

The Future of LTCT: Pre-Survey

Name (optional):

STATEMENT OF MISSION

The mission of Little Traverse Civic Theatre is to enrich, educate, and entertain the Little Traverse Bay community, its visitors, our volunteers, and our audiences through the production of theatre arts.

STATEMENT OF PURPOSE

Little Traverse Civic Theatre's purpose is to provide people of all ages opportunities to participate in and enjoy quality, affordable live theatre that entertains and enriches the residents of and visitors to the Little Traverse Bay area.

**LTCT General**

1. Do you feel our mission and purpose statements reflect what we do? Yes \_\_\_ No\_\_\_

If No, what do you feel is the mission of LTCT or what should it be/contain? \_\_\_\_\_

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2. What do you feel LTCT is lacking? (#1 Weakness) \_\_\_\_\_

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3. What do you feel LTCT is strong at? (#1 Strength) \_\_\_\_\_

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4. In what way do you feel most comfortable helping? \_\_\_\_\_

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5. Why LTCT? Why support LTCT? \_\_\_\_\_

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6. Besides our main season are there any other programming/types of events you would like to see LTCT put on or participate in? \_\_\_\_\_

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**Building**

7. What's your ideal home for LTCT?

- Buying land & building new (LTCT owned)
- Renovating a building (LTCT owned)
- Leasing from area venues (not owned by LTCT)
- Other: \_\_\_\_\_

8. As an Audience member what is your ideal seating capacity?

- Small: 50 – 100 seats
- Medium: 100 – 150 seats
- Large: 150 – 200 seats
- Very large: 200+

9. Were we to build/buy a new theatre how far out of downtown Petoskey would you be willing to attend/travel?

- 1 – 2 miles
- 3 – 4 miles
- 5 – 9 miles
- 10+ miles

10. A new home would of course have to have a stage, seats, lights, sound, green room, dressing rooms and restrooms. How would you prioritize the following other facets?

	Low Priority	Medium Priority	High Priority
Costume Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Props Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scene Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extra Rehearsal Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LTCT Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Box Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobby Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Play Selection/Attendance**

11. Do ticket prices ever affect you attending a performance? Yes \_\_\_ No \_\_\_

12. What is a reasonable ticket price for a live theatre performance? \_\_\_\_\_

13. How many shows a year would be your ideal season?  2  3  4  5  6

14. What types of shows would you want in that ideal season? (check all that apply)

- Comedy
- Drama
- Musical
- Other (specify) \_\_\_\_\_

15. What major musical would you support LTCT in performing? \_\_\_\_\_

16. Would you attend extra productions in an intimate setting with minimal set, costumes, props? (AKA: Black-box Theatre) Yes \_\_\_ No \_\_\_

17. Would you be more likely to attend a pre-show or post-show reception on opening (Friday) night?

- Pre
- Post
- Either
- None

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**Communication**

18. How often do you visit the Ltct website?    \_\_ Weekly    \_\_ Monthly    \_\_ At performances    \_\_ Hardly ever

19. What info are you looking for when you do? \_\_\_\_\_ Do you find it? \_\_\_\_\_

20. From what sources do you receive Ltct news? (check all that apply)

- Website
- eNewsletter (email)
- Word of mouth
- Facebook/Social Media
- Publicity
- Other: \_\_\_\_\_

21. What sources of media network do you use? (check all that apply)

- Facebook
- Twitter
- Instagram
- Youtube
- Pinterest
- LinkedIn
- Other: \_\_\_\_\_

Thanks for completing the survey. Do you have any other comments?

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