



FutureForward

Survey Results

October 2024

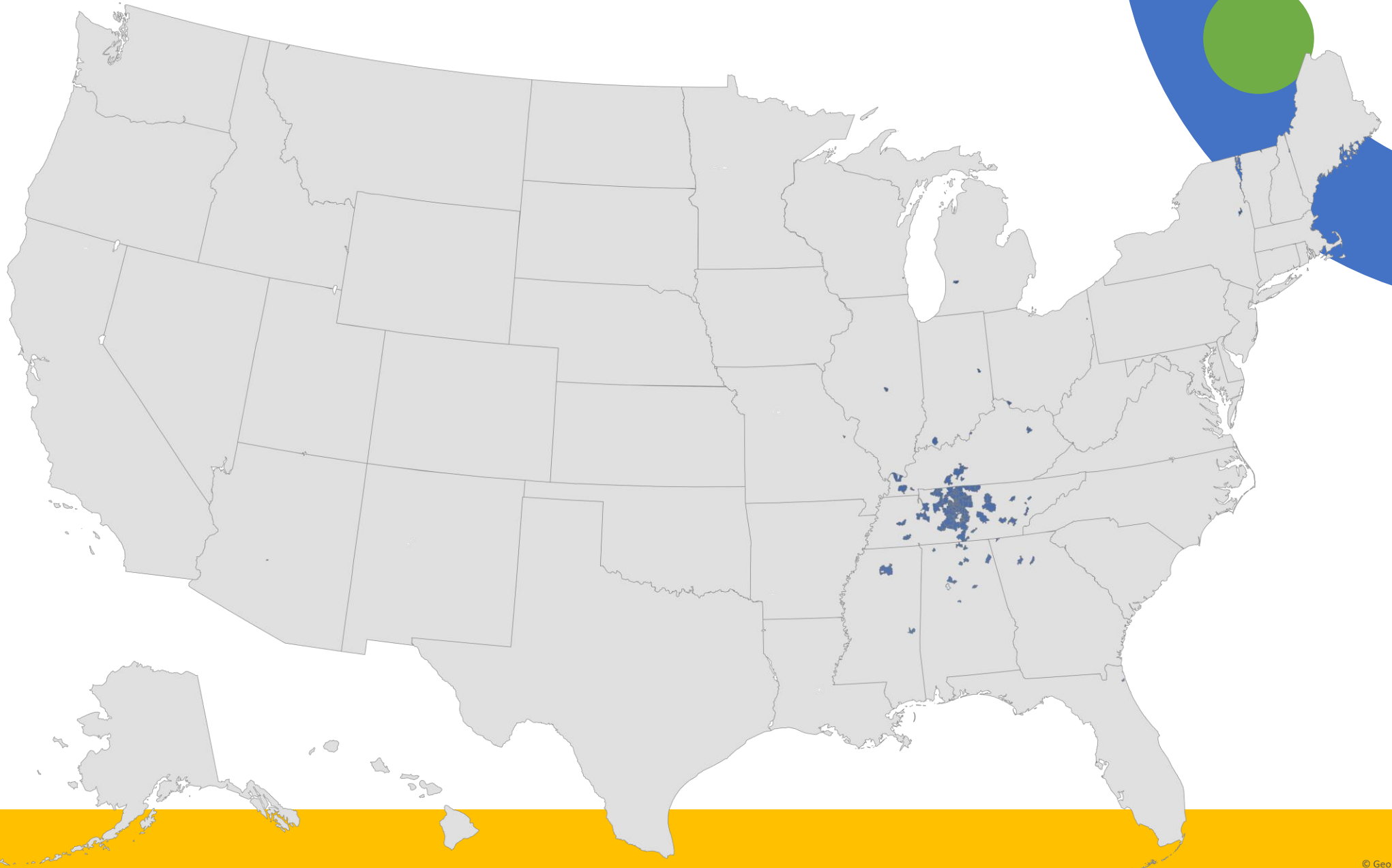
Survey Details

Open from October 14 – 31, 2024

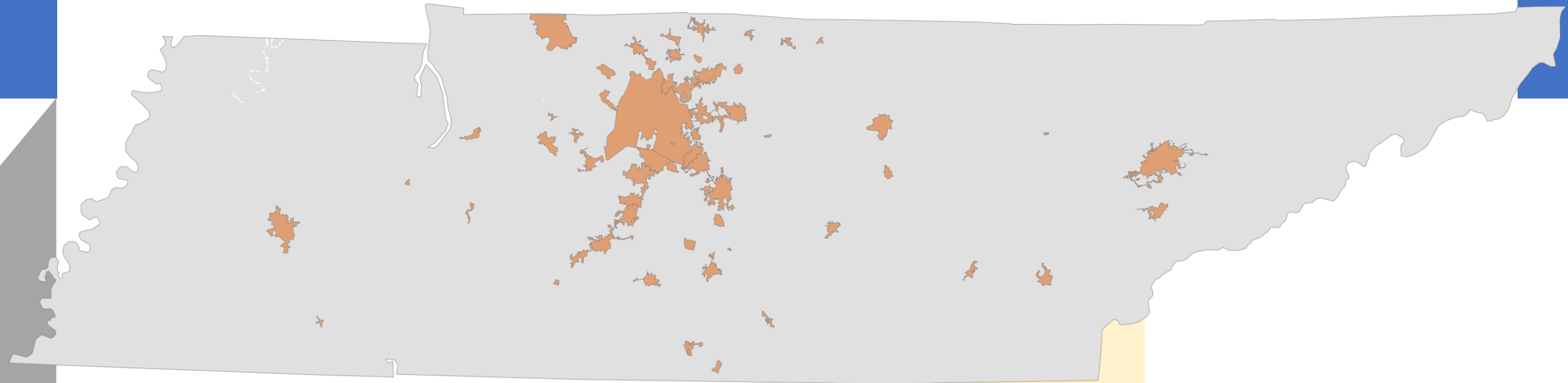
Survey notifications:

