



# WHEATON



## URBAN DISTRICT

July 2024  
Events Survey and Feedback



44 Responses in total

### 1. WUD | Past Events

How satisfied were you with the overall experience of the **HalloWheaton** events ?

[More Details](#)

|                                    |    |
|------------------------------------|----|
| Very satisfied                     | 6  |
| Somewhat satisfied                 | 1  |
| Neither satisfied nor dissatisfied | 1  |
| Somewhat dissatisfied              | 1  |
| Very dissatisfied                  | 0  |
| Did not attend/Know about the ...  | 30 |



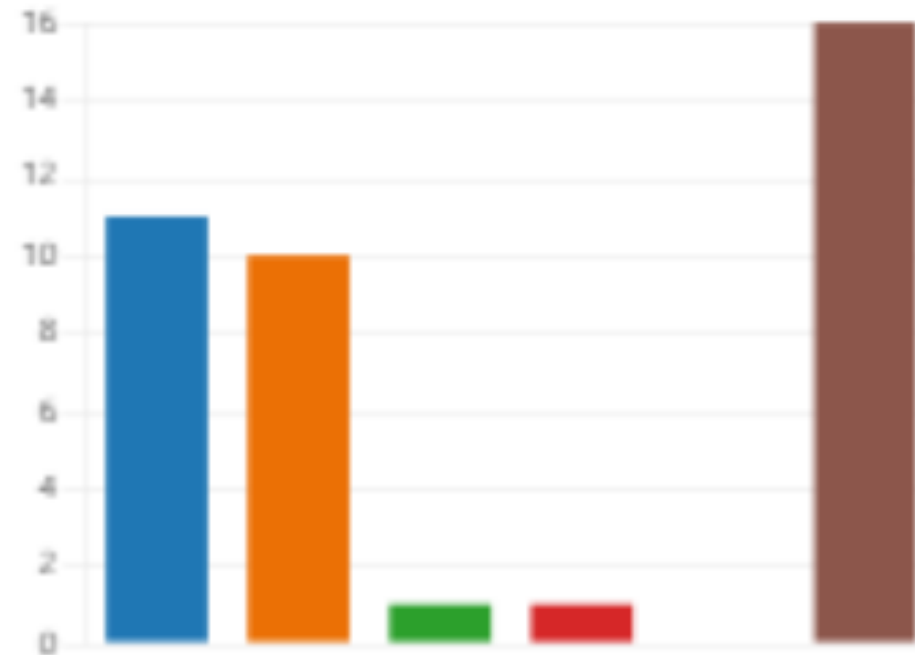


### 2. WUD | Past Events

How satisfied were you with the overall experience of the **TGIF** Summer Concert Series?

[More Details](#)

|                                    |    |
|------------------------------------|----|
| Very satisfied                     | 11 |
| Somewhat satisfied                 | 10 |
| Neither satisfied nor dissatisfied | 1  |
| Somewhat dissatisfied              | 1  |
| Very dissatisfied                  | 0  |
| Did not attend/Know about the ...  | 16 |





### 3. WUD | Past Events

**If you have any additional comments, suggestions, or feedback regarding your experience with HalloWheaton, TGIF, or any ideas for improving future events, please feel free to share them below.**

- Please keep the MF Plaza full of events as much as possible. A farmer's market would be great. Could be on a weekday afternoon to catch worker and residents. PLEASE push for the lighted sign on Georgia that was supposed to be there to alert people passing by to what's happening in Wheaton.
- Keep the Friday night concerts going. Add other genres of bands. Bring in, say a salsa or bachata teacher, or swing, or hip hop, when appropriate.
- Where is parking for people who cannot walk or stand very long? This "Walkable" stuff leaves out a lot of us!
- Extend TGIF to the weekend
- Advertise Events more. Make them accessible for people who cannot walk a long ways, (a block) or stand for long (10 mins.) Include things the American community might like. I enjoyed the bands that used to play on Reddie where the new building was built, and I could listen in my car.



