowd control.
- PLEASE offer more jazz events.
- Please see above comment as it seems to summarize my feelings of having such great memories and excitement to have lived back to Kettering.
- Please update the performances- more current performers. It was a venue for many up and coming as well as established performers. In the past, shows like James Taylor, Indigo Girls, Sheryl Crow, Avett Brothers- all were current and not tribute bands. It is a great venue but it needs to step into the current trends. Thanks for asking for input.
- Please use a different booking company. Same shows seem to play over a 2 or 3 year cycle. Check the Rose events.
- plez give another look at the tic policy for cancelled shows weather related. i'm ok no refund, but at least one should be able to exchange for another show. that's wasted consumer money at a time when most can't afford to,lose money. think of your customers
- Post Covid, the number of jazz concerts are less. Considering, Jazz attracts a mature/older crowd, wonder if there's a way to identify on tickets need for handicapped parking. I was unable to find handicapped parking at recent Boney James. I'm thinking with today's technology, there may be a way to add this to the cart and printed on tickets/noted on electronic ticket.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Previous question only allowed 1 selection
- Previous question won't allow more than one selection.
- price is a bit to high
- Prices are too high! I would attend more and purchase tickets for family and friends if the prices were lower.
- Programming currently seems geared specifically towards older white audiences. Smooth jazz and country. I would love to see more up and coming artists of a variety of genres. The Rose Music Center at the heights has better variety in their acts and has replaced the Frazee as my local destination, even though the fraze is walking distance from my home.
- Programming has been TERRIBLE the past few years
- Programming was better when done by gm, prior to promoter involvement. Hope for more jazz, more popular artists, more music events.
- Provide a covering like The Rose Music Center. I do not attend concerts at The Frazee if any chance of rain.
- Provide better parking options for handicapped people, and install some railings near the stairs.
- Provide more spacious seating arrangements since the current chairs are way too close together, often uncomfortably so, this is exacerbated on hotter days
- Put a roof on the Frazee. Nice to know when you purchase a concert ticket you won't ruin it with rain
- Put a roof on!
- Q7 said check all that apply but I was only able to select one item. Other choices would be most of the music options - it's a good venue for concerts of all types.
- Qu7 did not let user select multiple options. Would like to see plays and more jazz and r&b options
- Question # 7 would only allow me to select one choice when it says to select all that apply
- Question #7 allowed me to pick only 1 response. But I enjoy rock, pop, and jazz concerts, as well as Americana.
- Question #7 will not all multiples choices. I typically expect Frazee to present jazz, R&B, pop, rock, country, and hip-hop acts.
- Question #7 will not let you choose more than one option...something wrong.
- Question #7 would only allow me to select one answer even though it says to "select all that apply"
- question #7 would only allow one sel
- Question #7 would only let me pick one even though it said check all that apply.
- Question 7 above is broken. Can only select one item. We like all kinds of music but would like to see more Christian Rock, maybe a series or subscription available
- Question 7 above this one; only let's you choose one. Not all that apply.
- Question 7 above would only allow one selection.
- "Question 7 allows only 1 selection even tho it says to select multiple.
- Frazee used to have better music and I would attend summer concerts much more frequently. Last few years seem to focus on tribute bands—not interested."

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Question 7 did not allow me to select more than one option even though it was instructed
- Question 7 did not allow more than one choice
- Question 7 didn't let me select more than one option. I expect Frazee to have a wide variety. I won't like everything but there is something for everyone.
- "Question 7 is not a select all that apply, only allows one.
- Being so close to Dayton and Cincinnati I appreciate a way to save on fees by being able to purchase tickets locally other than online. "
- Question 7 only allowed 1 answer - I would like to continue seeing rock and country concerts
- Question 7 only allowed for one answer.
- Question 7 only allowed me to select one option...
- Question 7 only allowed one choice.
- Question 7 only allows one choice, not multiple.
- Question 7 only allows one reply. See Question 6 for 7 replies. I would like to see Jill Scott, India Arie, and top jazz and R&B. Not so much tribute bands.
- Question 7 only let me check one circle!
- Question 7 only let me pick one choice.
- Question 7 would not let me select more than one box when it says "select all that apply "
- Question 7 would only allow me to select 1 answer.
- Question 7 would only allow one selection.
- Question 7 would only let me pick 1 item instead of all those that apply. Seat selection needs to be similar to ticketmaster when ordering tickets so you can see where you are sitting instead of guessing.
- "Question#7 on the survey does not allow you to check all that applies. Only one choice allowed.
- Also, I would like the Frazee to bring back the swing series. Also add a summer series movie nights like the Victoria used to have. More tribute bands of other types that have not been there before. For example: this year you have a Jimmy Buffet tribute band.
- "Quit making so many stupid rules that run people off---Keep the Breakfast with the Beatles
- Quit the tribute shows. Every local community has them for free.
- question 7 would only let me pick 1 answer. I expect the Frazee to continue to offer what they have for the last 25 years.
- Rain policy needs to be revised - Nelly concert and no refund was very frustrating. Need to increase beer/wine tents to move people through more quickly - the lines are ridiculous and make coming to the Frazee frustrating
- Really don't care to go to concerts anymore. Can't see unless u stand and people are rude.
- Recommend bringing Disco Inferno back! Also suggest Colbie Caillat and Kip Moore. Love country performers!
- Redo the entire bathroom.
- Refunds on tickets when a storm comes up
- Rest room and concession issues
- Restrooms are too far. By the time you go and get back you missed 2 or 3 songs.



# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Rick Springfield has played there enough already please make it stop
- Robert plant and allison krause
- Rose is attracting more people with their venue. I would like to see a much better venue at the Frazee
- Rose is kicking your ass. You need updated stage lighting, better food and offer liquor drinks.
- Same shows different yr. Boaring!
- Saw my favorite band there but apparently there was a pyrotechnic ban. Pyro is their 5th member. I just go to other venues on the tour and avoid Frazee
- Seating is horrible. Check in is horrible. The Rose is perfection in comparison on getting in and out for nearly the same capacity.
- Seating prices are a little too expensive for the level of performers we get and being outside in the heat. Lawn seat prices are ridiculous for sitting in the grass
- Seats are too close up front on the floor.
- Second restroom would be nice
- "Selections chosen for the Frazee have become awful over the past few years.
- No folk music, singer/songwriter types are invited to appear, whereas there used to be many more 'NPR' types of musical acts. The lineups have really really disappointed us and all our friends lately."
- Shutting the music down early is reason to spend money for tickets elsewhere. Poor value
- Since the pandemic, the number of Jazz concerts presented has been rather limited. While I do live in Lexington KY, I do try to attend a jazz concert or two at the Frazee as well as the Ludlow Garage.
- Since the shows are rain or shine, but canceled if lightening, with no refund, it would be nice if there was someplace folks could take shelter until the lightening passes so the show can go on. In 2019 I drove from Cincinnati to see Brian Culbertson, and only got to hear 2 songs before the lightening came and it was over. While I didn't expect a full refund since we did see the warm up act, I thought perhaps they would have at least given us a discount on a future ticket purchase, but that didn't happen. That experience has dissuaded me from buying any more tickets to Phrased events. The only way I would plan to go there now would be if there were good seats available the day of a show I want to see, with rain nowhere in sight. A couple years ago I attended an outdoor Jazz festival here in Cincinnati, the venue was on top of a parking garage where we were able to take shelter until the lightening stopped, then the show went on in the rain.
- Smooth Jazz Artist
- Some cover bands are fine but not too many. More upcoming music acts not just country
- Some new artists, not just the same ones every year. gets boring after a while and then we don't come back as much.
- Somehow to eliminate such long lines to get beverages.
- Something needs to be done with the restroom and concession / alcohol lines - for some reason, it takes forever to get a drink and / or use the facilities.
- staff is no fun
- Standards

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Stay away from Ticketmaster please.
- Stop bringing in cover/tribute bands. No one wants to see nothing but covers. The Frazee was always one of our favorite venues but for the past 5 years there has been nothing but washed up bands and tribute cover acts. Bring in new/up and coming groups: bands like the 502s, Oliver Hazard, Joseph have huge college followings and you would be guaranteed a new fan base and sell out shows
- Stop charging extra for purchasing tickets on the performance date.
- Stop gouging us on fees!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! An extra \$10 per ticket to buy online is outrageous!!
- Support the arts
- Surcharges & ticket fees are far too high. I attend fewer events
- Survey Only lets me check one box about expectations for events. I would judge this section as important. Thus I think the survey is not good at all if you don't know what people want!!!
- survey would not let me pick more than one option
- Tell audiences to sit during performances. I had a 6 foot tall man with his child on his shoulders standing in front of 5"3 me for a lot of the evening. I paid the same amount for my tickets and therefore have equal sight and enjoyment. Please ask attendees to sit during performances. Standing at the end of each song or sections is okay. Otherwise it's rude, selfish, and unconsonable
- Thank you for the free parking to give us a break from all the price gouging.
- Thank you!
- Thanks
- The 2024 lineup at The Frazee is disappointing.
- The ability for the concerts to go past 10pm. Refunds given for extreme raining without letting up within 1 hour
- The above Question only allowed one answer
- The best concerts I've seen there are: Pat Metheny Group, Steely Dan, E,W,and Fire, Taj Mahal and Keb Mo
- The booking at Frazee is failing. We used to attend frequently. Now the acts are all old news. And even I'd one strikes us the tix are way too expensive.
- The choices this year are not up to par. I will not attend one event there this year.
- The city of Kettering should consider contracting the management of Frazee to a company that specializes in securing acts and operating venues such as this.
- The ease of parking, helpfulness of attendants and friendliness of staff in general is much appreciated!
- The entertainment needs to be updated. It feels like things have stagnated and repeated too often. More variety current would be appreciated
- The flow on the concourse is ridiculous. You can't get anywhere with all the people in the way from the long lines at the concessions. Its the main complaint about the venues.
- "The folding floor seats are way too close together!! Very uncomfortable esp in hot weather.
- Its annoying and frustrating when people in the front rows stand the entire duration of the performance. This keeps us from attending MANY of the Frazee performances/events and choosing shows at other venues instead."

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- The Frazee has always been a great venue for outdoor concerts. The price has gone up significantly in the last few years. So unless it's a band like Chicago, Steele Dan, or Doobie Brothers, I will probably not attend
- The Frazee has not brought in any relevant acts in the past few years and with the competition at the Rose, there's been no interest in attending here. Prices are better, staff is friendlier, choices are good and the venue is just better.
- The Frazee has not had a very good concert line up in the last two years as far as I'm concerned.
- The Frazee has the same musical events year. Try bringing new options to attract a more diverse audience.
- The Frazee in the past had a line-up that was of interest. The last couple of years there has only been one show that I have attended and that was recently Boney James.
- The Frazee is a gem in the community and outside the community. I want to see it get back to where it was and I guarantee I will support it
- The Frazee is a wonderful venue for music. Easy to park and prices are reasonable for food and drink
- The Frazee is an amazing venue and we love it. Unfortunately, the Rose Music Center in Huber Heights has had a negative impact on the lineup coming to The Frazee each year due to increased competition.
- The Frazee is getting its butt kicked by the Rose. It seems as though they don't even try to get good acts anymore. Sad....
- The Frazee is great but it needs a LOT MORE national acts. You must be losing those to bigger covered venues.
- The Frazee is my all time favorite music venue in the area. There is not a bad seat anywhere---excellent musician choices.
- The Frazee is not far from where I live. I have attended many concerts over the years. I feel that it is a valuable asset to the community. I have met people at the Frazee that have traveled from other communities that have said what a lovely place to experience a musical event. I am a single older woman and feel very comfortable there.
- The Frazee is now offering mainly tribute bands & I miss the great performers they used to offer. It is a noticeable change.
- The Frazee is our favorite venue. We travel over an hour to get to events at the Frazee. However, since the Rose has opened the quality of programming at the Frazee has been greatly diminished. Very disappointing. It is the group, band, soloist, entity playing at the Frazee that determines whether or not I attend. I sincerely hope that the programming improves. Good luck!
- The Frazee needs to improve artist selections for Frazee concerts. Too much of the same tribute bands year after year, maybe twice but not every year. There are thousands of upcoming bands in all genres that should be booked. Maybe a top band or two. More festivals, start earlier and go into late fall. Then Christmas events with maybe ice skating etc. get creative on pulling people to the Lincoln Park area and not Austin or the Rose.
- The Frazee security is rude. It doesn't leave a very good feeling after spending money on tickets.
- The Frazee staff is excellent.
- The Frazee used to bring in some awesome classic acts, but it seems like since Covid there is not much of that anymore, which is a shame. Shows are not what they used to be.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- The Frazee used to be able to attract bands of interest to me but in the last several years the number of interesting acts has dwindled to maybe one per year. The Frazee definitely needs to up its game in my opinion.
- The Frazee used to be community friendly, especially during concerts. Once The Frazee policy changed to banning people from bringing chairs to sit around the venue and started patrolling the sidewalks like military guarding nuclear codes, it became a turn-off. Also, without a roof and with The Frazee rain/storm refund policy being in the favor of the performer is also a strong reason to not buy tickets to concerts at The Frazee (i.e. Sheryl Crow concert, where opening act performance times counted as the majority of the 40 minute performance. So no refunds to customers.)
- The last couple of years, the frame has become known for shows nobody wants to see, Old music from the 60's, no real famous acts...other music venues in the area are doing a much better job at getting acts...the Frazee is becoming less enticing to go to.
- The last question #7 would only let me pick one answer
- The last show I attended was Donny Osmond. After that show, I decided to never attend a Frazee show again. Security staff was terrible. There was an apparent medical situation in folding chairs area and staff handled it poorly. It was a major distraction during the show. Also, I was in the 4th row of permanent seats, and the stage was just too low. With everyone in folded seats standing, it blocked most of the stage.
- The location of sound system speakers are poorly placed. If I purchase forward side seats I leave with ringing ears.
- The musical events that are scheduled at the Frazee appeared to be focused on the younger generation. I would like to see more mixed entertainment.
- The offerings at Frazee have gone downhill in the past several years. Too many tribute bands, very few current groups. We used to go 2-4 times per year and now struggle to even find a single show that interests us. Needs more acts like those at the Rose/Riverbend
- The online ticketing has been problematic. This is especially true for Get the Led Out where I was on early to get good tickets and it wouldn't let me complete the transaction thus losing those tickets.
- The phrase in the past has had excellent music, performers and comedians, but since the rose was built and established a variety of acts, it seems like the phrase has gone to second tier entertainment.
- The place needs a total overhaul. The rose is much more user friendly.
- The problem with the Frazee is you lose your money if the weather is bad and the show is cancelled. Also, people who are out of control drunk or loudly talking are never dealt with.
- The programming for the Frazee declined a number of years ago and has never improved enough for us to be regular attendees.
- The quality of shows has decreased over the past few years in my opinion. Also the lawn section gets way too crowded maybe due to overbooking or not enforcing seating area size.
- The quality of shows has greatly diminished over the last several years. I would like to see good bands and artists as I have in the past since I live so close but the line up continues to disappoint. I don't want to see has-been rappers and country singers. Where are the up and coming artists and rock bands?