- Event client list via email
- Flea Market vendors via Marketspread
- Metro Council with a request to forward to constituents via email or newsletters
- Campus partners via email
- NIAC via email
- Posted on flyers throughout Expos
- thefairgrounds.com website
- 533 responses

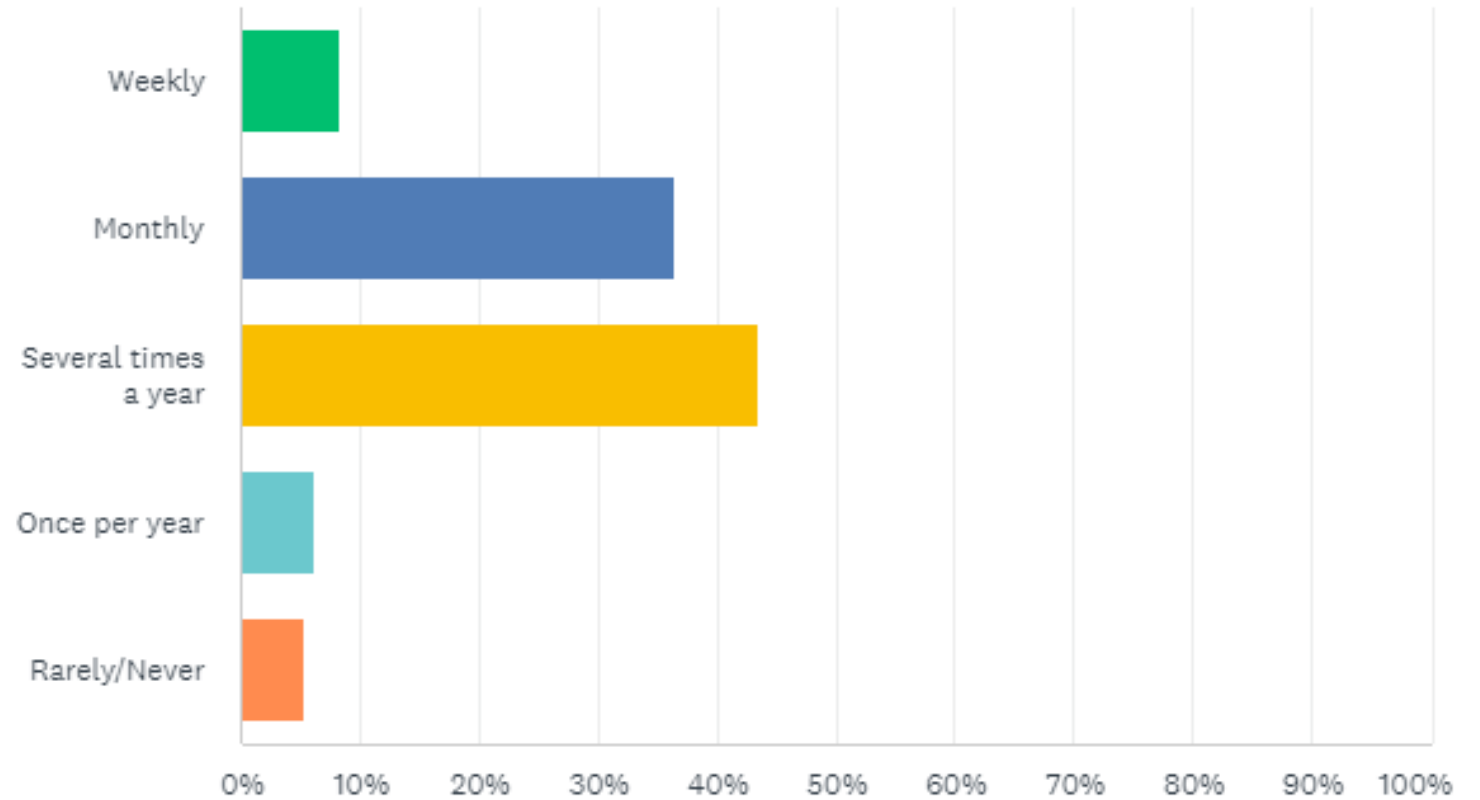
Zip Codes of All Respondents



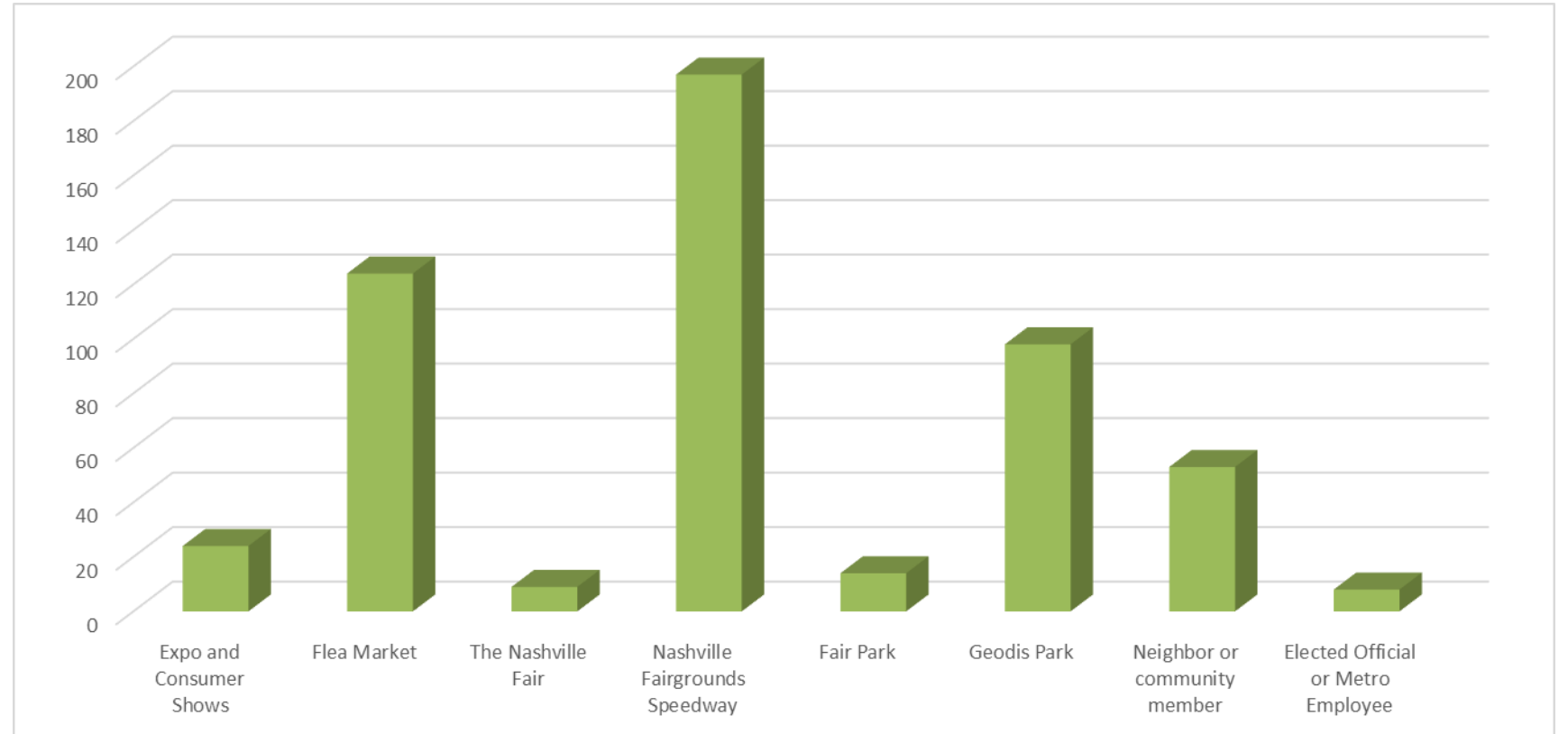