### 3. WUD | Past Events

**If you have any additional comments, suggestions, or feedback regarding your experience with HalloWheaton, TGIF, or any ideas for improving future events, please feel free to share them below. (Continued)**

- I have lived in Wheaton for over 10 years, but I am not sure how to find out about these events. I would love to get more involved with the Wheaton community, especially for my kids, but I am not sure where to start.
- I think some events go on too long. 11 am - 5 pm or thereabouts is a long time for a local business or organization to commit to on a weekend. Events with food would work best during lunch or dinner times, but fizzle out in mid- to late afternoon. Wheaton Arts Parade and Taste of Wheaton come to mind. Wheaton Arts Parade should not start so early on a Sunday, as many people sleep in or go to church. Should start at noon or 1 pm or early on a Saturday morning.
- We are generally pleased with these events. We hope that they continue and can expand into utilizing the new county building in Wheaton Triangle.
- Entertainment choices do not appeal to seniors. Great for young people; not so much for us older residents.
- An electronic billboard on GA. Ave that is regularly updated would be a great help in advertising events at Fryer Plaza and bringing more people to events there.



### 3. WUD | Past Events

**If you have any additional comments, suggestions, or feedback regarding your experience with HalloWheaton, TGIF, or any ideas for improving future events, please feel free to share them below. (Continued)**

- There are already other Friday night outdoor concerts in Silver Spring Veteran's Plaza, Sligo Golf Course, and sometimes Strathmore... Are we competing with these for the audience? Kit with WUDAC
- The variety and selection of bands was fantastic this past summer. More advertising has to be done, ON GEORGIA AVE. If not a digital sign, is there something we can get in the meantime? Indicating directions to parking would help with drive-by signage, too.
- These events are a great experience and time. The more we can have them be benchmark experiences in the community with different organizations involved, the better they will be and the more they will feed on themselves. It would also be great to know what the attendance of these events were in future meetings.
- I think there should be more advertising for such events because I didn't know about them.



### 3. WUD | Past Events

**If you have any additional comments, suggestions, or feedback regarding your experience with HalloWheaton, TGIF, or any ideas for improving future events, please feel free to share them below. (Continued)**

- HalloWheaton was great! I think hiring one or two more face painters and balloon animal makers would help with congestion in those lines. But the crafts were cute, my kid loved the s'mores, it was a great event!
- Hallowheaton is crazy busy and there isn't a good system for people moving from place to place so it's a mass of kids who just push around. I think that it would be amazing to have local residents be able to have tables set up to sell their products and promote their businesses at the events. I've been asking to participate for a long time and never get answers back.
- Plan these WUD's for everyone with a preference for daytime, daylight hours like 8:00 a.m through 4:00 p.m. .
- Thank you for continuing to offer great events and making Wheaton a wonderful place to live.
- Offer some participation, like bring in a salsa or bachata dance teacher to teach a few steps. I loved when the Einstein HS dance group performed as well as when Tinkus performed. Then they could teach a few steps for interactive engagement.