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- The quality of the shows has really decreased in the past few years. We used to go to a lot more concerts at the Frazee than we do now. Top rated artists are going to the Rose. Get them to come to the Frazee!
- The reason I don't attend more is the cost of seats. Beer and food after you get in outrageous. 9\$ for a beer! It is a beautiful facility. Very well kept. Employees and volunteers are very polite and there are plenty of them. It would have been nice if seats had been dried off after the rain.
- The Rose is a horrible place to see a show, but all the good acts are going there. Why?????
- The seating right in front of the stage is too close together. It's hard to get in and out.
- The selection has not been interesting to us, the Rose has increased more
- The selection of artists is terrible. I used to love the Frazee.
- The site used to purchase tickets is not user-friendly.
- The staff is always so nice and helpful. The venue is always clean.
- The staff is always very friendly and helpful.
- The staff is very unfriendly and a really no fun to deal with. The venue is the best, but the quality of shows is pathetic. The Rose kicks your butt every year.
- The staff there are referred to as Gestapo by the patrons. They are generally unfriendly and god forbid if you're in the lawn and accidentally get a toenail on the cement and they pounce on you and yell at you. If you pause as you enter, to survey your surrounding, someone immediately rushes up to you and says "you can't stand there!" They generally make you feel unwelcome.
- The staff working the events are not allowed to tips for their services. I understand that they are city employees, but please change this policy! They work hard & are always friendly. I've never had a bad experience with any worker & I love the Frazee.
- The survey only allowed me to select one (1) type event I'd prefer to attend. I would also include community festivals and Jazz and Classic rock music.
- The three Tenors
- The ticket buying website is not always reliable. I kept getting discrepancies with the address and the address on my credit card. I've had to come to the box office to buy tickets to avoid this issue.
- The tickets for Plaza seating need to indicate entrance is at a different entry point so we aren't wasting time waiting in a line at the rear entrance. Also, there needs to be a covering installed in case of rain.
- The venue needs to be covered, but remain open-air. More big name performers, not all the tribute bands. More Smooth/ Contemporary Jazz and Blues. Seating size needs increased ( to cramped).
- The website to purchase seats for events doesn't allow for selecting seats from the map (or maybe it was just for the one event I was interested in), but I prefer this option. It is easier to see what seats I am getting and there proximity to the stage.
- TheFrazee is a community gem!Great views &acoustics in an outdoor setting.Especially enjoyed Beach Boys and Happy Together Tour concerts annually!
- There are a lot of jazz enthusiasts in the area but the Frazee has booked few and fewer jazz acts over the past 4 years

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- There are not enough free, themed festivals on a smaller scale, offer more weekend morning events. Like celebrate a national donut/pancake/cookie day for example. Use that lovely fountain patio for some simple celebrations involving EASY food (like a donut/pancake/cookie) that people could purchase for a reasonable price. Or, a 'breakfast at the fountain' 1x/month spring/summer/fall. You could do easy breakfast sammies (nothing fancy - like a fried egg with/without cheese/meat. And feature a local coffee roaster! Partner with some local farms and maybe feature something of theirs each time. Nothing builds community more than gathering around food!
- There are way too many tribute cover bands at the fraze.
- There hasn't been any comedy shows last year or this year
- "There needs to be a ticket purchasing location north of Dayton. The Frazee is only open for tickets the day of show. The hours are limited at the only other location which is south of Dayton. This isn't convenient for those of us up north. To purchase tickets on line doubles the cost for \$5 Fridays.
- How about senior discounts, no fees for seniors, a ticket location north of Dayton, or all of the above? Since you asked.....Thank you. "
- There should be cup holders and more leg room in the Plaza area. It's not worth the ticket price. When concerts get cancelled [Brian Culbertson for example] ticket holders should at least receive a small discount towards another show with the ticket stub. [\$5 or something]
- There used to be more festivals such as swamp rock, festival of the vine and probably more. What happened. Why was the electronic message sign removed? It provided enhanced exposure for Frazee events.
- They used to be a lot more higher and shows with more popular artists in the past. I've been disappointed the past couple of years
- They're ate too many cover or tenure bands, and the musical acts are for older people....boring lunette year after year. The Frazee used to have varied concerts for a younger alternative crowd and I went frequently
- This is the first time I bought tickets for a concert at the Frazee. I got them at Town and County, the ladies were so helpful, and nice. Their customer service was amazing and I was definitely pleased with the seats she got me. Will definitely go back there to get tickets for another show
- This page does not work. Can only select one!



# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- This survey is very very poorly written. The questions are too broad and the feedback you are going to get will be very skewed. In the introduction, it was stated that you are surveying people who attend or have attended events or shows at the Frazee. I think you should be asking when have you attended and if you are attending more or less and why. That would be very telling. We used to be season ticket holders and attend a dozen or so events and ticketed shows each season. The scheduled shows have significantly decreased in quality. The price of tickets are way too high for the quality of shows offered. Every single year it's the same festivals and the same tribute bands, an 80s act or two, a band or group that was popular years ago (and on their last leg) and the Menus. There might be one or two good shows there and they are usually the ones sponsored by the local radio station (FM station's birthday bash??) People are tired of the same old thing. The Taste of Kettering used to be a great event, then people got greedy. We would see people bringing in bags and plastic containers and grabbing up as much food as possible and going back to the same vendor multiple times and pushing and cutting in line. We quit going because we felt we didn't get to try many of the foods. It's a very nice venue, well run, clean, nice people; but there hasn't been any good bands there in recent years. Our friend group used to look forward to the seasons show line up announcements we could plan what shows we would see that summer, but we have been very underwhelmed in recent years. We used to go to a show every couple weeks but now we might see one show all season and last year I think we went to zero.
- This will be my first event at Frazee. We are seeing a Christian Concert on Aug. 12th.
- This year not seeing many interesting bands to me at the rose and fraze. Too many tribute bands at those 2 when you can see tribute bands in Troy, centerville, tipp city and other city places for free.
- This years lineup was weak. Haven't bought tickets to anything.
- "This year's selections were disappointing. I will not be attending any of them. Interested in motown, 80's bands."
- Though I understand certain stage and performance enhancing materials such as pyrotechnics and propane burners are likely limited due to proximity of homes and other regulations, permitting some acts to use these performance tools might improve some shows. I personally wanted to work in the booking office to help bring in some quality and diverse acts.
- Ticket fees could be lower!
- Ticket prices are getting too expensive!
- Ticket sales need to be easier. Most websites allow you to pick your seats from a map. The Frazee just pulls up available sections but you have to scroll over every single seat to see if available or not. Available and unavailable are both the same color red instead of green for available. Just could be streamlined and easier for consumers to use.

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Ticketing for floor seats. The last show we went to, we had folding chairs that were locked together. The family to our left was on the larger side and he spilled over into my seat which forced us to move to the left. Then an usher wanted US to move because we weren't "in our seat". We tried to explain politely what was going on but the usher still wanted us to move from the seats we paid for, which were \$\$\$. So maybe seats with arms or don't lock the seats together or have the ushers be able to unlock the seats and give more room to the patron that requires more room.
- Tickets were discounted after the last two times that I purchased tickets for the Frazee. They refused to give me a refund. Said it was just too bad. I will never buy tickets again!
- Too expensive, limited music selection and poor restrooms & customer service.
- "Too many tribute bands
- Why can't we draw top talent like Cincinnati, Cleveland, Columbus and Akron "
- Too many of the featured artists, I never heard of
- Too many repeat acts and not enough low dollar concerts.
- Train staff to be less authoritarianism and police like
- Treat your customers better. I have been to the Frazee 5 times and all horrible experiences will never go back
- Tribute bands (like Get The LED Out) are a complete waste of time and money.
- Tribute/cover bands are huge. I think an all day music festival of Hair Metal bands would be awesome. I also love classic rock. Some of those bands are still touring. I would love to see Clint Black back at the Frazee, we saw him last year. Along with maybe Trace Adkins, Tracy Lawrence, etc.
- Try exploring not taking advantage of people for ticketing fees. What you're doing there is nearly criminal.
- Try not to leave your loyal customers high and dry like you did with the Nelly concert. That left a very bitter taste in a lot of people's mouths.
- Try to get more current names to perform
- Try to get more name brand bands, and keep up the lower priced special nights. Keep up the local food type festivals
- Two things: 1. You need to invest in some type of covering to protect concertgoers from weather like the Rose; 2. You need to be more competitive on music acts like the Rose.
- Typically a Christian concert is held once a summer. I would like to see more concerts. I love seeing them in this venue.
- Unfortunately The Frazee has destroyed their customer base. Your new process of purchasing tickets benefits the scalpers and not your music lovers. The management decisions have made the Frazee sadly an afterthought in choosing a concert venue. And your lineup of concerts is a debacle

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Unhappy with most of the staff. They come off as being very rude. The security check needs to be more thorough. When it is very hot allowing more water per person to be brought in. Riverbend and rose music center allow 4 per person and soft coolers. They need to check tickets better. People are sitting in plaza when they have other section tickets. When your there and a bad storm comes they throw you out in the streets to fend for your self. Twice at the rose music center very bad storms started they encouraged every one to shelter in place until the storms were letting up. The fan fare ticket office is in the town and country mall. Last year the rules changed. For about 15 years we would be allowed to set in the mall for days and at night leave are chairs and go back in the morning and sit all day. This past season they won't allow us to leave our chairs over night. The fraze says their nothing they can do because it's the mall saying that. I don't understand that because doesn't the city of kettering pay rent. They should have a right to say something. The management of the fraze doesn't like us sitting there. There is several of us that have done it for alot of years. Now all of a sudden it's a big deal.
- Update and increase number of restroom, concessions and put a roof over the venue
- Used to come to Frazee regularly. Brought 2 other couples who had never been to Frazee for concert mentioned above. Terrible customer service response after main event played 1 song and then show canceled due to storm. Won't come back until that changes. Understand bad weather completely but Frazee should consider trying to keep fans coming back by offering partial refund and/or reduced price on upcoming event.
- Very clean and well taken care of property. Staff friendly.
- Very disappointed with Frazee focus on nostalgic tribute acts compared to past years' performers; I despise Rose. Please bring back top-tier performers, I'm willing to pay more!
- Very nice place to attend
- Very nice venue, Love the set up. It would not let me select multiple on what types of events I expect to see, but I would have checked a lot. I know you have to book all kinds of acts to fulfill different peoples tastes in the area, not just mine. When you do have something I enjoy, I always look forward to it. Great venue, nice staff, cool place to see a show. Paul Rodgers was probably my favorite there. Thank you for all you do!
- Video screens on each side would enhance the viewing of those that can't do the "Ticketmaster game" of either overpaying early - or having to wait until days before a show to see reasonably priced good seats.
- Volunteers are amazing!
- Was disappointed you don't accept American Express for payment.
- We always enjoy our visits to Frazee it's a beautiful venue, well maintained and the staff is pleasant and professional. We enjoy a small venue the size of Frazee which is accessible with good parking options vs a larger venue. Crowd is nice which makes for an enjoyable evening. We drive 70 miles to Frazee
- We attended the AJ and Joey show a couple weeks ago and we had a great time. All the workers were very polite and eager to help when needed. Especially a gentleman named Steve. He helped my sister and I to have a awesome experience! We had the best time!