Tennessee Respondents by Zip Code



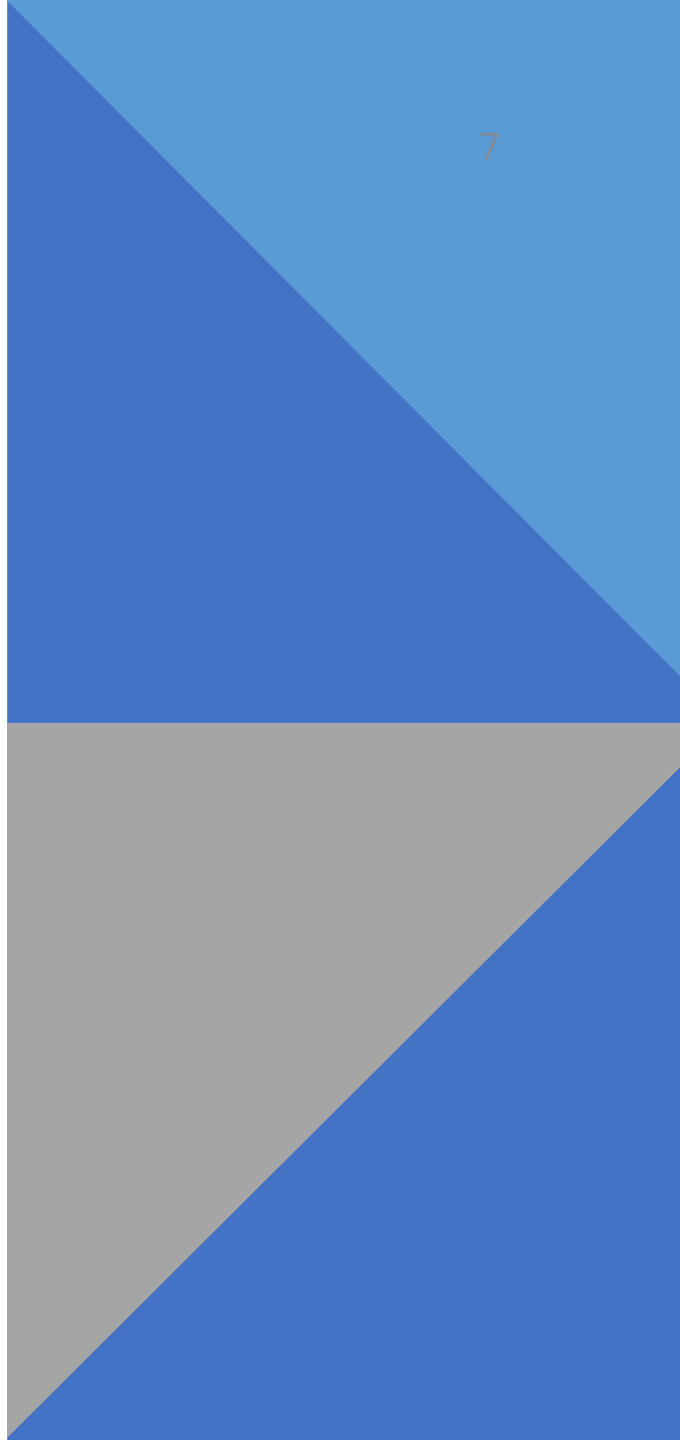
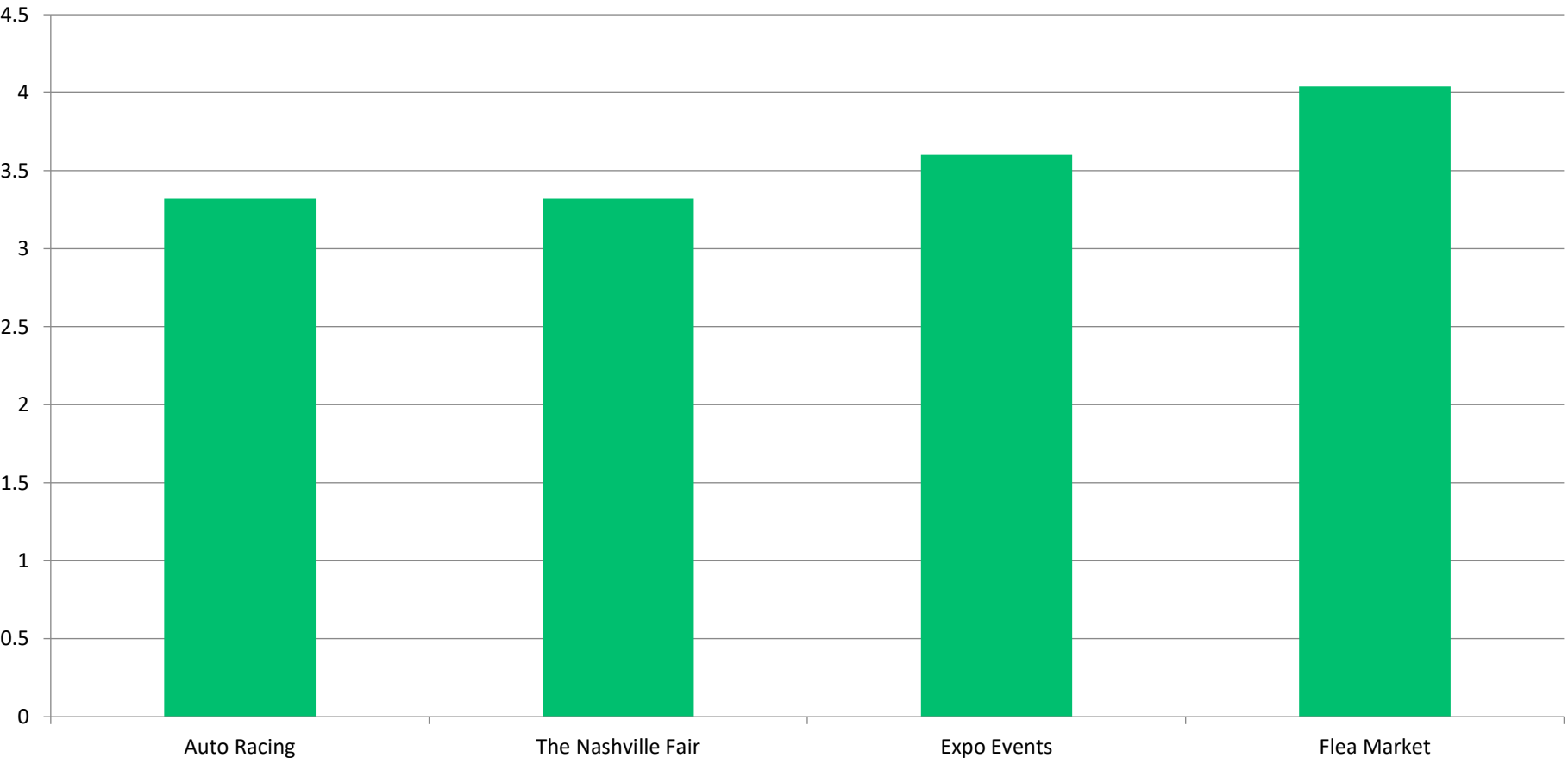
Q2: How frequently do you visit The Fairgrounds Nashville?