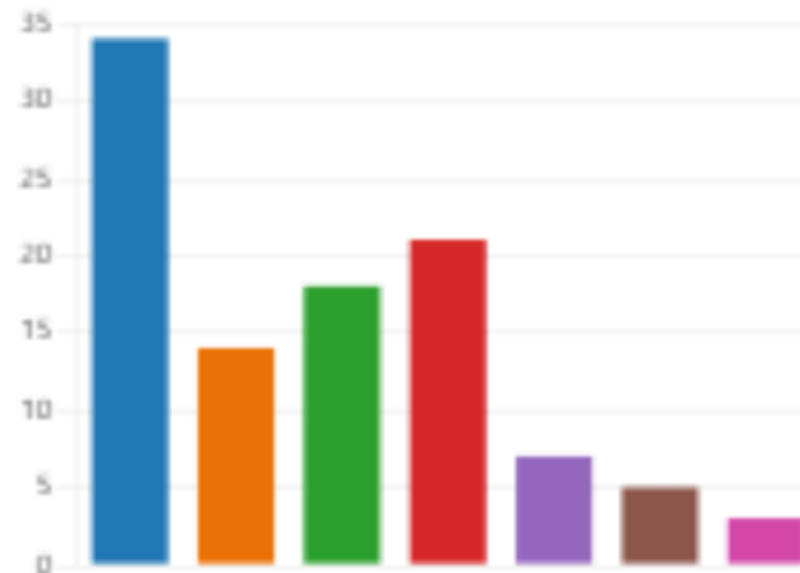


### 4. WUD | Taste of Wheaton

As we prepare for the Taste of Wheaton in June, what aspects of the Taste of Wheaton event do you enjoy the most? Check all that apply

[More Details](#)

|                      |    |
|----------------------|----|
| Food offerings       | 34 |
| Performances         | 14 |
| Vendor Booths        | 18 |
| Atmosphere/Community | 21 |
| Entertainment/Rides  | 7  |
| Kids Activities      | 5  |
| Other                | 3  |







### 5. WUD | Taste of Wheaton

**What improvements could be made to enhance the overall experience of the Taste of Wheaton event?**

**Additionally, would you be interested in seeing new features or attractions added to future events? If yes, please provide suggestions.**

- Cooking demos. Taste contests. A variety of performances is always a plus.
- While a Taste of Wheaton could mean more than food, I am mostly interested in coming to taste the foods and drinks of Wheaton, with music and fun atmosphere. I would love to see more participation by a variety of local restaurants so that we have a variety of tastes. Small tastes for a couple of bucks.
- Wheaton needs a permanent public venue in the center of the urban district to draw residents on a regular basis
- Obviously most important is a beer garden. I know Babycat is now open in Kensington and there is 7Locks in Rockville. Overall we like being able to enjoy our community in a safe space.
- Broad range of foods -- beyond ethnic-only choices. Some of us can't have spicy foods.



### 5. WUD | Taste of Wheaton

**What improvements could be made to enhance the overall experience of the Taste of Wheaton event?**

**Additionally, would you be interested in seeing new features or attractions added to future events? If yes, please provide suggestions. (continued)**

- I do not think rides are best. I like to see children interacting in a game of red rover or kick the can or such, not ones that cost \$\$ or use electricity or gas.
- Add a "restaurant week" for local spots all week after the Taste to maximize return visits
- I enjoyed the beer/wine tent in previous years, and kid activities are always great.
- We could use a few more food offerings to help keep the lines shorter. Local residents should also be able to set up and sell their products.
- Include safety and non-violence during daytime hours for all attendees.

# TGIF 2024 – EVENTS SURVEY

# WHEATON



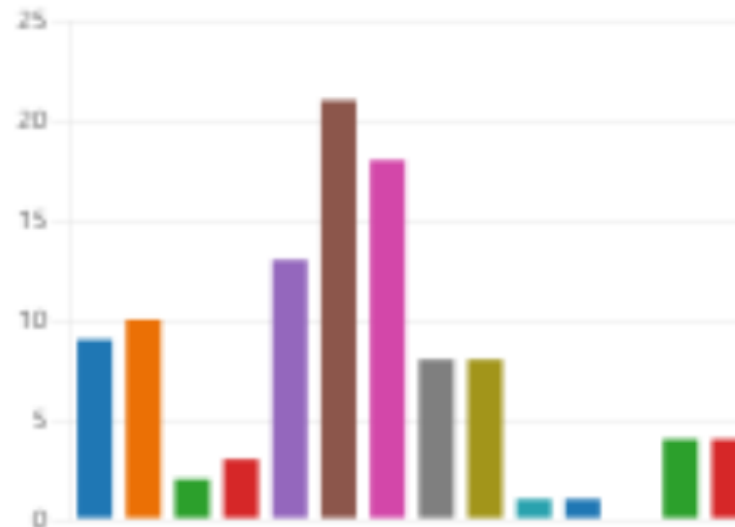
## URBAN DISTRICT

### 6. WUD | Overall

How do you hear about events happening in the Wheaton Urban District? Check all that apply.