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- We came to see Morrissey and Kristin Chenoweth and a few others...no one this year was interesting...
- We don't visit The Frazee nearly as often as we used to. The Rose in Huber has hosted more musical act that we prefer.
- We drive from Central Ohio to see classic rock shows at the Frazee. Central Ohio does not have a venue like the Frazee. The venue is amazing and Dayton is lucky to have this facility.
- We enjoy the ease of getting in and out of the Frazee. The staff is very helpful.
- We had a bad experience at Frazee. The ticket buying experience was stressful and we were told there were no obstructions with the seats we were forced to take. We were unable to see anything going on in the back of the stage because of a column and the sound equipment with a canopy. NOT HAPPY AT ALL.
- We had attended more events in the past, but shows for the last 3-5 just haven't interested us. Lots of repeat shows. We love the Frazee venue! But the performers at The Rose are better. (Unfortunately, the sound is terrible there and they don't have different seating options like Frazee).
- We have "seat license" and haven't been thrilled with our choices the past few years.
- We have been going to the Rose Music Center since it is covered if it rains. We rarely go to the Frazee anymore since they don't allow umbrellas in rainy weather.
- We have been there several times to see Joe Bonamasa. Your venue is wonderful, but there has been no other concerts we are interested in. We travel from Stark County, Ohio, and love the trip. Please add Motown, Tribute shows, etc.
- We have come to the Frazee for the past 20 years or more. The past couple of years we haven't attended because the line up hasn't been as good for our liking. Seems the Rose has taken some of the groups that used to be at the Frazee. We don't care for the Rose so please keep trying!! :)
- We have enjoyed events at the Frazee in the past. However in recent years the tribute bands have been so prevalent, we haven't been interested.
- We have loved the Frazee. However, since the opening of the Rose, the quality of Frazee concerts has tanked. Tribute bands and impersonators are not the quality of show we prefer. It's a wonderful venue that unfortunately has little quality entertainment and a staff that treats the patrons very poorly.
- We have not been attending hardly any events in the past couple of years due to significantly less desirable performances than in the past.
- "We have not been to the Frazee for many years because you are not favoring an older audience with their kind of music. Provide it and they will come. Stop bringing back the same shows that have been there multiple times over the years. Lower your prices some and be more competitive with the Rose. They are doing a whole lot better than the Frazee entertainment wise and financially. Maybe the Frazee needs to find someone new to book their shows. Too many Frazee shows are geared toward a younger audience! It's time to focus on some older folks a couple of times and get us back to the Frazee!"

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- we have not did any of the concerts at the fraze this year we have a handicap daughter and some of the ticket prices we pay we would like to see the concert but with all the ppl standing she is just looking at butts so we have decided just to do the free concerts in the cities and we also go to the Murphy in Wilmington Ohio that have tribute bands there and everyone is kind and stay seated so all us can see :)
- We love the \$5 events, this allows us to take our Autistic client to enjoy events!
- We love the Frazee and feel fortunate to have it our community.
- We love the Frazee but attend concerts less frequently in the past few years as there are not many major artists performing at the Frazee now. We used to attend more concerts there when the concerts were for actual artists and not those doing tributes of famous artists. We would love to attend more frequently but the artist selection is just not there anymore when we review the lineup online and receive Frazee notices of upcoming events (we love the notices of upcoming concert sales).
- We love the Frazee!
- We love the Frazee!
- We love The Frazee! It is one of the best venues in the greater Dayton area!
- We love the Frazee. Please don't make any major changes. Bring Baranley Gilbert back more often.
- We love this venue and have enjoyed every show we attended there.
- We might be in our 70's but we still live those 60's bands.
- We need better acts to come to The Frazee to compete with the Rose!
- We need good old fashioned Rock & Roll acts !
- We noticed the last 2 years there are VERY FEW jazz or r&b shows...we wonder why...then we surmise an answer. HmMMM
- We often attend events on the spur of the moment, but do not do this for a show at Frazee because they charge an extra fee for buying tickets on the day of a performance
- We really enjoy coming to the Frazee,
- We really enjoyed the sips and suds event 2 years ago. We were planning to attend it again this year, but it wasn't offered. Very disappointing.
- We really like contemporary Christian music. More acts like that would be great. We really like coming down to the Frazee
- We travel from out of state to attend 1-2 events per year, based on the show selections. We enjoy The Frazee for ease of travel as well as the size of the venue!
- We truly enjoy our visits to Frazee. Wonderful venue. Easy access. Terrific customer service. Nice variety of acts.
- We used to attend shows all summer but the choices in the last few years are limited. Parking is terrible
- We used to attend the Frazee at least 4-6 times a season with a group of 12-20 friends, now we're lucky if we can find one show we want to see. In the past, Karen the former manager brought in great names, now it's the same shows and mostly tribute bands. We all commented last week as we headed to see Santana at Riverbend that we wished Frazee would bring in Better name artist so we could spend our money in our home town!

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- We used to come to the Frazee 3 to 4 times a season. But then Rose opened and everything that used to be at the Frazee was now at Rose. We prefer the Frazee environment over the Rose. Plus living in Washington Twp Frazee is way more convenient.
- We used to go to a lot of shows and events but I have witnessed multiple times there employees acting extremely unacceptable. So now we only go 1-2 times per year. ETix is awful. I've never had a good experience purchasing from them but buying at the Frazee ticket office is not for me anymore. You have to battle your way to keep your place in line after they open the doors and I'm not willing to go through 3-4 hours of waiting in line only to get shoved back by people who are faster than me. It's unfair and I don't think I'll be going back to the Frazee again after this year.
- We would like to see more Contemporary jazz, like there used to be, ie: Dave Koz and Friends, Euge Groove, Richard Elliot, Rick Braun, Paul Taylor
- We would love to see the facility covered (like The Rose). Have wasted a lot of money over the years due to rainouts and have friends that won't buy tickets to the Frazee because of this.
- We've been big fans and attendees in past...you really not getting the top names and acts you did previously so we're finding fewer things to attend at Frazee but we still love the venue
- We're not fans of tribute bands or country music. We don't come to Frazee because it's mostly tribute bands. Nothing special.
- We've always really enjoyed attending shows at the Frazee. We miss the \$10 tribute shows that were held often. We would also like to see more 70's and 80's pop/rock shows before these acts retire from touring. We are really excited to see Night Ranger and the Debbie Gibson/Wilson Phillips show this year. More shows like these would be great.
- We've seen some great shows at the Frazee, but in recent years there has been no artists we want to see.
- What about summer theater projects
- What ever happened to the Christian festival and the food truck festival I thought those were the best ever
- What happened? Frazee use to get really great shows. Now it's all tribute bands and impersonators. I attend Frazee regularly if there were any good shows
- what should happen when you are attending an event and its cut short buy a storm.it certainly happened to us.I think we should have been refunded.
- When purchasing tickets we should be able to get them right then or within a few days. Not months after that the purchase date. So you never know if your really going to get tickets so it's like holding your breathe.
- When you have a headliner make sure that they play most of the music. We paid a lot to see Boney James and were disappointed that the older woman took up so much time.



# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Whoever you've had booking acts the last few years seems to be on cruise control. The same tired acts that you've had for years. I enjoy blues and classic rock acts the most. You have been very lacking in bringing in good acts of this type, or any type to be honest. The Frazee had a reputation for top notch entertainment. Not so much, anymore. Your staff is not very welcoming. They are known in as the Frazee Fun Police, or just the Frazee Gestapo. The Rose has you beat in so many areas, I can't begin to list them all. I was afraid that would happen when they opened up. Unfortunately, it did. I don't even hardly come to the festivals anymore because you don't seem to know how to properly host them. Never enough vendors, so the lines are crazy long. In short, you need to regroup and remember what made you a great venue. If you build it, they will come. If you stay on the same path, you will die. That's unfortunate, because your venue used to be the best.
- Wine fest ? Bring it back and market days with booths and fresh market
- Wish the seats weren't so close together. Seems like less room than other venues
- Wish there was more parking lots.
- Wonderful venue and always enjoy it there.
- Work cooperatively with Cincinnati to bring artists to one place or the other to expand offerings not duplicate
- Workers are very rude. My wife had to take her basic camera back to the car because they said it was professional. And yet there were many people with bigger cameras and lenses photographing the entire time. Until this is corrected I will not be back.
- Worry about rain outs
- Would appreciate more shows with current or classic pop/ rock options
- "Would attend Breakfast with Beatles every month in Summer.
- Children's programs at 1pm in July seems to be inconvenient time due to naps and temperatures.
- Need to have more variety/better options for shows"
- Would attend more events if the seating was covered.
- Would attend more if fees were not so high
- Would like more fixed seating and all weather roof like The Rose Music Center
- Would like to see more black jazz singers saxophone Brian Thompson Frankie Beverly Maze
- would like to see the seats dried. I attend many Dragons and Reds games and they always wipe wet seats off if it had rained before the event. Was disappointed the Frazee did not when seeing A1A.
- Would love clean comedians that know more than 4 letter words!!!
- Would love to see a wider variety of artists next year- more classic rock/ yacht rock- 70s artists. Also if you are able to get Dave Koz back when he does another summer tour!!!!❤️
- would love to see additional Christian Bands Play at the Frazee. Bring back he is amazing too!
- Would love to see an Americana/Country/Southern rock concert or event. Lots of great bands in that genre at a price point that Frazee could likely afford, and that wouldn't compete with other venues. If Frazee can no longer get the top acts they used to get, then maybe go for some unique ones instead of the steady stream of cover bands.

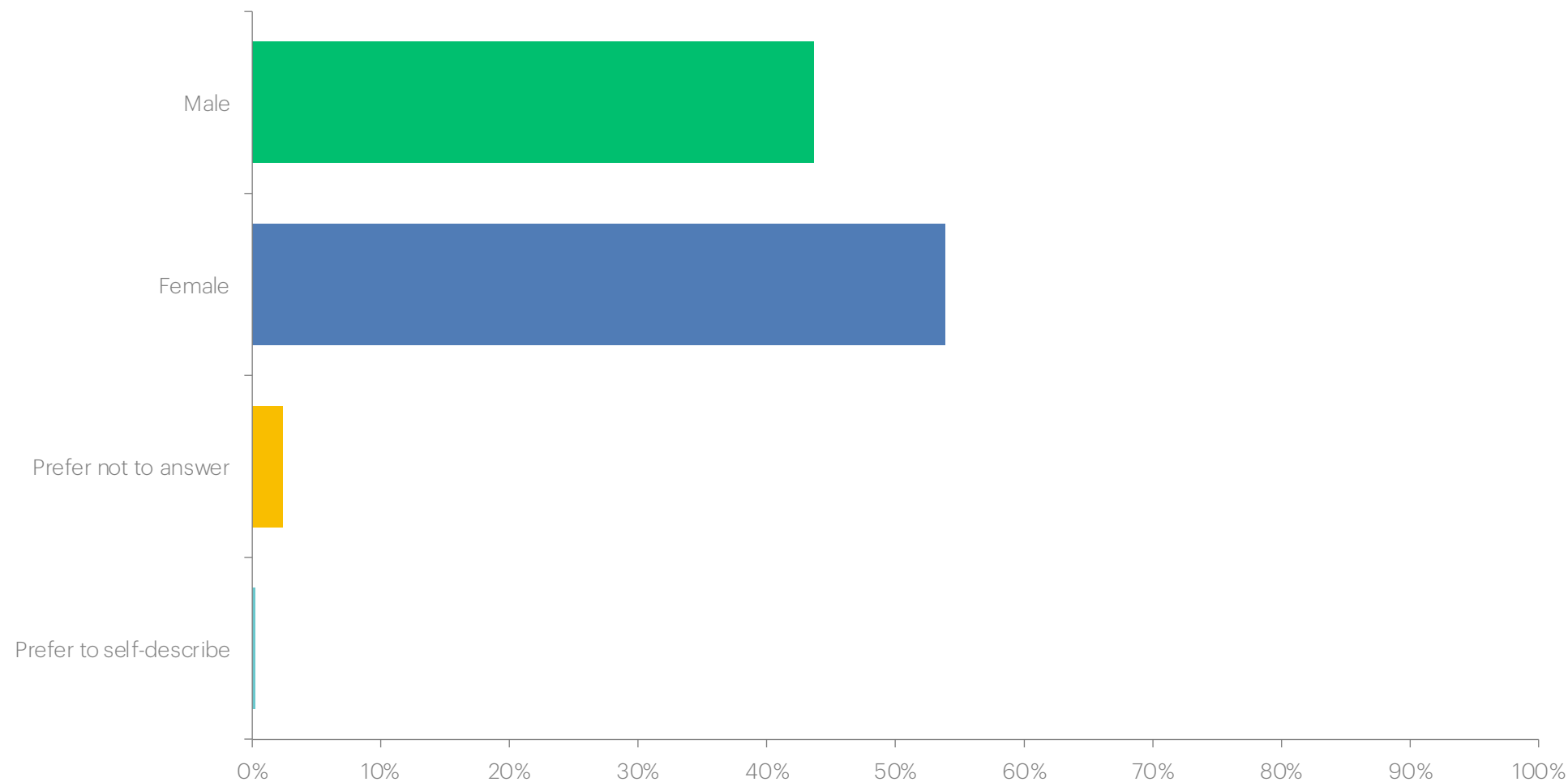
# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- Would love to see more Contemporary Christian Artists or Festival
- Yes - get more popular music bands.
- Yes in the Pit, the first 6-8 rows, please provide more room between seats and more room, front and back.
- Yes bought tickets to Boney James disappointed he as the headliner only performed 20 minutes! That's not what I expected!
- YES! The Frazee is not our first choice of venues to attend anymore. If your venue had a canopy w/ fans over the seating area (like The Rose) we would be more inclined to come again. Also, ETix is NOT a good experience at all with purchasing tickets.
- Yes, your security staff needs better instructions on allow Clear Backpacks into the venue. I bought a clear, small backpack to use at shows. I have taken in everywhere except Frazee, where I was instructed to take it back to my car. Its clear, small, meets all security requirements (but it's technically a "backpack"). They said No Backpacks (I believe your guidelines meant non-Clear ones like for school) . I was not the only person turned away. It was VERY frustrating.
- YES, Bring back- Rippingtons, Brian Culbertson, Gerald Albright , Marcus Miller , Eugene Groove, Peter White , Diamond Rio , many of the rock band knock offs example Led Zeppelin in which I bought tickets for ,
- Yes, get real original rock, country, R&B and soul acts. Forget about the tribute bands as every city in the area features those type of acts.
- "Yes, the last time I came, there was rain in the forecast. I brought a collapsible umbrella. I was told that it could be used as a weapon and had to leave it behind.
- My fist & foot could be considered a weapon.
- I appreciate being safe, but that was ridiculous.
- I couldn't take it back to the car because I came via Uber.
- "
- Yes. Before covid, there were more smooth jazz concerts and r&b concerts. Post covid, the music options are not as diverse. My family and friends from Cincinnati came up yearly for alllll of the jazz shows, especially "Festival of the Vine". It was such a great time. Bring back more jazz artists and that Festival.
- Yes. I've found in recent attendance that the Frazee employees often are confused about policies and procedures. And many times some haven't been too friendly.
- Yes-you need ticket prices less than \$40, respect for space to walk on lawn( last couple times we were there we were told all blankets must touch) ridiculous loud talkers during music with no help from employees...we used to love the Frame- now we don't even consider it because of negative experiences.
- You deleted my answers to number 7.
- You do not focus on diverse music. You might have ONE jazz and ONE R&B and the rest is geared toward a white audience
- you don't have as much Jazz as you use too.
- You feature too many tribute acts