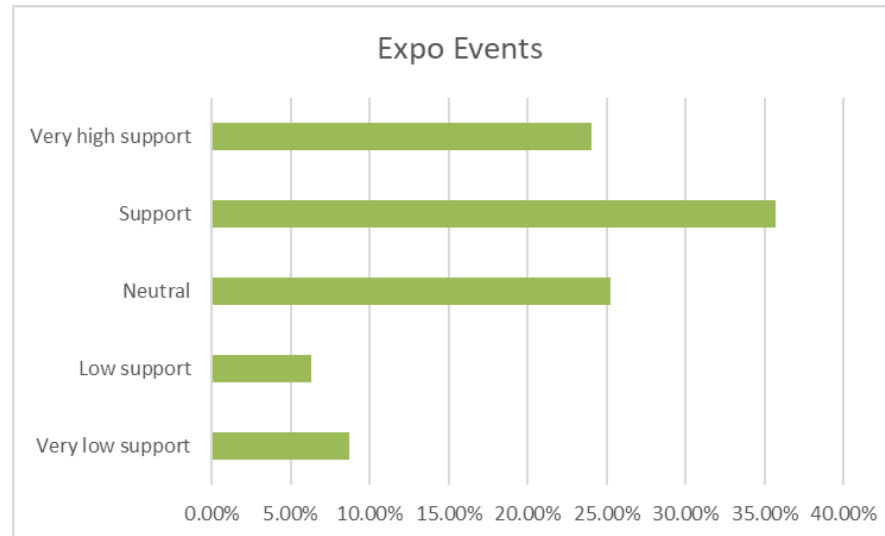
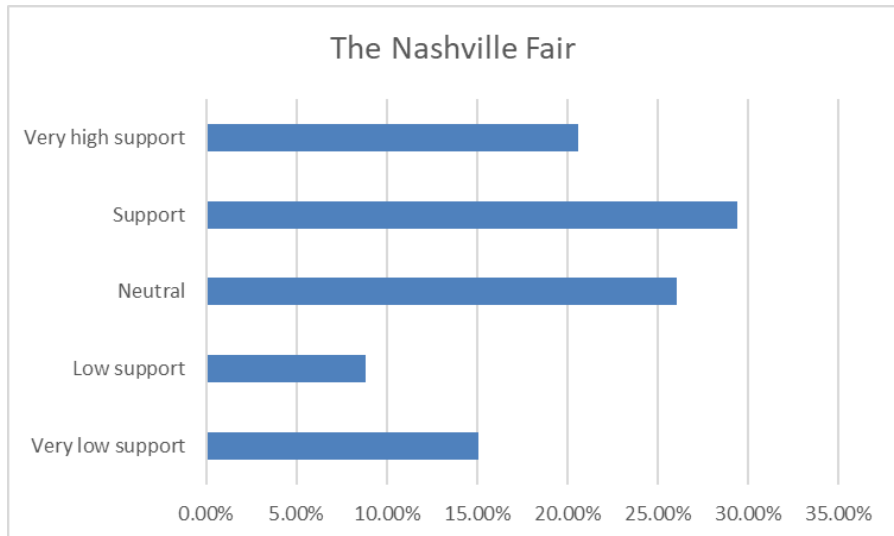
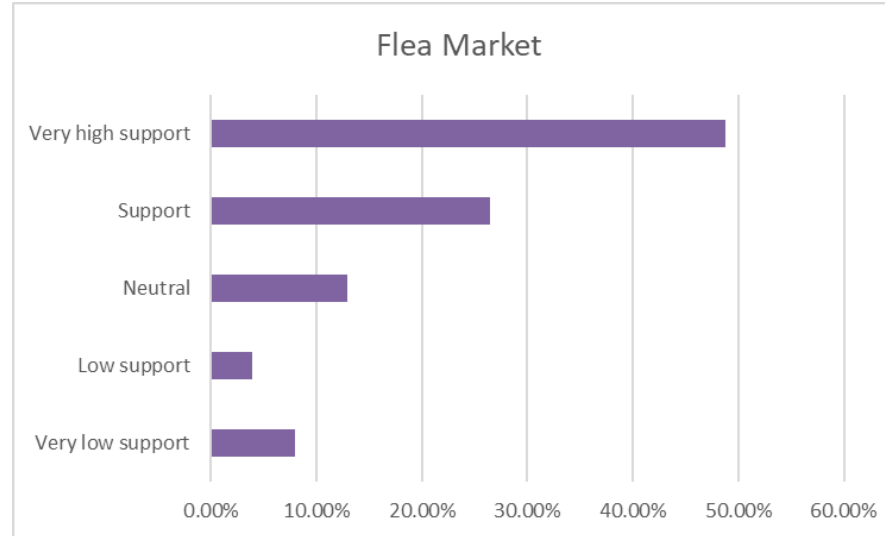
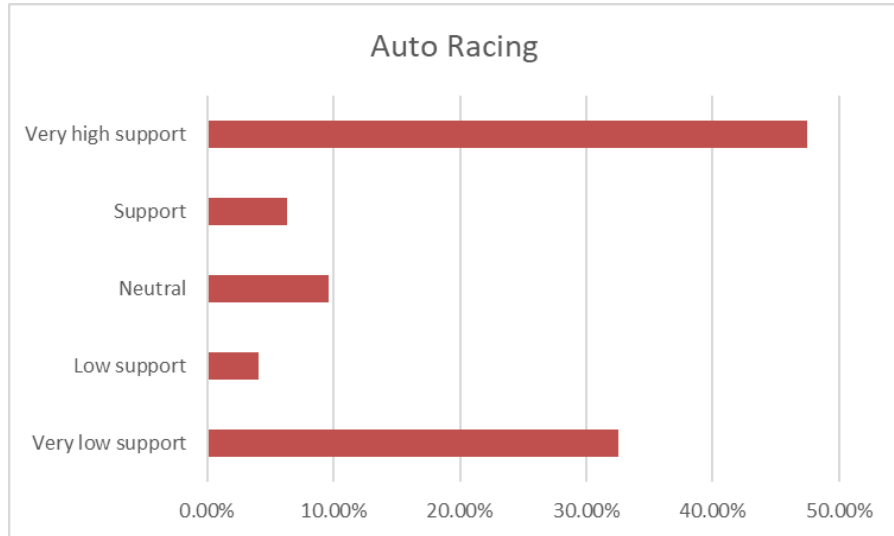
Q3: Primary involvement with The Fairgrounds Nashville