[More Details](#)

|                                    |    |
|------------------------------------|----|
| WUD Social Media                   | 9  |
| Other social media                 | 10 |
| Local News                         | 2  |
| Online News                        | 3  |
| Word of Mouth                      | 13 |
| Mid County Newsletter              | 21 |
| Flyers/Posters                     | 18 |
| Councilmembers (Social Media/...   | 8  |
| County Executive (Social Media/... | 8  |
| TV                                 | 1  |
| Radio                              | 1  |
| Bus Ads                            | 0  |
| County meetings (WUDAC/MCC...      | 4  |
| Other                              | 4  |










### 7. WUD | Overall

What time of the day do you prefer for events and programming? Check all that apply.

[More Details](#)

|   |    |
|---|----|
|  Daytime   | 25 |
|  Evening   | 17 |
|  Weekend  | 30 |
|  Weekday | 6  |
|  Other   | 4  |



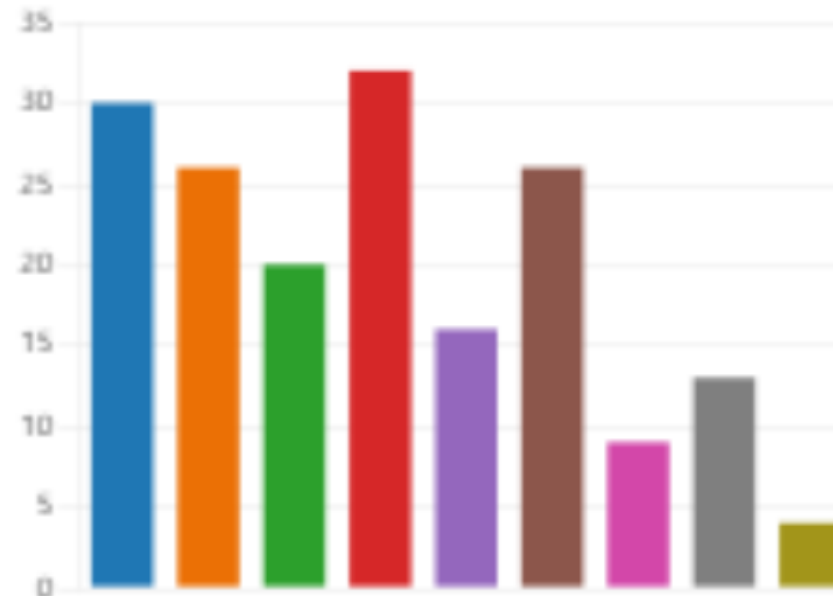


### 8. WUD | Overall

What types of events do you enjoy attending or want to see more of in the WUD (Select all that apply)

[More Details](#)

|  |    |
|--|----|
|  Cultural Festivals             | 30 |
|  Music Concerts                 | 26 |
|  Art Exhibitions/Demonstrations | 20 |
|  Food Events                    | 32 |
|  Fitness Classes               | 16 |
|  Community Markets            | 26 |
|  Dance Performances           | 9  |
|  Film Screenings              | 13 |
|  Other                        | 4  |



