



546 E. Market Street | Salinas | California | 93905 | T (831) 796-0896 F (831) 796-0876

## SUBA merchants survey

### El Grito 2011

Name: \_\_\_\_\_

1. Was your business open the day of El Grito 2010? Yes \_\_\_ No \_\_\_
2. Did you see an increase in sales as a result of the large number of attendees at El Grito?
  - a. Yes, I noticed a large increase in sales \_\_\_\_\_
  - b. Yes, but it was a small increase in sales \_\_\_
  - c. No, I did not notice an increase in sales \_\_\_\_\_
  - d. I don't know \_\_\_\_\_
3. As a business owner, do you think El Grito is a benefit to your business? Yes \_\_\_\_\_ No \_\_\_\_\_
4. How does El Grito impact your business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. The SUBA Board of Directors is exploring a location change for El Grito, perhaps the Salinas Sports Complex. Do you think this would be a good idea? Yes \_\_\_ No \_\_\_
6. Why do you think it is a good or bad idea? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for your input!

Please return this survey to SUBA ([subadirector@sbcglobal.net](mailto:subadirector@sbcglobal.net)) by January 30, 2011