

Executive Summary

The following are the results of the survey from the 2018 Fall Rally in Hiawassee, GA. There are two sections to this report the first is the numerical results and the second is the written comments. The information from this survey and surveys from other rallies will be used to improve our rallies. Please fill free to provide feedback to your Rally Master Allen Jackson.

We received 11 completed surveys. As with any survey given to and completed by different people, the views of one person may not align with someone else. However, the results show that we at Monaco America need to focus on Seminars/Vendors while maintaining a high quality in the other areas. For those questions with a selection of 5 to 1 and N/A, the assessment is divided into 2 parts for each question. The 5 and 4 responses are considered positive, and the 3, 4, 5 and N/A responses are group as possibly needing work. For example: the question "Were you satisfied with the facilities" showed a positive response in 90.91% of the surveys while 9.09% of surveys showed needing work.

Numerical Results

Question	Selection	Counts	Percentage	Assessment
Have you attended more than 4 Monaco America rallies?	N	2		18.18%
Do you plan to participate in future Monaco America Rallies?	Y	11		100.00%
Were you satisfied with the destination and date choice of this rally?	5	9	81.8%	81.82%
	4	0	0.0%	
	3	1	9.1%	9.09%
	2	0	0.0%	
	1	0	0.0%	
	N/A	0	0.0%	
Were you satisfied with the mix of activities and arrangement of activities?	5	6	54.5%	81.82%
	4	3	27.3%	
	3	0	0.0%	9.09%
	2	1	9.1%	
	1	0	0.0%	
	N/A	0	0.0%	
Were you satisfied with the number of meals provided in the rally fee?	5	10	90.9%	100.00%
	4	1	9.1%	
	3	0	0.0%	0.00%
	2	0	0.0%	
	1	0	0.0%	
	N/A	0	0.0%	

Question	Selection	Counts	Percentage	Assessment
Were you satisfied with the menu?	5	10	90.9%	100.00%
	4	1	9.1%	
	3	0	0.0%	0.00%
	2	0	0.0%	
	1	0	0.0%	
	N/A	0	0.0%	
Were you satisfied with the facilities?	5	8	72.7%	90.91%
	4	2	18.2%	
	3	0	0.0%	9.09%
	2	0	0.0%	
	1	1	9.1%	
	N/A	0	0.0%	
Were you satisfied with the RV Park?	5	10	90.9%	100.00%
	4	1	9.1%	
	3	0	0.0%	0.00%
	2	0	0.0%	
	1	0	0.0%	
	N/A	0	0.0%	
Did the planned entertainment meet your expectations?	5	7	63.6%	90.91%
	4	3	27.3%	
	3	1	9.1%	9.09%
	2	0	0.0%	
	1	0	0.0%	
	N/A	0	0.0%	
Did the seminars meet your expectations?	5	4	36.4%	54.55%
	4	2	18.2%	
	3	0	0.0%	27.27%
	2	0	0.0%	
	1	1	9.1%	
	N/A	2	18.2%	

Written Comment

I normally group a written comment into one of the 10 categories shown below:

1. Activities
2. Bar
3. Caterer/Food
4. Entertainment
5. Facility/Location
6. General
7. Recognition (club and individual)
8. Schedule
9. Suggestions / Improvements
10. Seminars
11. Vendors

From the Hiawassee surveys, I have categorized the comments into those highlighted in yellow. Comments, that I felt touched multiple categories, were placed in the "General" category. Overall the comments are as written. There was a total of 21 comments.

I did some wordsmithing here and there and have combined similar comments into one.

Category	Comment
Activities	Bingo was a great nightly event!
Bar	Bar nights could be subsidized by having a collection jar on the counter for those that have more than 2 drinks. Maybe each person has 2 tickets after that they pay. (2)
Caterer/Food	The Big-Big issue was no butter for bagels. LoL
	Good/Great food (3)
	The breakfast on the third morning was not good. The other two were good.
Entertainment	Entertainment was very good
Facility/Location	Lack of air conditioning
	Flies etc. at meals
General	Outstanding rally! (2)
	Great value for the money.
Schedule	Thanks for the free time to visit the area.
Suggestion/Improvement	Would like to see a brunch in place of a breakfast then skip dinner that day. Also, we could save on catering.
	If we did a cookout - let each person bring their choice of meat and cook as a group or yourself and then have side dishes.
	Yard sale - RV have anything for sale.
	Friendship walk (a paper plate game)
	Tip on RV cooking to simple and easy
	Add Sunday to camping days
	We support the idea of a 10 year "Business Plan" for the long-term viability of the club. This plan would have the following elements: <ol style="list-style-type: none"> 1. Amend our bylaws to accept towables (in Process) 2. Allocate \$50,000 of our current cash total (approximately \$70,000) to support the 10-year plan 3. Maintain the rally fee at \$425 even if it results in short-term negative cash flow for each rally. If the loss averages no more than \$2500 per rally at 2 rallies a year, it would take 10 years to burn through the \$50,000 Business Plan cash allocation. 4. Maintain the same level of services for all rallies, including meals open bar, entertainment, full-hookup camping, etc. As time goes on, the inflation - adjusted value received for the \$425 rally fee will increase, make each rally more attractive to members. 5. Monitor the rally attendance as acceptance of towables becomes more widely known. If rally attendance does not increase enough over the next 5 years to approach break-even cash flow adjust the business plan accordingly

Category	Comment
Seminars	Few seminars
Vendors	More vendors