

## ***Broadway and Hollywood in Wichita*** Summary

with Brett Valliant, Carrie Heiman and Patrick Greene

Tuesday, May 8, 2018

### **Summary:**

Surveys were emailed to people requesting tickets for the performance. Email addresses were available from WichitaTIX using information provided by people requesting tickets. Out of the 252 surveys sent, it was a pleasant surprise to receive responses for 40% of the surveys. Typically, survey responses are about 10 percent.

Additional information and comments are available for questions 1, 5, 9 and 10. The additional information after the summary information for questions 1 – 9.

Question 5 shows that the Wichita Wurlitzer Facebook / Webpage and Friends were the primary communication channels for people learning of the event. More effort will focus on the current audience introducing Wichita residents to the Wurlitzer.

Question 6 identifies that only 16.1% of the respondents are under 50. One goal of future events is to increase the under 50 audience.

The onstage screens and chamber lighting were big hits and future shows will incorporate. There may be some modifications for silent movies. All proposed event formats had similar interest, the differences are probably not significant.

Be sure to review the comments and text answers. You will find some notable comments.

## Constant Contact Survey Results

**Survey Name:** 20180508SurveyR01V00

**Response Status:** Partial & Completed

**Filter:** None

5/22/2018 8:32 PM CDT

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### TextBlock:

We hope that you enjoyed Broadway and Hollywood in Wichita. Help us improve the Wichita Wurlitzer experience for our upcoming events.




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### How was Broadway and Hollywood in Wichita with Brett Valliant, Carrie Heiman, and Patrick Greene?

Answer	0%	100%	Number of Response(s)	Response Ratio
Fabulous	<div><div></div></div>		88	83.8 %
Good	<div><div></div></div>		14	13.3 %
Okay	<div><div></div></div>		0	0.0 %
Disappointing	<div><div></div></div>		0	0.0 %
No Response(s)	<div><div></div></div>		3	2.8 %
Totals			105	100%

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### Will you attend another Wichita Wurlitzer event?

Will you attend another Women's Walk2B event?				
Answer	0%	100%	Number of Response(s)	Response Ratio
I will be back and bring friends			57	54.2 %
Yes			41	39.0 %
Maybe			6	5.7 %
No			1	<1 %
No Response(s)			0	0.0 %
Totals			105	100%

### Question 1 Comments:

- It was a great evening!
- It was amazing to hear all the wonderful sounds the instrument could make, and Brett Valliant completely mastered it, and obviously with great love and passion.
- Loved the choice of songs.
- This was a world-class performance! I enjoyed every minute of it; especially thankful for the large screens showing up close and personal Brett's hands and feet! His playing is close to genius--probably is. . . and his friends are wonderful too.
- The singers added much to the event as well.
- This was a truly enjoyable experience. I wasn't quite sure what to expect and I was blown away. I spent the night in awe of the talent and constantly wanted to get up and dance or join in singing.
- Wow!!!!
- Loved the song selections
- Phantom of the Opera music with Brett Valliant.
- We expected to enjoy the organ but the singing was also outstanding. REALLY enjoyed both of the vocalists.
- My first concert after living here 20 years. I feel peeved that I didn't find this wonderful instrument sooner!
- Very impressive!
- Enjoyed it very much!
- Everything about the evening was wonderful. I brought my German friend who was here on a visit. We could not believe this event was free! A huge thank you to the sponsors.
- So impressed, had a smile on my face the entire show and was thoroughly entertained all evening!
- a bit of a surprise with vocals, but selection super, for old and young
- Wonderful concert. Fun, enjoyable and entertaining. Top notch talent. Wichita is very lucky to have artists of this level living here.
- It was my first time to hear Brett, Carrie, Patrick, and the Wurlitzer. I attended with my sister and we both had a great experience.
- Wonderful show and I always like Brett's playing
- Lifelong Wichita resident and this has to be one of the best-kept secrets of Wichita. It was an outstanding evening, and one of the best events my wife and I have attended. Pictures and stories about the Wichita Wurlitzer need to be plastered all over town much like is being done with the Wichita Flag. I personally came away from the event with a much more intuned and spiritual feeling that I have experienced with many recent church services!!
- Question 7 YES, YES, YES, YES
- They were great. Had not heard Patrick in ages and it was very refreshing to hear him and Ms. Heiman too, of course. Hopefully they'll be back again soon.