# Q10: Is there anything else you would like to share with us as we explore the future opportunity at Frazee Pavilion?

- You guys have to add more beer booths. It takes FOREVER to get back to where the beer is and get a beer and get back to your seat.
- You have a great venue but are getting butt kicked by Riverbend and Rose. It's sad but they are bigger venues
- You have fantastic sound quality and a beautiful location. Only complaints are parking and the stage is too low. Other area venues have a higher stage which leads to improved sight lines
- You have not had great show offerings, most artists are going to the Rose now rather than Frazee! We would always choose Frazee because you are closer to our house but there have been many great offerings the last few years!
- You have to improve the line-ups. Rose has a far superior line-up. Frazee has too many cover bands and "has been" performers. The deterioration over the years is concerning
- YOU NEED A COVER!
- You need more and better classic rock
- You need to bring in more top, classic rock bands.
- You need to bring some new artists in. Change up some.
- You NEED to do something to block the sun from the artists...a retractable solar shade that is up over the bleachers/box that goes up to give shade to the artists. Something...
- You need to get large video screens up on the left and right side of the stage.
- You really, really, really need to rethink the restroom area. It's a long way from concert seating and gets very congested with the only restrooms for both sexes in the same spot. The Rose has this figured out and is much nicer for seeing live music for this reason alone.
- You should be ashamed of yourselves for the dupe last Friday night you billed a headliner show of Boney James for a show that started at 8 pm and he didn't come on until 10:00! Wow!! Frazee is a major disappointment in the last few years no good artists to see and your prices this year for tribute bands is ridiculous!! We can and have seen great tribute bands all over Dayton for free!! Whoever is running the show at Frazee has lost touch!! What a shame, such a nice venue.
- You should make sure that your staff treats all your guests the same way & not make an individual feel like they are being harassed.
- Your bookings have sucked since the Rose opened. You need to get a talent buyer who can match the groups/fees to the capacity at the Frazee and compete against all the other venues. Because the Frazee has always been subsidized by our Kettering taxes, you haven't had to hustle, but now you do. Good. Compete.
- Your employees need to have better customer service. Always very rude which is why I now go to the Rose. Your lawn tickets are high priced
- Your handicap access is one of the most user friendly, in the area!
- Your ticket office hours are not very convenient.
- YOUR TICKETS LIKE ALL TICKETS THESE DAYS HAVE STUPIDLY HIGH FEES LAST YEAR I BOUGHT A TEN DOLLAR TICKET THE FEES WERE TEN DOLLARS
- Your website is dated and not clear where tickets can be bought and when. It points to both Frazee ticket office and Town and Country fan store.
- Your what would you like to see at fraze didn't allow if multiple choices

# Q11: Please describe your gender

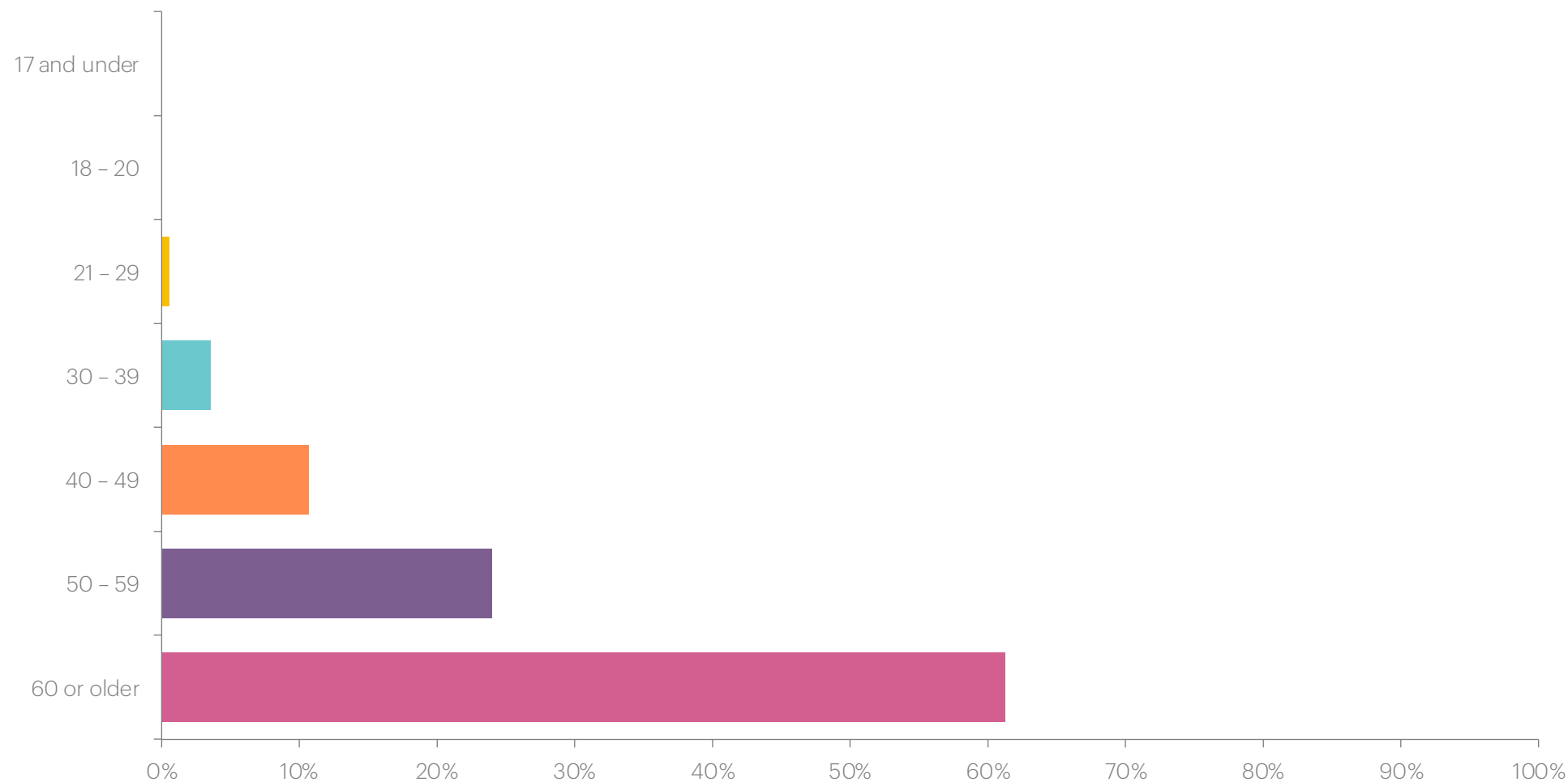


# Q11: Please describe your gender

ANSWER CHOICES	RESPONSES	
Male	43.61%	747
Female	53.82%	922
Prefer not to answer	2.34%	40
Prefer to self-describe	0.23%	4
TOTAL		1713

- Having this option makes me not want to attend any events at Frazee. SAD
- I'm all shook up
- Non binary
- Nonbinary

# Q12: Which category below includes your age?

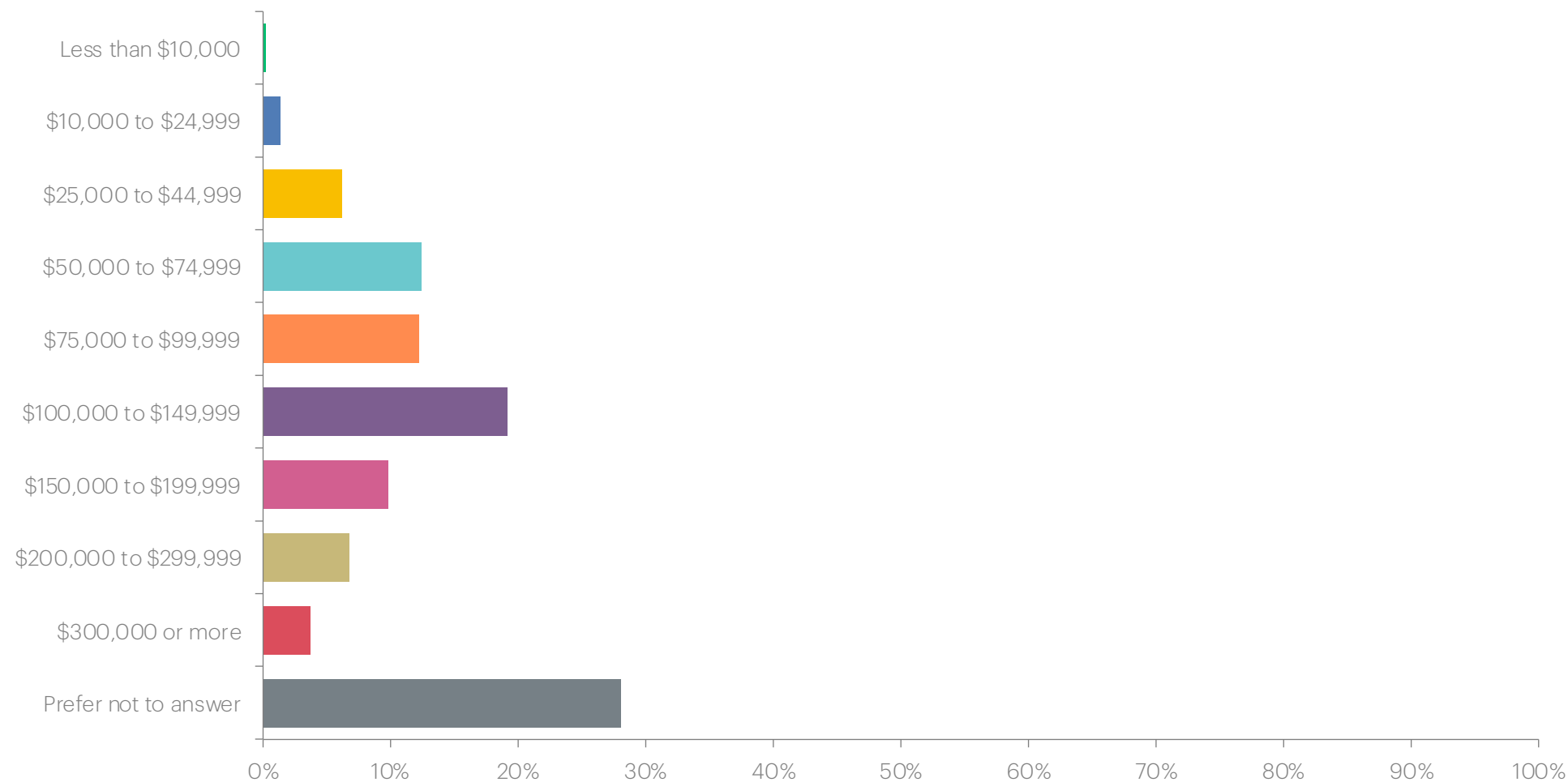




# Q12: Which category below includes your age?

ANSWER CHOICES	RESPONSES	
17 and under	0.00%	0
18 – 20	0.00%	0
21 – 29	0.53%	9
30 – 39	3.58%	61
40 – 49	10.67%	182
50 – 59	23.99%	409
60 or older	61.23%	1044
TOTAL		1705