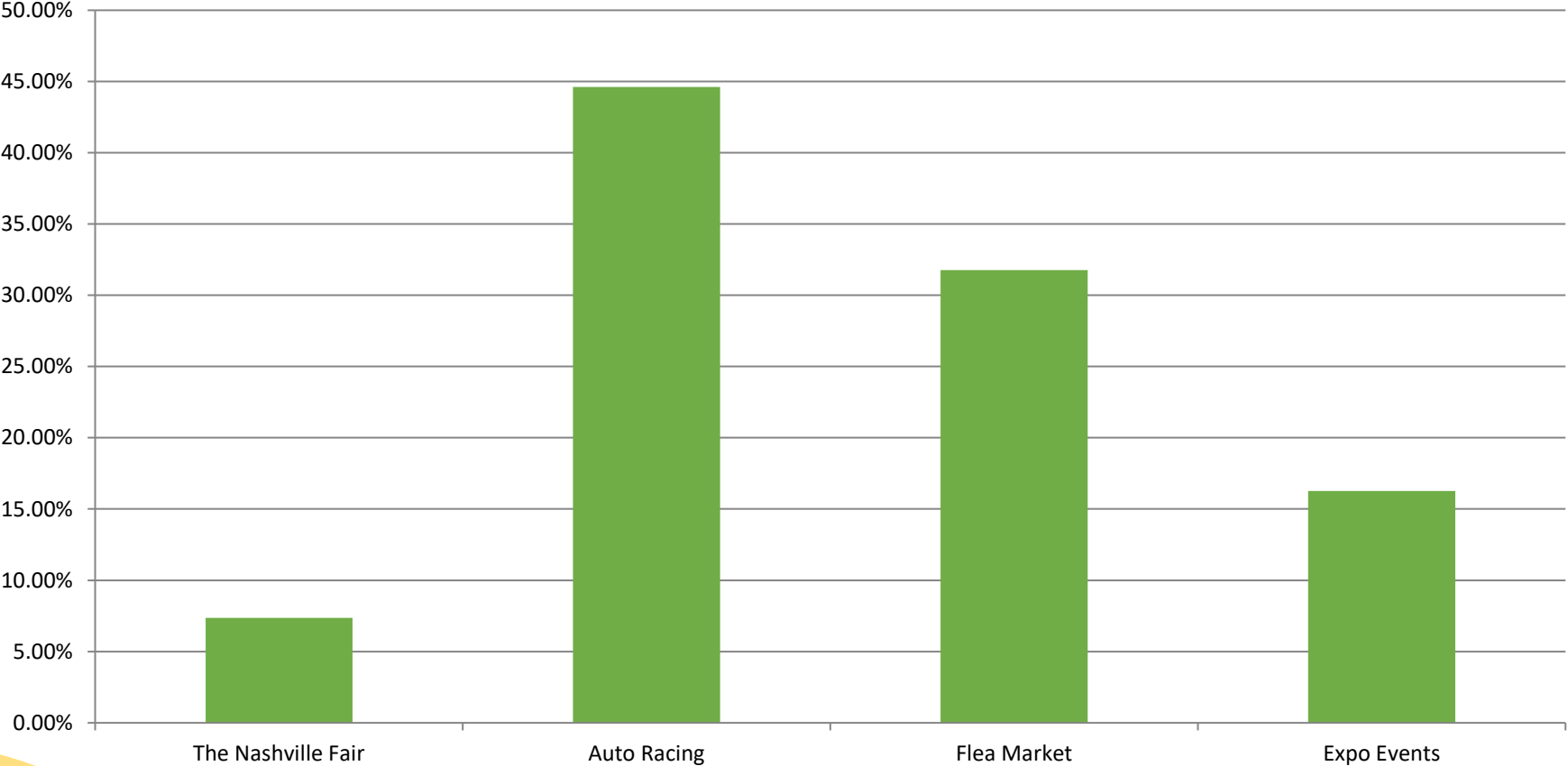
Q4: Support for Charter-mandated activities (weighted average)