- It was SOOOOOO GREAT! NEED TO HAVE MORE OF THESE WURLITZER CONCERTS WICHITA FORTUNATE TO HAVE IT BUT SO RARE TO HEAR THE WURLURZER
- Such talent!
- We enjoyed hearing the wide variety of sounds the organ could produce.
- The talent on that stage was fantastic!! Brett's ability to showcase the many dimensions of that wonderful Wurlitzer was incredible! Enjoyed the mix of instrument only and instrument with vocals.
- LOVED the two screens on either side of the console. Turning on the lights in the pipe chamber was also a great idea -- adds a lot of interest. The music selections were right on -- a good mix of old and new and dramatic and familiar. Would love to have heard a little about the mechanics of the organ itself...and perhaps a little more about how the organ is maintained and how it's maintenance is funded?
- Always great to get to attend Brett's concerts!
- Carrie and Patrick had a fine performance as well.
- I thought it was one of the better concerts! I wish the sound system was better for the vocalist...but that isn't your fault. The organ tended to overpower them at times I really don't care for the sound system in any of the events there at Century II. That is why I gave up going to the Music Theater.
- This was our first time to see and enjoy the Wurlitzer after moving to Wichita. We were just fascinated with Brett even with me having an organ degree and being a retired church organist. Hope to attend all the performances.

### Will you recommend a Wichita Wurlitzer event to others?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes with Enthusiasm	<div><div></div></div>		76	72.3 %
Yes	<div><div></div></div>		27	25.7 %
Maybe	<div><div></div></div>		1	<1 %
No	<div><div></div></div>		0	0.0 %
No Response(s)	<div><div></div></div>		1	<1 %
Totals			105	100%

### Where do you live?

Answer	0%	100%	Number of Response(s)	Response Ratio
in Wichita area	<div><div></div></div>		96	91.4 %
In Kansas	<div><div></div></div>		7	6.6 %
Outside Kansas	<div><div></div></div>		1	<1 %
No Response(s)	<div><div></div></div>		1	<1 %
Totals			105	100%

### Where did you see information on Broadway and Hollywood in Wichita?

Answer	0%	100%	Number of Response(s)	Response Ratio
Wichita Eagle	<div></div>		16	15.2 %
Wichita television stations	<div></div>		8	7.6 %
Wichita Wurlitzer Facebook and / or Web page	<div></div>		36	34.2 %
Wichita Wurlitzer Newsletter	<div></div>		9	8.5 %
Division of Arts & Cultural Services (Century II) email	<div></div>		19	18.0 %
WichitaTix Website	<div></div>		7	6.6 %
Through a friend	<div></div>		32	30.4 %
Other	<div></div>		13	12.3 %
Totals			105	100%

### Were you alive when the Wurlitzer came to Wichita in 1968?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		88	83.8 %
No	<div><div></div></div>		17	16.1 %
No Response(s)			0	0.0 %
Totals			105	100%

**Question 5 - Where did you see information on Broadway and Hollywood in Wichita? - Other Answers**

- AGO Clarion
- Facebook
- Flier at WSU
- Mu Phi Epsilon email to our members
- Billboard
- E mail
- TV news program
- Facebook
- Facebook
- Facebook

Did the video screens showing Brett playing improve the experience?




Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		101	96.1 %
No	<div><div></div></div>		1	<1 %
No Response(s)	<div><div></div></div>		3	2.8 %
Totals			105	100%

Did you see the billboard ads (shown here) on Kellogg or Rock Road or West Street?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		29	27.6 %
No	<div><div></div></div>		76	72.3 %
No Response(s)			0	0.0 %
Totals			105	100%

How interested are you in the following events?