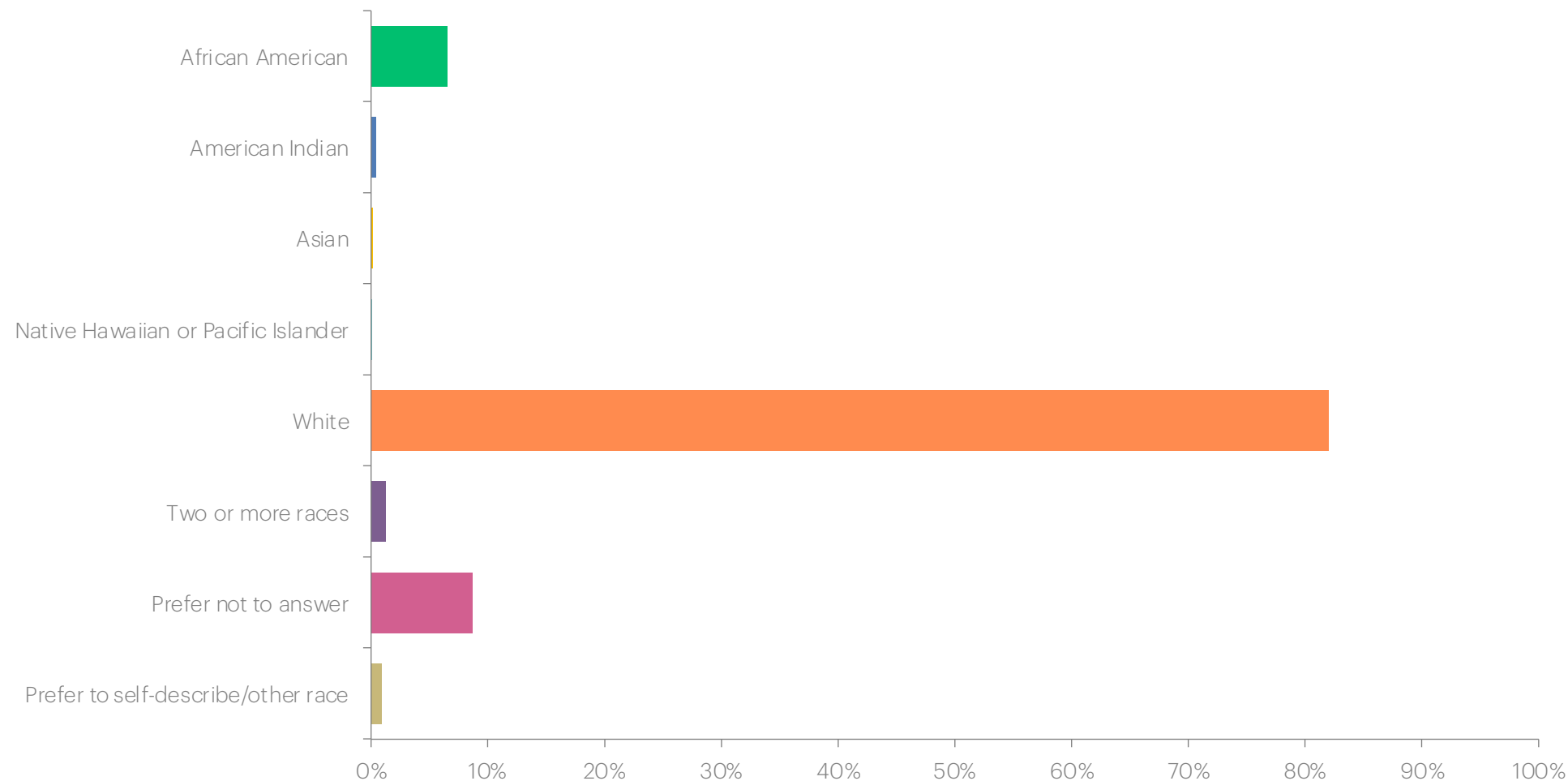
# Q13: What is your household income?



# Q13: What is your household income?

ANSWER CHOICES	RESPONSES	
Less than \$10,000	0.24%	4
\$10,000 to \$24,999	1.36%	23
\$25,000 to \$44,999	6.21%	105
\$50,000 to \$74,999	12.43%	210
\$75,000 to \$99,999	12.25%	207
\$100,000 to \$149,999	19.17%	324
\$150,000 to \$199,999	9.82%	166
\$200,000 to \$299,999	6.75%	114
\$300,000 or more	3.73%	63
Prefer not to answer	28.05%	474
TOTAL		1690

# Q14: Please describe your racial identity

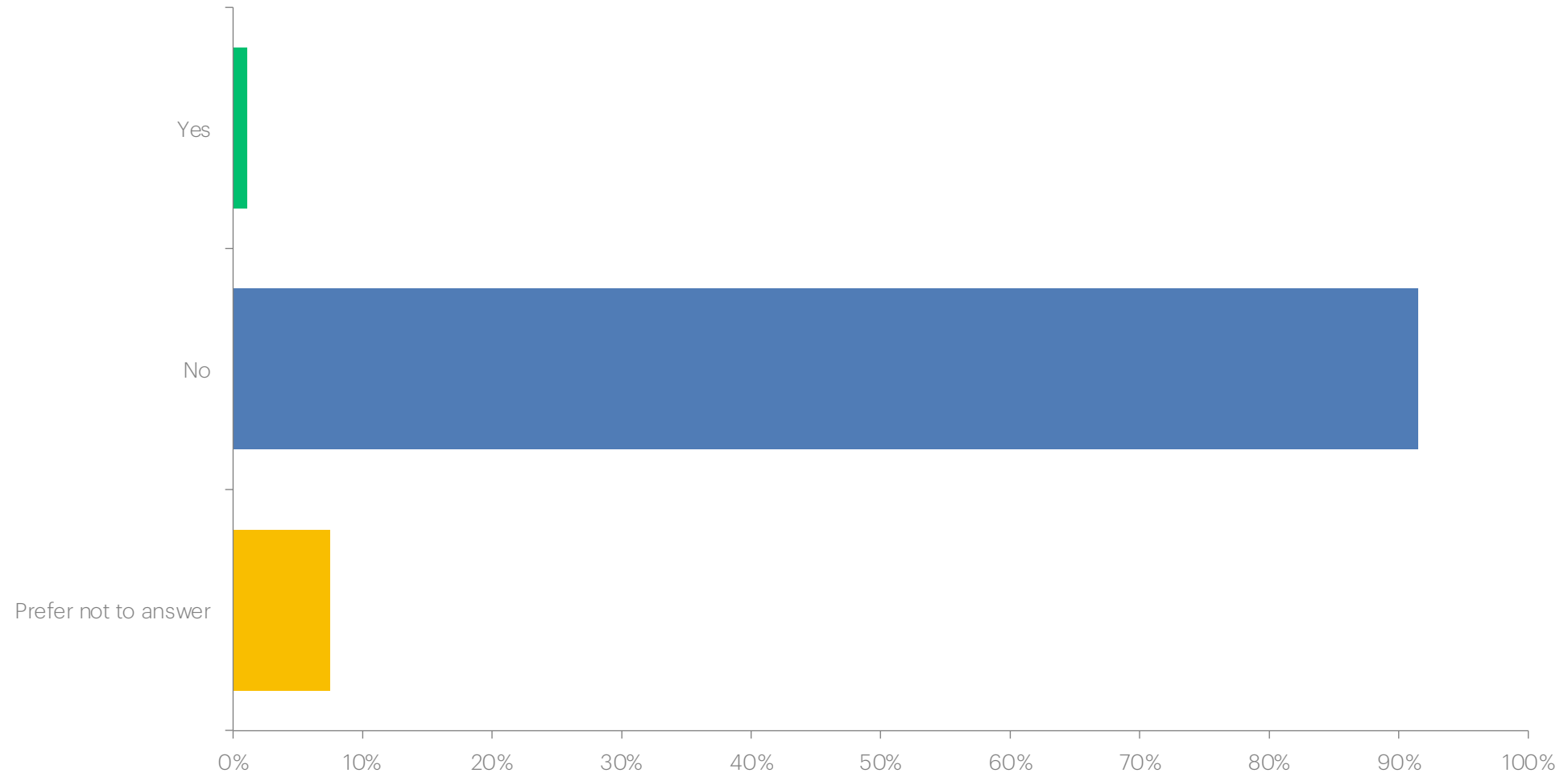


# Q14: Please describe your racial identity

ANSWER CHOICES	RESPONSES	
African American	6.52%	111
American Indian	0.41%	7
Asian	0.12%	2
Native Hawaiian or Pacific Islander	0.06%	1
White	81.97%	1396
Two or more races	1.29%	22
Prefer not to answer	8.69%	148
Prefer to self-describe/other race	0.94%	16
TOTAL		1703

- american
  - AMERICAN THAT'S ALL THAT MATTERS
  - Caucasian
  - Caucasian
  - Caucasian
  - Caucasian
  - Euro American
  - hispanic
- Hispanic
  - Human
  - Human
  - Human
  - isnt this cosidered a racist question??
  - Italian-American
  - Latin
  - N/A

## Q15: Are you Hispanic or Latino?

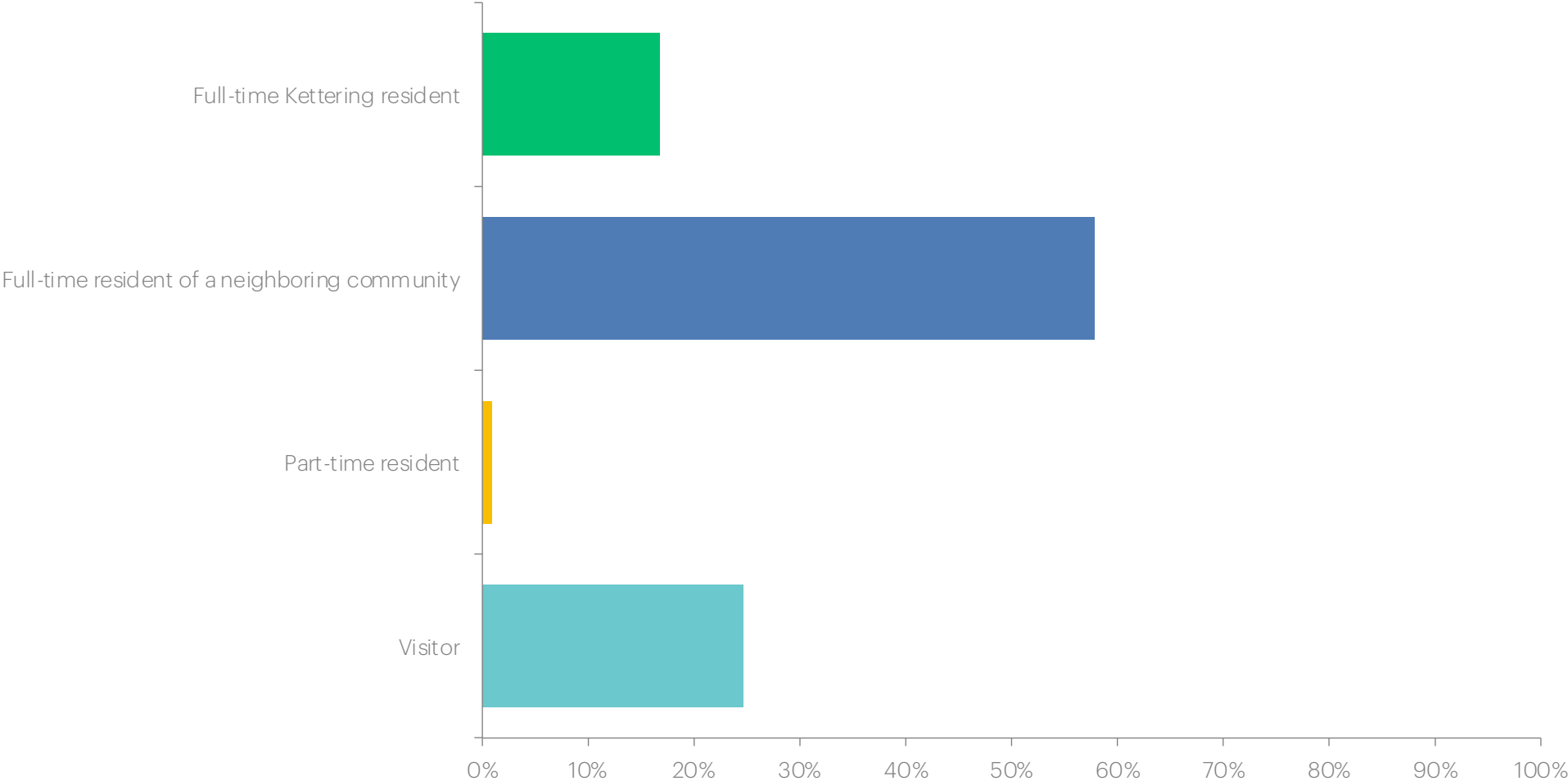




# Q15: Are you Hispanic or Latino?

ANSWER CHOICES	RESPONSES	
Yes	1.07%	18
No	91.43%	1537
Prefer not to answer	7.50%	126
TOTAL		1681

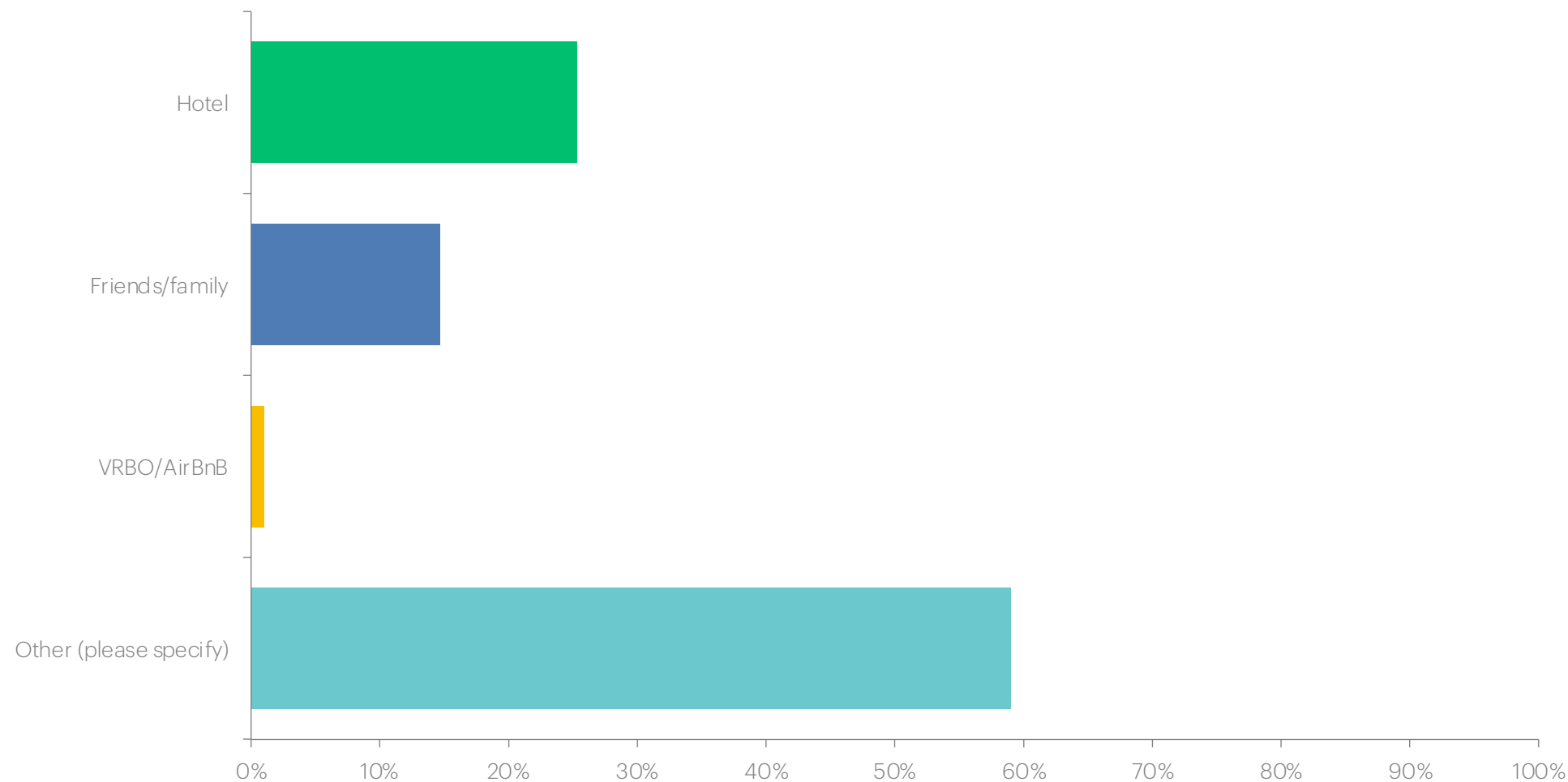
# Q16: What is your residence status?