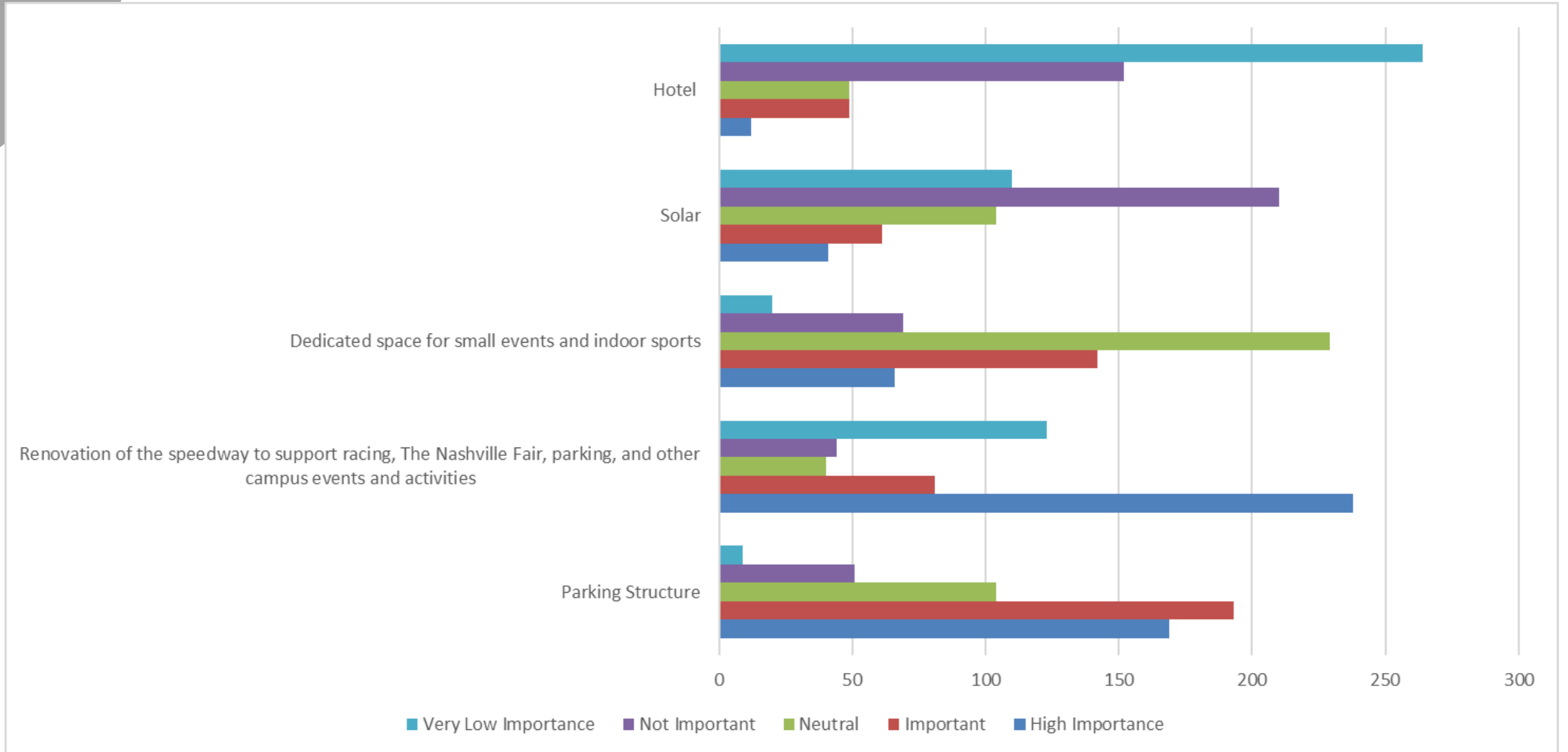
Q4: Level of support for each Charter-mandated activity