1 = Not Interested, 2 = Okay, 3 = Interested, 4 = Got to Go

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Silent Movie with Wichita Wurlitzer Accompaniment					105	3.3
Ensembles (Orchestras, Jazz Ensembles, Vocal Groups) with the Wichita Wurlitzer					104	3.2
Theme Shows (Music of John Williams, Top 40 Music, Thriller, Beatles)					105	3.4

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Other suggestions for improving Wichita Wurlitzer events.

44 Response(s)


## Details

1 = Not Interested , 2 = Okay , 3 = Interested , 4 = Got to Go

Answer	1	2	3	4
Silent Movie with Wichita Wurlitzer Accompaniment	<a href="#">3</a> (2%)	<a href="#">13</a> (12%)	<a href="#">42</a> (40%)	<a href="#">47</a> (44%)
Ensembles (Orchestras, Jazz Ensembles, Vocal Groups) with the Wichita Wurlitzer	<a href="#">2</a> (1%)	<a href="#">13</a> (12%)	<a href="#">48</a> (46%)	<a href="#">41</a> (39%)
Theme Shows (Music of John Williams, Top 40 Music, Thriller, Beatles)	<a href="#">3</a> (2%)	<a href="#">6</a> (5%)	<a href="#">46</a> (43%)	<a href="#">50</a> (47%)

1 2 3 4

Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Responses	Rating Score*
Silent Movie with Wichita Wurlitzer Accompaniment		105	3.3
Ensembles (Orchestras, Jazz Ensembles, Vocal Groups) with the Wichita Wurlitzer		104	3.2
Theme Shows (Music of John Williams, Top 40 Music, Thriller, Beatles)		105	3.4

1- Details for Question 9 - How interested are you in the following events?



### Question 9 - How interested are you in the following events? - Comments

- Just fun!!!!
- I'm a huge fan of theater pipe organs. I'm from Oklahoma City and a decent amateur organist. I played the Kilgen organ when it was in the Municipal Auditorium.
- Get involved with Riverfest. Explain how the organ works and make some programs child friendly.
- I loved the Broadway selections, and I think Brett did too. Basically, I think whatever he wants to play will be fine!
- Tried to find information on the silent movie & didn't have any luck. Would like to know when it is & time.
- I would like to see more concerts. I am sorry that this was the first one I have seen.
- These all help make the event more interesting and enjoyable.
- Any event with the Wurlitzer I would attend
- Any and all, just keep it affordable. Your demographic is fixed income but very into Wichita and culture!
- Friends Jazz vocal group is EXCELLENT!
- We found the flyers regarding the organ history and performer bios very interesting. Added to the enjoyment of the evening.
- I brought my 12 year old daughter, who is a Music Theatre performer and fanatic, and she was mesmerized as I was. I have told many people how awesome the show was and will plan on attending anything I possibly can featuring this beautiful instrument and the talented artists that performed.
- Not aware of any notice in Eagle, where I always check for Things To Do.
- Very enjoyable concerts -- would love to attend more of these.
- Thanks!
- Just don't know top 40 etc. would sound with the organ. Would depend who was playing, I guess.
- This instrument needs to be shared as often as possible. It is such an asset to our community that more people need to know about!
- I'm such a fan of the Wurlitzer I would go to anything y'all come up with. It's such a fantastic and fascinating machine.
- Theater Organ music is my favorite kind of music! If you play it, I'll try to be there.
- I grew up in Kansas City and used to attend a lot of organ concerts and a few Wurlitzer concerts. Always enjoyed them. I did not know we have them in Wichita. Keep me on the mailing list.