# Q16: What is your residence status?

ANSWER CHOICES	RESPONSES	
Full-time Kettering resident	16.71%	286
Full-time resident of a neighboring community	57.83%	990
Part-time resident	0.88%	15
Visitor	24.59%	421
TOTAL		1712

# Q17: Where do you primarily stay when you visit the area?



# Q17: Where do you primarily stay when you visit the area?

ANSWER CHOICES	RESPONSES	
Hotel	25.32%	100
Friends/family	14.68%	58
VRBO/AirBnB	1.01%	4
Other (please specify)	58.99%	233
TOTAL		395

### Q17: Where do you primarily stay when you visit the area?

- [illegible]



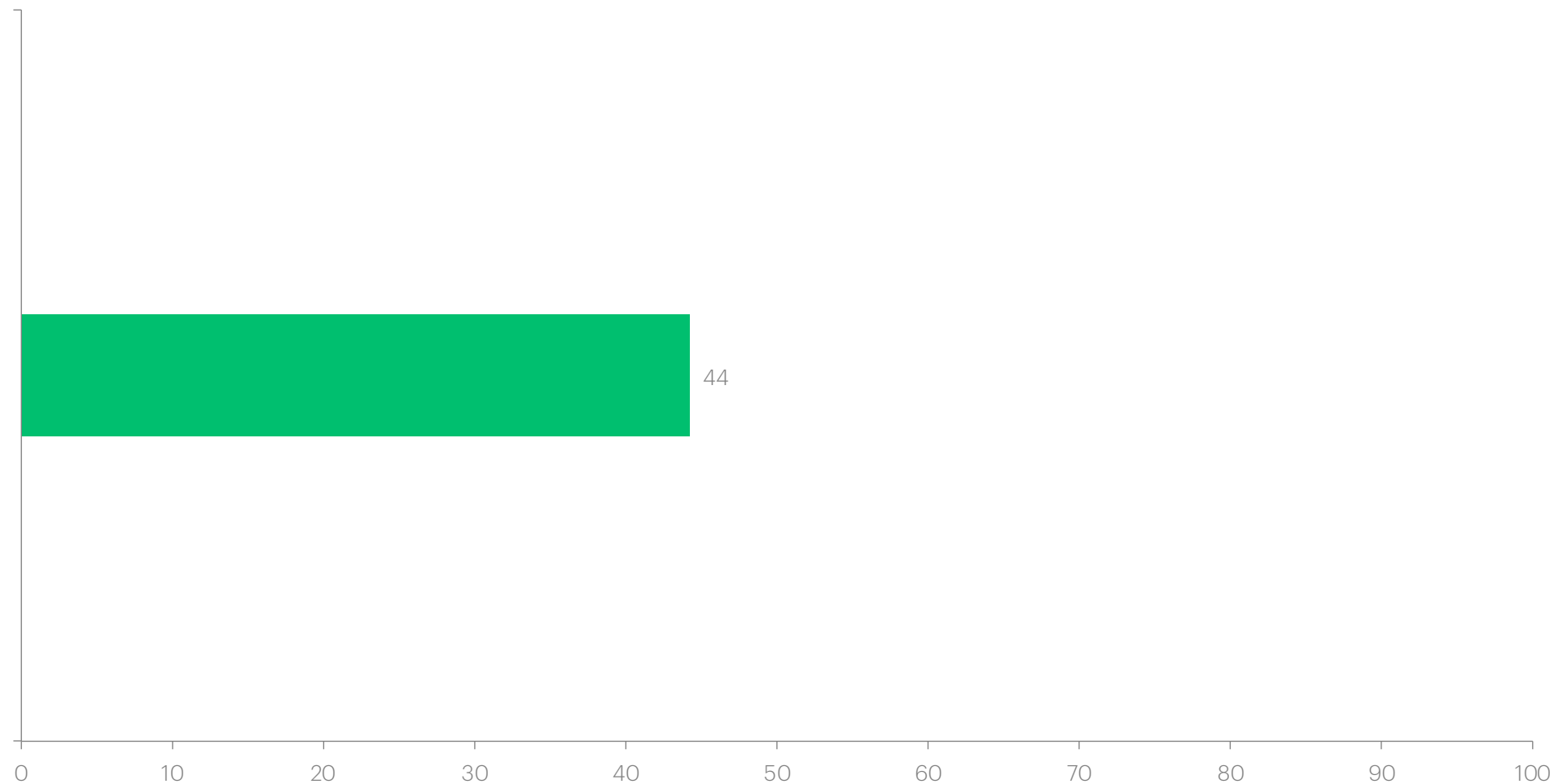
## Q17: Where do you primarily stay when you visit the area?

- |   |   |   |
|---|---|---|
| • Drive home 2ish hours                   | • From Columbus don't stay over         | • Home- I drive to the Faze from Cincinnati       |
| • drive home 40-50 miles                  | • From Cincinnati - so we drive to/from | • home I live in a Dayton                         |
| • Drive home to Cincinnati                | • Go back home                          | • Home in riverside                               |
| • Drive home to Columbus after the show.  | • Go back home don't live too far away  | • Home is 40 minutes away                         |
| • Drive home to Hamilton                  | • Go home                               | • Home near Hamilton, Ohio                        |
| • Drive home to Shelby County             | • Home                                  | • Home Troy Ohio                                  |
| • Drive in                                | • Home                                  | • Home Urbana OH                                  |
| • Drive in                                | • Home                                  | • Home, nearby city                               |
| • Drive in and back for the event         | • home                                  | • Home. I live in Cincy                           |
| • Drive in and drive out                  | • Home                                  | • I come home!                                    |
| • Drive in and out                        | • Home                                  | • I commute                                       |
| • Drive in and out                        | • home                                  | • I commute from Cincinnati                       |
| • Drive in for shows , no overnight stay  | • Home                                  | • I do not stay                                   |
| • Drive in then drive back home           | • home                                  | • I don't stay. I return home to Cincinnati.      |
| • Drive to and from                       | • home                                  | • I don't- I'm only an hour or so away            |
| • drive to and from home                  | • Home                                  | • I don't stay overnight. I drive home.           |
| • Drive to and from home                  | • Home                                  | • I drive back to Cincinnati                      |
| • Drive to and from my home               | • Home                                  | • I drive from Cincinnati and don't stay          |
| • drive to show and drive home after.     | • Home                                  | • I drive from my nearby residence.               |
| • Drive to site and do not stay overnight | • Home                                  | • I drive home to Columbus                        |
| • Drive to/from Butler County             | • Home                                  | • I drive in and out                              |
| • Drive up from Cincinnati                | • Home                                  | • I drive to the event from Cincinnati.           |
| • Drive up from Cincinnati.               | • Home                                  | • I drive up from Cincinnati and then drive back. |
| • driving distance                        | • Home                                  |   |
| • Driving distance                        | • Home                                  |   |
| • Faze                                    | • Home                                  |   |

# Q17: Where do you primarily stay when you visit the area?

- I go back home
- I go back home to Cincinnati
- I go back home.
- I go home to West Chester
- I head home after the shows
- I just drive home
- I leave in Cincinnati I drive to Fraze Pavilion
- I live 30 minutes from Fraze
- I live close enough to go back home.
- I live in Cincinnati so no over night stay needed.
- I live in Dayton
- I live in Oakwood
- I return home
- I travel back and forth to Fraze from the Columbus area.
- I usually just drive in for the day
- In and then out..
- it is only an hour drive to our home
- Just drive
- less than an hour drive, I don't stay
- Live 15 minutes away
- Live 45 minutes away in Preble County.
- Live 45 minutes away so travel to and from without staying overnite.
- Live close by
- live close enough not to
- live in Centerville
- Live in Cincy so drive in for event
- Live in nearby city
- Live in Centerville..
- live near
- Live within 50 miles so drive home.
- My home in Beavercreek
- My home in Cincinnati
- My home, not neighboring
- my house
- My house
- My House
- my own home
- N/A
- N/a
- N/A
- No stay
- No stay, we travel the hour back home.
- none
- None
- Not a visitor.
- Nowhere - drive back to Cincinnati
- Or we just drive back home to Westchester
- Our house
- own in fairborn
- Return home
- Return home
- Return to residence
- Ride from Columbus
- Springboro
- Tend to drive back to Columbus
- Travel and drive back
- Travel back to home 1 1/2 hrs away
- travel from home
- Travel from home (60 miles away).
- Travel home
- Travel to/from Columbus same day
- We commute home to Cincinnati
- We don't stay overnight. We are within drive
- We drive an hour home
- We drive from Liberty Township
- We drive home.
- We drive in from Cincinnati and drive back after the event on the same evening.
- We drive up and back
- We drove back to where we live
- we drove home 1 1/2 hrs
- We frequently travel over to the Kettering area from Columbus. Kettering/Dayton is close enough for day tripping!
- We live in Cincinnati, so not a far drive for the day/evening.
- We return home
- We return home to our house in Wilmington
- We usually return home after our visit.
- West Chester, OH

# Q18: How long have you lived in the Dayton area?



# Q18: How long have you lived in the Dayton area?

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	44	57,129	1,292

---

# Q18: How long have you lived in the Dayton area?

• 0	• 1	• 5	• 8	• 11	• 14
• 0	• 1	• 5	• 8	• 11	• 14
• 0	• 2	• 6	• 9	• 11	• 14
• 0	• 2	• 6	• 9	• 11	• 15
• 0	• 2	• 6	• 9	• 11	• 15
• 0	• 2	• 6	• 9	• 11	• 15
• 0	• 2	• 6	• 9	• 11	• 15
• 0	• 2	• 6	• 9	• 11	• 15
• 0	• 2	• 6	• 9	• 11	• 15
• 0	• 3	• 6	• 9	• 11	• 15
• 0	• 3	• 6	• 9	• 11	• 15
• 0	• 3	• 7	• 10	• 12	• 15
• 0	• 3	• 7	• 10	• 12	• 15
• 0	• 3	• 7	• 10	• 12	• 15
• 0	• 3	• 7	• 10	• 12	• 15
• 0	• 3	• 7	• 10	• 12	• 15
• 0	• 3	• 7	• 10	• 12	• 15
• 0	• 3	• 7	• 10	• 12	• 16
• 0	• 3	• 7	• 10	• 12	• 16
• 0	• 4	• 8	• 10	• 13	• 16
• 0	• 4	• 8	• 10	• 14	• 16
• 0	• 4	• 8	• 10	• 14	• 16
• 0	• 4	• 8	• 10	• 14	• 16
• 0	• 4	• 8	• 10	• 14	• 16
• 0	• 5	• 8	• 10	• 14	• 16
• 1	• 5	• 8	• 10	• 14	

# Q18: How long have you lived in the Dayton area?

• 17	• 19	• 21	• 24	• 25	• 27
• 17	• 20	• 21	• 24	• 25	• 27
• 17	• 20	• 21	• 24	• 25	• 27
• 17	• 20	• 21	• 24	• 25	• 28
• 17	• 20	• 21	• 24	• 25	• 28
• 17	• 20	• 22	• 24	• 25	• 28
• 17	• 20	• 22	• 24	• 26	• 28
• 17	• 20	• 22	• 24	• 26	• 28
• 17	• 20	• 22	• 24	• 26	• 28
• 18	• 20	• 22	• 24	• 26	• 28
• 18	• 20	• 22	• 24	• 26	• 28
• 18	• 20	• 22	• 24	• 26	• 28
• 18	• 20	• 22	• 24	• 26	• 28
• 18	• 20	• 22	• 25	• 26	• 28
• 18	• 20	• 23	• 25	• 26	• 28
• 18	• 20	• 23	• 25	• 26	• 28
• 18	• 20	• 23	• 25	• 26	• 28
• 18	• 20	• 23	• 25	• 26	• 28
• 18	• 20	• 23	• 25	• 26	• 28
• 18	• 20	• 23	• 25	• 27	• 28
• 18	• 20	• 23	• 25	• 27	• 28
• 19	• 20	• 23	• 25	• 27	
• 19	• 20	• 23	• 25	• 27	
• 19	• 20	• 23	• 25	• 27	
• 19	• 21	• 23	• 25	• 27	
• 19	• 21	• 24	• 25	• 27	