Q5: Pick of priority focus of The Fairgrounds Nashville (Charter-mandated activities)



Q6: Ranking of potential future capital developments



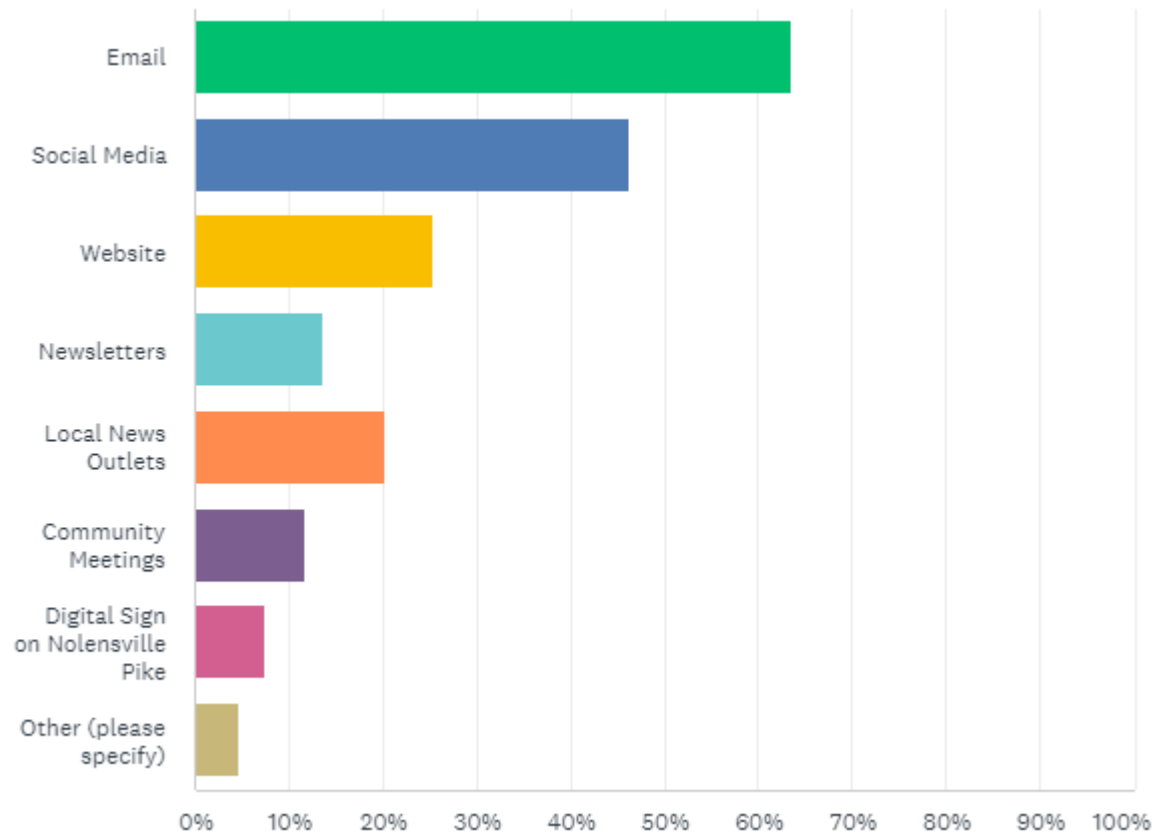
Q7: Greatest challenge over the next 2 years

- Increasing parking capacity and proximity
- Speedway renovation
- Speedway removal
- Infrastructure surrounding the Fairgrounds (roadways and sidewalks)
- Government/politics
- Flea Market recruitment
- Transit access
- Traffic management
- Adding more restaurants/bars within walking distance
- Marketing/advertising
- Gentrification of surrounding neighborhoods

Q8: Greatest opportunity over the next 2 years

- Increasing parking capacity and proximity
- Speedway renovation, investment into racing program
- Speedway removal
- Support soccer, women's soccer
- More Expo shows and markets, diversify
- Affordable housing and green space
- Accessibility to mass transit
- Hotel to support all events
- Walkability
- Mixed use and related retail
- Community programming and engagement
- Marketing and advertising

Q9: Notification preferences



Q10: Overall satisfaction

3.4★
average rating



	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
☆	7.44% 39	13.93% 73	26.72% 140	40.08% 210	11.83% 62	524	3.35

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Q11: Additional Feedback

- Increasing parking capacity and proximity
- Speedway renovation, investment into racing program
- Speedway removal
- Support soccer and work with Geodis/Nashville SC
- Love the improvements, optimistic future
- Not supportive of mixed use or soccer
- More Expo shows and markets, diversify
- Keep fees affordable/lower fees
- Affordable housing and green space/greenway
- Invest in the flea market, increase advertising
- Great staff
- Accessibility to mass transit; reduce neighborhood congestion