### **Question 10 - Other suggestions for improving Wichita Wurlitzer events.**

- Keep it cost effective!
- More programs would be wonderful!!
- Just get more people there! It's difficult to know when the concerts are.
- It'd be interesting to make a short video (1 to 2 minutes) about the history of the Wurlitzer and its importance to the Wichita community. Also, a quick promo can be made to post on Facebook, Twitter, etc. about upcoming events.
- Have them more often. Make them all casual and low cost please.
- Could send out email through the Wichita Symphony email lists? Just work to get the word out I'd say.
- Oh, parking is rather an issue, as I had to park in the lots to the south of Century II. Perhaps having a shuttle to and from the parking lot would be nice.
- Sitting at tables with friends enhanced this.
- Please tell us how to get CDs of the Wurlitzer. Several were mentioned in the handouts.
- How does one improve upon mesmerizing perfection?
- I would hope that, someday, the organ could be placed in a room designed with the Wurlitzer in mind; with better acoustics and one which would display more of the workings of such a fascinating instrument. In the meantime, I would love to see the organ return as a part of Riverfest. Those concerts were always fun and a great way to advertise.
- Thank you so much!!! Well put together and much appreciated:)
- The Event was well organized, and everyone was admitted to the event easily, and there was enough seating.
- Have more concerts. Keep up the momentum. I thought that the attendance at the May 8 concert was very good.
- Just to spread the word. Great program.
- Brett Valliant big big draw. Silent movie next. It would be nice to display titles of songs being played. Maybe a "sing a long" with the words displayed. Get attendees involved a little more.
- Fabulous evening!!!!
- It would have been most helpful to know which door would be used so we could have parked close. We were waiting on west side of building with others.
- I can't imagine what else you could do. Free and fabulous - what more can you ask for. My husband said over and over on the way home "I am so glad we went"
- Keep up the good work
- Wish there were more frequent events showcasing the Wurlitzer.
- An intermission to stretch. Those chairs are a terror on old backs!

- There seemed to be a great deal of confusion regarding when the doors would open, and which door people would be allowed to enter. A little difficult for the handicapped with limited movement.
- Free admission is awesome, but if there were donation boxes, people might be inclined to drop something in, especially following a wonderful concert.
- A concert during Riverfest would raise awareness.
- Publicize in the monthly newsletter of Wichita Chapter American Guild of Organists.
- Notify visitors of concessions stand. Didn't see it until walking out.
- We live in Southwestern Kansas and loved the Facebook Live event last year featuring Brett. We can always make it to hear in person!
- Have more organ concerts, but I know it is expensive to getting everything ready for the concert.
- Pictures of the Wichita Wurlitzer next to all examples of the Wichita Flag.
- Loved it!!!!
- I would love to have an introduction, before the music, about the Wurlitzer. Explain what was going on up top, behind the curtains. Open the curtains and show the pipes, if possible. Briefly demonstrate and explain the console (When I press this, here's what happens, etc.) The screens were OK, a bit small. Any behind the curtain views to be shared.
- Tuesday evenings may be a bit of a challenge as I have meetings the first Tuesday of every month. I'll make it work somehow though. Hope to be able to bring grandkids and other friends when I can. They need to experience this wonderful instrument. Hope to bring them to hear Clarke and the silent movie.
- TV and radio advertising too.
- NONE! There are literally NO BAD SEATS in the house since the Mighty Wichita Wurlitzer fills every nook and cranny!!
- The video may have showed more if it were reoriented to show the left side of the organ rather than the right side. He seemed to do more stop setting changed on the left side of the organ. All of the tables were somewhat of a distraction. Consider having rows of chairs for at least part of the seating.
- I would love to attend a Wurlitzer Christmas Music show.
- Make sure any plans for replacing or refurbishing Century II include accommodation for the Wurlitzer.
- I think you're doing great already!!
- Have events more often.
- You should post a Video online showing the close ups of Brett's hands and feet while playing. That would really help showcase just how amazing the machine and his skills are.
- I didn't notice, but was the concession stand open for this last concert? Make sure popcorn is available for the silent movie!

- Didn't see billboard along Kellogg, etc. since I don't live in Wichita, but good idea to have them. Good idea having the reminder email that was sent a day ahead. So glad Brett is giving these concerts, and I'm looking forward to the next. Wichita is so blessed in having Brett Valliant and the Wichita Wurlitzer.
- I think you have been doing pretty good lately at advertising it. There was quite a crowd at the Broadway to Hollywood event! I suggested the [www.onlyinyourstate.com](http://www.onlyinyourstate.com) website. I think you may be working on it. I think it would go over big in the Kansas section of that site. It might bring in more people from around the area.
- Better online information is essential. It is hard to learn when there is to be a concert. It seems the concerts are a closely guarded secret.
- Having something to view on the big screen really helps hold my attention - I also like the table setup.