## Q18: How long have you lived in the Dayton area?

[illegible]



# Q18: How long have you lived in the Dayton area?

• 39	• 40	• 40	• 41	• 43	• 45
• 39	• 40	• 40	• 41	• 43	• 45
• 39	• 40	• 40	• 41	• 43	• 45
• 39	• 40	• 40	• 41	• 43	• 45
• 39	• 40	• 40	• 41	• 43	• 45
• 39	• 40	• 40	• 41	• 43	• 45
• 39	• 40	• 40	• 41	• 44	• 45
• 39	• 40	• 40	• 42	• 44	• 45
• 39	• 40	• 40	• 42	• 44	• 45
• 39	• 40	• 40	• 42	• 44	• 45
• 39	• 40	• 40	• 42	• 44	• 45
• 39	• 40	• 40	• 42	• 44	• 45
• 39	• 40	• 40	• 42	• 44	• 45
• 40	• 40	• 40	• 42	• 44	• 45
• 40	• 40	• 40	• 42	• 44	• 45
• 40	• 40	• 40	• 42	• 44	• 45
• 40	• 40	• 41	• 42	• 44	• 45
• 40	• 40	• 41	• 42	• 44	• 45
• 40	• 40	• 41	• 42	• 44	• 45
• 40	• 40	• 41	• 42	• 44	• 45
• 40	• 40	• 41	• 42	• 44	• 45
• 40	• 40	• 41	• 43	• 44	• 45
• 40	• 40	• 41	• 43	• 45	

# Q18: How long have you lived in the Dayton area?

• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 49	• 50	• 50	• 52
• 46	• 47	• 50	• 50	• 50	• 52
• 46	• 47	• 50	• 50	• 51	• 52
• 46	• 47	• 50	• 50	• 51	• 52
• 46	• 47	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 48	• 50	• 50	• 51	• 52
• 46	• 49	• 50	• 50	• 51	• 52
• 47	• 49	• 50	• 50	• 51	
• 47	• 49	• 50	• 50	• 52	

# Q18: How long have you lived in the Dayton area?

• 53	• 54	• 55	• 56	• 57	• 58
• 53	• 54	• 55	• 56	• 57	• 58
• 53	• 54	• 55	• 56	• 57	• 58
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 56	• 57	• 59
• 53	• 54	• 55	• 57	• 58	• 59
• 53	• 54	• 55	• 57	• 58	• 59
• 53	• 54	• 55	• 57	• 58	• 59
• 53	• 55	• 55	• 57	• 58	• 59
• 53	• 55	• 55	• 57	• 58	• 59
• 53	• 55	• 55	• 57	• 58	• 59
• 53	• 55	• 55	• 57	• 58	• 59
• 53	• 55	• 55	• 57	• 58	• 59
• 53	• 55	• 56	• 57	• 58	• 59
• 53	• 55	• 56	• 57	• 58	• 59
• 53	• 55	• 56	• 57	• 58	• 59
• 53	• 55	• 56	• 57	• 58	• 59
• 54	• 55	• 56	• 57	• 58	• 59
• 54	• 55	• 56	• 57	• 58	
• 54	• 55	• 56	• 57	• 58	
• 54	• 55	• 56	• 57	• 58	

## Q18: How long have you lived in the Dayton area?

[illegible]

# Q18: How long have you lived in the Dayton area?

• 66	• 67	• 68	• 69	• 70
• 66	• 67	• 68	• 69	• 70
• 66	• 67	• 68	• 69	• 70
• 66	• 67	• 68	• 69	• 70
• 66	• 67	• 68	• 69	• 70
• 66	• 67	• 68	• 70	• 70
• 66	• 67	• 68	• 70	• 70
• 66	• 67	• 68	• 70	• 70
• 66	• 67	• 68	• 70	• 70
• 66	• 67	• 69	• 70	• 70
• 66	• 67	• 69	• 70	• 70
• 66	• 68	• 69	• 70	• 70
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 66	• 68	• 69	• 70	
• 67	• 68	• 69	• 70	
• 67	• 68	• 69	• 70	
• 67	• 68	• 69	• 70	

# Q18: How long have you lived in the Dayton area?

• 71	• 74	• 75	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 76	• 100
• 71	• 74	• 77	• 100
• 71	• 74	• 77	• 100
• 71	• 74	• 77	• 100
• 71	• 74	• 77	• 100
• 71	• 74	• 78	• 100
• 72	• 74	• 78	• 100
• 72	• 74	• 78	
• 72	• 74	• 79	
• 72	• 75	• 80	
• 72	• 75	• 80	
• 73	• 75	• 80	
• 73	• 75	• 80	
• 73	• 75	• 80	
• 73	• 75	• 83	
• 73	• 75	• 95	
• 73	• 75	• 96	
• 74	• 75	• 98	

## Q19: What is your primary residence zip code?

- 4419
- 5429
- 15234
- 17370
- 25071
- 25287
- 25314
- 25510
- 26554
- 29527
- 30144
- 32124
- 32163
- 32169
- 33950
- 33950
- 40031
- 40205
- 40214
- 40220
- 40241
- 40502
- 40502
- 40508
- 40509
- 40511
- 40744
- 41001
- 41001
- 41005
- 41007
- 41011
- 41015
- 41017
- 41017
- 41017
- 41018
- 41018
- 41018
- 41042
- 41042
- 41042
- 41042
- 41042
- 41051
- 41051
- 41075
- 41075
- 41076
- 43004
- 43015
- 43017
- 43023
- 43023
- 43023
- 43026
- 43026
- 43026
- 43026
- 43026
- 43026
- 43028
- 43035
- 43040
- 43054
- 43055
- 43055
- 43064
- 43064
- 43065
- 43065
- 43065
- 43068
- 43074
- 43078
- 43078
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- 43082
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- 43085
- 43085
- 43102
- 43103
- 43105
- 43105
- 43110
- 43110
- 43113
- 43119
- 43119
- 43123
- 43123
- 43123
- 43123
- 43123
- 43130
- 43147
- 43147
- 43147
- 43147
- 43160
- 43160
- 43162
- 43204
- 43204
- 43206
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- 43207
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- 43209
- 43212
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- 43220
- 43221
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- 43224
- 43228
- 43228
- 43229
- 43229
- 43230
- 43230
- 43230
- 43231
- 43231
- 43235
- 43235
- 43235
- 43311
- 43318
- 43331
- 43452
- 43522
- 43526
- 43532
- 43701
- 43701
- 43701
- 44039
- 44105
- 44144
- 44281
- 44307
- 44647
- 44883
- 45003



## Q19: What is your primary residence zip code?

• 45005	• 45013	• 45036	• 45042	• 45066	• 45066
• 45005	• 45013	• 45036	• 45042	• 45066	• 45066
• 45005	• 45013	• 45036	• 45044	• 45066	• 45066
• 45005	• 45013	• 45039	• 45044	• 45066	• 45066
• 45005	• 45013	• 45039	• 45044	• 45066	• 45066
• 45005	• 45013	• 45039	• 45044	• 45066	• 45066
• 45005	• 45014	• 45039	• 45044	• 45066	• 45066
• 45005	• 45014	• 45039	• 45044	• 45066	• 45066
• 45005	• 45014	• 45039	• 45044	• 45066	• 45066
• 45005	• 45014	• 45040	• 45044	• 45066	• 45066
• 45005	• 45014	• 45040	• 45044	• 45066	• 45066
• 45005	• 45014	• 45040	• 45044	• 45066	• 45066
• 45005	• 45014	• 45040	• 45044	• 45066	• 45066
• 45011	• 45014	• 45040	• 45044	• 45066	• 45066
• 45011	• 45015	• 45040	• 45050	• 45066	• 45066
• 45011	• 45015	• 45040	• 45050	• 45066	• 45066
• 45011	• 45024	• 45040	• 45050	• 45066	• 45066
• 45011	• 45036	• 45040	• 45054	• 45066	• 45066
• 45011	• 45036	• 45040	• 45055	• 45066	• 45066
• 45011	• 45036	• 45040	• 45056	• 45066	• 45066
• 45011	• 45036	• 45042	• 45064	• 45066	• 45066
• 45012	• 45036	• 45042	• 45064	• 45066	• 45066
• 45013	• 45036	• 45042	• 45064	• 45066	
• 45013	• 45036	• 45042	• 45065	• 45066	
• 45013	• 45036	• 45042	• 45065	• 45066	
• 45013	• 45036	• 45042	• 45065	• 45066	
• 45013	• 45036	• 45042	• 45066	• 45066	
• 45013	• 45036	• 45042	• 45066	• 45066	

## Q19: What is your primary residence zip code?

• 45067	• 45069	• 45177	• 45227	• 45241	• 45305
• 45067	• 45069	• 45177	• 45227	• 45241	• 45305
• 45067	• 45069	• 45201	• 45229	• 45241	• 45305
• 45067	• 45069	• 45202	• 45229	• 45241	• 45305
• 45067	• 45069	• 45204	• 45229	• 45241	• 45305
• 45067	• 45069	• 45208	• 45230	• 45241	• 45305
• 45068	• 45069	• 45208	• 45231	• 45241	• 45305
• 45068	• 45113	• 45211	• 45231	• 45241	• 45305
• 45068	• 45122	• 45211	• 45231	• 45241	• 45305
• 45068	• 45122	• 45211	• 45231	• 45241	• 45305
• 45068	• 45133	• 45211	• 45231	• 45242	• 45305
• 45068	• 45133	• 45212	• 45233	• 45243	• 45305
• 45068	• 45140	• 45213	• 45236	• 45244	• 45305
• 45068	• 45140	• 45213	• 45236	• 45244	• 45305
• 45068	• 45150	• 45213	• 45237	• 45245	• 45305
• 45069	• 45150	• 45213	• 45237	• 45246	• 45305
• 45069	• 45152	• 45215	• 45238	• 45246	• 45305
• 45069	• 45152	• 45215	• 45238	• 45246	• 45305
• 45069	• 45154	• 45215	• 45238	• 45247	• 45305
• 45069	• 45169	• 45215	• 45238	• 45247	• 45305
• 45069	• 45169	• 45216	• 45238	• 45248	• 45305
• 45069	• 45176	• 45218	• 45239	• 45249	• 45305
• 45069	• 45177	• 45218	• 45239	• 45249	• 45305
• 45069	• 45177	• 45223	• 45240	• 45251	• 45305
• 45069	• 45177	• 45223	• 45240	• 45251	• 45305
• 45069	• 45177	• 45224	• 45240	• 45252	• 45305
• 45069	• 45177	• 45224	• 45240	• 45255	• 45305
• 45069	• 45177	• 45224	• 45240	• 45302	

## Q19: What is your primary residence zip code?

- |         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|
| • 45308 | • 45320 | • 45324 | • 45327 | • 45342 | • 45344 |
| • 45309 | • 45320 | • 45324 | • 45327 | • 45342 | • 45344 |
| • 45309 | • 45321 | • 45324 | • 45331 | • 45342 | • 45344 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45309 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45314 | • 45322 | • 45324 | • 45331 | • 45342 | • 45345 |
| • 45314 | • 45322 | • 45324 | • 45334 | • 45342 | • 45346 |
| • 45314 | • 45322 | • 45324 | • 45335 | • 45342 | • 45349 |
| • 45315 | • 45322 | • 45324 | • 45335 | • 45342 | • 45351 |
| • 45315 | • 45322 | • 45324 | • 45335 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45324 | • 45335 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45324 | • 45337 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45324 | • 45338 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45324 | • 45341 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45324 | • 45341 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45324 | • 45342 | • 45342 | • 45356 |
| • 45315 | • 45323 | • 45325 | • 45342 | • 45342 | • 45356 |
| • 45316 | • 45324 | • 45327 | • 45342 | • 45342 | • 45356 |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45342 |         |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45342 |         |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45342 |         |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45342 |         |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45342 |         |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45342 |         |
| • 45320 | • 45324 | • 45327 | • 45342 | • 45344 |         |

## Q19: What is your primary residence zip code?

[illegible]

# Q19: What is your primary residence zip code?

• 45409	• 45410	• 45415	• 45419	• 45419	• 45420
• 45409	• 45410	• 45415	• 45419	• 45419	• 45420
• 45409	• 45414	• 45415	• 45419	• 45419	• 45420
• 45409	• 45414	• 45415	• 45419	• 45419	• 45420
• 45409	• 45414	• 45416	• 45419	• 45419	• 45420
• 45409	• 45414	• 45416	• 45419	• 45419	• 45420
• 45409	• 45414	• 45416	• 45419	• 45419	• 45420
• 45409	• 45414	• 45417	• 45419	• 45419	• 45420
• 45409	• 45414	• 45417	• 45419	• 45419	• 45420
• 45409	• 45414	• 45417	• 45419	• 45419	• 45420
• 45409	• 45414	• 45417	• 45419	• 45419	• 45420
• 45409	• 45414	• 45419	• 45419	• 45419	• 45420
• 45409	• 45414	• 45419	• 45419	• 45420	• 45420
• 45409	• 45414	• 45419	• 45419	• 45420	• 45420
• 45409	• 45414	• 45419	• 45419	• 45420	• 45420
• 45409	• 45415	• 45419	• 45419	• 45420	• 45420
• 45409	• 45415	• 45419	• 45419	• 45420	• 45420
• 45409	• 45415	• 45419	• 45419	• 45420	• 45420
• 45409	• 45415	• 45419	• 45419	• 45420	• 45420
• 45409	• 45415	• 45419	• 45419	• 45420	• 45420
• 45409	• 45415	• 45419	• 45419	• 45420	• 45420
• 45410	• 45415	• 45419	• 45419	• 45420	
• 45410	• 45415	• 45419	• 45419	• 45420	
• 45410	• 45415	• 45419	• 45419	• 45420	

# Q19: What is your primary residence zip code?

- |         |         |         |
|---------|---------|---------|
| • 45424 | • 45424 | • 45424 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 | • 45426 |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |
| • 45424 | • 45424 |         |

### Q19: What is your primary residence zip code?

- [illegible]



### Q19: What is your primary residence zip code?

- [illegible]

## Q19: What is your primary residence zip code?

[illegible]

## Q19: What is your primary residence zip code?

- |         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|
| • 45459 | • 45459 | • 45459 | • 45503 | • 45840 | • 46835 |
| • 45459 | • 45459 | • 45459 | • 45503 | • 45845 | • 47111 |
| • 45459 | • 45459 | • 45459 | • 45503 | • 45845 | • 47302 |
| • 45459 | • 45459 | • 45459 | • 45503 | • 45846 | • 47331 |
| • 45459 | • 45459 | • 45459 | • 45504 | • 45865 | • 47332 |
| • 45459 | • 45459 | • 45459 | • 45504 | • 45865 | • 47353 |
| • 45459 | • 45459 | • 45459 | • 45504 | • 45871 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45504 | • 45885 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45504 | • 45895 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45505 | • 46032 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45601 | • 46124 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45601 | • 46201 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45601 | • 46219 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45606 | • 46220 | • 47374 |
| • 45459 | • 45459 | • 45459 | • 45662 | • 46220 | • 47393 |
| • 45459 | • 45459 | • 45459 | • 45694 | • 46222 | • 47802 |
| • 45459 | • 45459 | • 45459 | • 45701 | • 46228 | • 48051 |
| • 45459 | • 45459 | • 45459 | • 45701 | • 46237 | • 48393 |
| • 45459 | • 45459 | • 45459 | • 45780 | • 46240 | • 48843 |
| • 45459 | • 45459 | • 45459 | • 45786 | • 46250 | • 54981 |
| • 45459 | • 45459 | • 45459 | • 45805 | • 46256 | • 62704 |
| • 45459 | • 45459 | • 45502 | • 45805 | • 46414 | • 63026 |
| • 45459 | • 45459 | • 45502 | • 45814 | • 46429 | • 77015 |
| • 45459 | • 45459 | • 45502 | • 45822 | • 46449 | • 81647 |
| • 45459 | • 45459 | • 45503 | • 45822 | • 46449 | • 92110 |
| • 45459 | • 45459 | • 45503 | • 45822 | • 46526 | • 94041 |
| • 45459 | • 45459 | • 45503 | • 45822 | • 46763 | • 95658 |

## Q19: What is your primary residence zip code?

- 453300
- 45066-9277
- 45066-9413
- 45068 Channel
- 45315-8833
- 45324-4060
- 45406-1201
- 45409-1934
- 45410-3408
- 45440-3520
- 45459-5449
- 60201/90712
- B76 1FN In the U.K.
- N/A
- North of Dayton

## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- 45324
- No
- USAF Veteran
- Veteran
- 1 veteran in the household
- 2 married adults w/ 2 kids under 18
- 43204 and as OLD Rock n Roll enthusiasts, we really appreciate all the great opportunities to eat, drink, and partake in great entertainment in such a welcoming city as Kettering!
- 45429 use to live in Kettering Ohio
- active duty military, retiring here and one of the reasons is because of the community resources such as the Frazee
- Air Force Retired Veteran
- Air Force Veteran
- American
- American
- American
- AMERICAN BORN & BRED
- any and all
- Are you seriously asking a sexual identity question in order to provide excellent entertainment in Kettering? That's a problem.
- Bilingual
- both seniors in 70's
- BraverAngels.org
- Christian
- Christian
- Christian
- Cool people who like good music
- disability
- Disability access still means walking a lot and disability parking is not enough.
- Disability, when you get the seats they are in the front row and everyone stands up you can't see.
- Disabled
- Disabled
- Disabled
- Disabled
- Disabled and use a mobility scooter
- Disabled seniors

## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- Disabled son in a wheelchair, never in 5 years have I been able to get the front row seats in the ADA pit section so he could see the show , because everybody stands up in front of all the people in that section, very poorly run for people like him who is also visually impaired so he needs as close as possible ( nobody gives a s- - - about these people when you're there, the security gets nasty with you if you try to maneuver around so he can see the band) - very sad
- Disabled Veteran
- DSP for autistic adults
- Gay
- Grew up in fairborn
- Grew up in Kettering. Taught school in Kettering. Love the Frazee!
- Handicap
- Have more saxophone artists and Christian artists
- "Husband is a Vet
- Grown children"
- Husband is a veteran, I'm a retired teacher. We live in suburbs of Cincinnati.
- husband is disabled - difficulty walking
- I am a T 10 paraplegic and in a wheelchair. I know you were grandfather in being built pre 1995. But handicap seating could somehow be improved.
- I am a veteran
- I am a veteran.
- I am disabled
- I am disabled with limited mobility. Frazee has done very well in the past, accommodating my wife and I.
- I have a wheelchair-bound friend that likes to attend with me, but the w/c accommodations at Frazee are not near as good as those at the Rose.
- I have difficulty walking and climbing steps. I usually attend concerts with my sons. They help me navigate the steps and ways to get to my seats. They tried to help me see the stage but it was impossible to see over the people in front of me.
- I live 1/2 block from the Frazee. It is not very welcoming to those that live in the neighborhood. We have to put up with the parking and traffic issues and barricades put up. Not easy to get around when there are concerts. Need to be more friendly to those living in the surrounding area.
- I live in Lincoln Park.
- I love all genres of music and a wide variety of different arts.

## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- I really don't understand how the questions asked in this survey can help you assess how people view the Frazee or what types of shows/events people are hoping to see there.
- I was the only one who went to the concert from my household. I went with a friend
- I'm a senior (60+) that enjoys Jazz music and I have been attending jazz concerts at the Frazee for close to 15 years.
- I'm a senior citizen & love the "original" artists of the oldies but don't love tribute bands.
- I'm A Veteran
- I'm a veteran.
- Improve parking
- jazz lovers
- Just a mom. Wife of a deceased veteran of the Army.
- Just a note on the zip code: it is a Kettering zip and I lived in Kettering for 36 years but the zip is also a Centerville zip in which I have resided for 38 years. The zip has created a lot of confusion in the past.
- Just a regular middle class family living in the suburbs with a wide variety of music taste.
- Just a regular, music loving guy
- Just cool people
- just plain old humans who try to love everyone and everything
- LGBT
- LGBT household
- LGBT, old, eclectic, introverts
- LGBTQ
- LGBTQ+
- Lgbtq+
- LGBTQIA
- Lines are too long for food and entry. Should not have to wait that long to get food/snacks
- Love 70-80s music
- Love the place the workers are nice very helpful.
- Married
- Married 2 adult children & Grandchildren all have gone to the Frazee from the beginning
- Married traditional couple from the 60s-70s
- Member of my household is a Veteran
- Military Dependant



# Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• "Military Retired.</li><li>• Multi-lingual."</li><li>• Military retiree, disabled with scooter</li><li>• Military Veteran</li><li>• military veteran</li><li>• Military veteran, seniors 1 with disability</li><li>• military, 4th time back at Wpafb. Lived twice on base, once in Kettering and once in Beavercreek</li><li>• More 80s bands please</li><li>• MS using a scooter.</li><li>• multi-lingual</li><li>• Multiple physical infirmities, but not wheelchair bound.</li><li>• Music lover</li><li>• Music lover!</li><li>• My favorite color is green</li><li>• My husband and I walk to the Frazee for date night and having a great concert to either listen to or attend is great. We walk because we don't drive.</li><li>• My husband is 78 and has been diagnosed with dementia. He has limited mobility which prevents lawn seating, but we're okay with seating in the front or the back.</li></ul> | <ul style="list-style-type: none"><li>• My spouse has a disability, blindness.</li><li>• n/a</li><li>• N/A</li><li>• N/A</li><li>• n/a</li><li>• N/A</li><li>• N/A</li><li>• N/A</li><li>• n/a</li><li>• N/A</li><li>• n/a</li><li>• NO</li><li>• NA</li><li>• NA</li><li>• na</li><li>• NA</li><li>• NA</li><li>• Na</li><li>• Navy veteran, guitarist</li></ul> |
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**Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.**

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| <ul style="list-style-type: none"><li>• No</li></ul> | <ul style="list-style-type: none"><li>• No</li></ul> | <ul style="list-style-type: none"><li>• No</li></ul> |
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## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- No but I do feel you need more handicap seating.
- "no
- "
- No, thx
- No.
- No. And, I don't think it should be something that you ask. I answered your questions but it's not right.
- None
- none
- None
- none
- None
- None
- None
- none
- None
- None
- None
- None
- none
- none
- none
- None- we just appreciate good music.
- No-not important
- Nope
- Nope, just the classic man and grown educated female daughter and long time Kettering tax paying residents!
- Nope. Just a regular person.
- normal
- Normal, nothing special, just your average white person. Don't need or want special identifying just because I am vegan.
- Not really.....ushers were very helpful and loved the concert.
- Old white guy
- On disability from cancer and chemo.
- Originally from Columbus,moved to WV
- Pan
- Patriot
- "Previous Dayton resident. Now living in Columbus.
- Have always loved the Frazee. "

## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- Proud American who doesn't like pronouns
- retired
- Retired
- Retired
- Retired
- retired AF
- Retired Air Force
- Retired Air Force
- "Retired Air Force 28 years.
- Retired Civil Service 10 years. "
- Retired Air Force veteran
- retired and like it
- retired military
- Retired military/spouse
- Retired Vet USAF 33yrs and retired from Kroger Co 44yrs
- Retired Veteran
- Retired Veteran
- Retired veteran, bi-lingual (English/Spanish)
- "Retired
- Been going to the Frazee since it opened. Me and my friends call ourselves "Frazetts" because of how much we visit the Frazee for events. Thank you"
- Retired, Kettering resident 38 years, now living in Centerville.
- Retired.
- Retirees who enjoy summer outdoor entertainment. Come see what Troy offers each summer. They do very well for a small community with summer entertainment.
- Senior citizen
- Senior citizen. Very limited income.
- Senior citizens
- Seniors
- Seniors
- Single income household with no children
- Spouse of a Veteran
- Stop with the identity politics and focus on entertainment in general. Making sure its handicap accessible etc is one thing but focusing on identities etc should not be a focus for the general public to attend events.

**Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.**

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Straight , married male.</li><li>• "Straight white people.</li><li>• No gender confusion in our household. "</li><li>• Survivors of the 1960s.</li><li>• That's the dumbest question I've ever experienced on a survey.</li><li>• The age that appreciates classic rock</li><li>• transgender (mtf)</li><li>• Transplant from Texas</li><li>• Two teenage kids who would like to go to shows but there aren't any that appeal to them. My husband loves music and also struggles to find anything of interest</li><li>• Two veterans in our household</li><li>• USAF Veteran</li><li>• vegetarian</li><li>• Veteran</li><li>• veteran</li><li>• Veteran</li><li>• Veteran</li><li>• veteran</li><li>• veteran</li></ul> | <ul style="list-style-type: none"><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li><li>• Veteran</li></ul> |
|---|---|

## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- Veteran & gay
- Veteran and disability
- Veteran husband that is disabled and partially blind. I'm also disabled and have a hard time walking, standing or sitting for long periods of time.
- Veteran LGBT+
- "veteran
- family member who is wheelchair bound"
- Veteran, disabled
- veteran, retired
- Veteran, retired police officer and wife. Love your facility, but need more concerts we would enjoy. 60's and 70's music, great performer i.e. Joe Bonamasa.
- Veteran. American Legion. VFW.
- "Veteran. Patriot. NOT a supporter of DEI / LGBTQ+ agenda. Don't go down the Bud Lite, Gillette, or Tractor Supply path, just not wanted or needed.
- "
- Veteran/disabled
- "Viet Nam
- Navy Veteran"
- Vietnam era veteran
- We are all Americans
- We are both retired
- We are vehemently opposed to any outward/blatant support of LGBTQ+ actions and activities, this is totally unnecessary and it is outright reverse discrimination to those of us who are Christians in faith, it is counterproductive to make special accommodations for a very, very small percentage of the population that have no special needs due to handicap or other physical limitations
- We drive from West Chester to see Frazee concerts. We seldom attend concerts elsewhere because everything about the Frazee has spoiled us from not wanting to see concerts elsewhere.
- We have a veteran in the household
- We were turned off by the lawn policy of blankets much touch adjoining blankets on sold out shows. We always arrived early for a good spot but people coming in late would be forced to squeeze into our space.

## Q20: Are there any other demographic identifiers you would like to share that could help us understand your experience or the experience of members of your household (e.g. Veteran status, sexual identity, multi-lingual, disability status, etc.)? If so, please describe.

- We'd attend more concerts if there were a covered seating area, more parking.
- We're veterans, also seniors (hard to believe I'm saying this). I am a DPAA performer, so we see those shows at the Schuster plus other performances occasionally. We also have Dayton Dragons season tickets.
- Wheelchair user and have been treated horrible all the times I have been there by staff
- Wife has COPD
- Yes, I am a Veteran.
- you are missing an income bracket on wages question
- zip code 45440