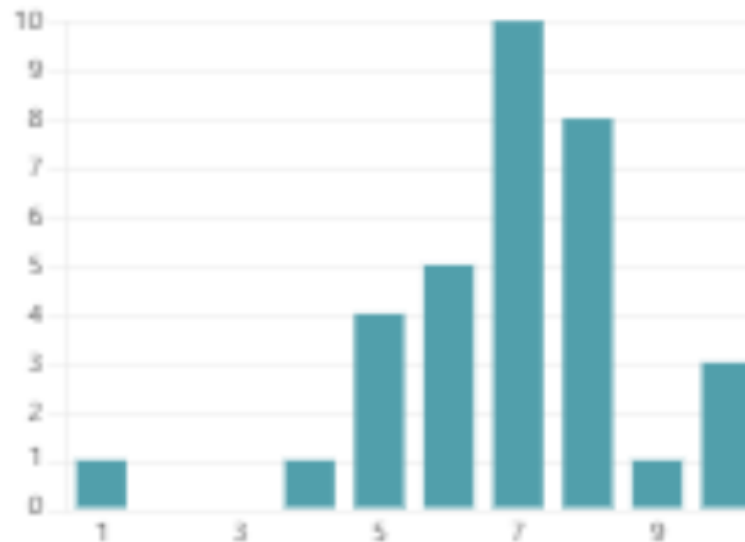


### 9. WUD | Overall

How well do you feel urban district events currently caters to the community's preferences and needs?

[More Details](#)

6.91  
Average Rating





### 10. WUD | Overall Is there anything else you would like to share or suggest regarding the types of events and programming in the WUD?

- Coordinate with other area events to avoid conflict of attendance
- Get the retail space in the County Building filled with a good restaurant with a cultural element (such as Bus Boys); Get the Arts and Culture Center built!
- I'd love for there to be a Wheaton resident market once a month to help support those of us in the community with businesses and products we can sell.
- Include safety for everyone attending.
- This may not fall under WUD but I love the Arts Parade and having the triangles and art bomb squares up all year!
- Need more parking that does not impinge on local restaurants & businesses, so we older people can participate.
- The further from Wheaton ( ie Aspen Hill/Olney ) you get the less Wheaton info seems available/ part of the community
- One year Wheaton held an Irish/Scottish "Bar Crawl" when the two bars were close to each other that included music and dance. So festivals of all kinds like Irish, Central American, Ethiopian, Nigerian, Caribbean, Greek or Mediterranean—there are so many cultures living and working in Wheaton. I like how TGIF highlights different music types and cultures.



### 10. WUD | Overall Is there anything else you would like to share or suggest regarding the types of events and programming in the WUD? (continued)

- Please put out signage for big events earlier. Please, please, please, please get a Wheaton-based farmers' market that accepts SNAP so we can get farm fresh foods in season.
- Add some kid-friendly areas into Veterans Park. Like a jungle gym or something to attract families there
- I'm not sure who the right department is that handles urban planning, but my family and neighbors would like to see a similar setup in Wheaton to Rockville town center—a place where families and businesses can come together to create a family-friendly environment.
- We need more programs for high school and middle school children



# TGIF 2024 – SWAG BAG SURVEY



1. What is your zip code?

[More Details](#)

288  
Responses

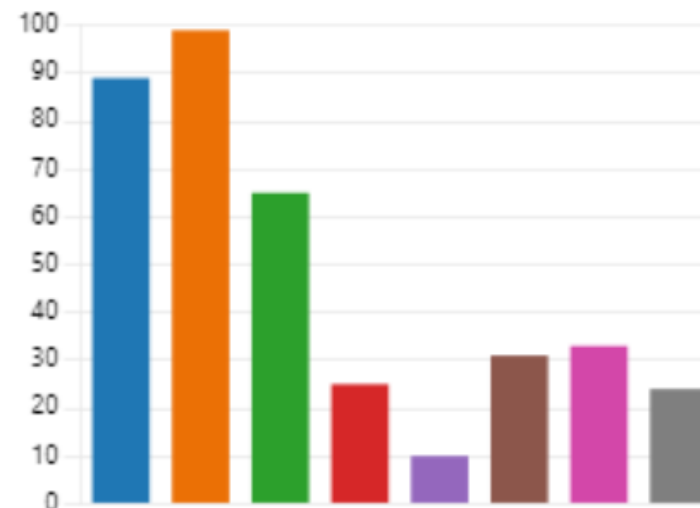
Latest Responses

"20906"  
"20906 "  
"20906"

2. How did you hear about the event? (Select all that apply)

[More Details](#)

- Social Media (e.g., Facebook, Ins... 89
- Friend/Family 99
- Flyer/Posters 65
- Email Newsletter 25
- Online Advertisement 10
- Local News/Radio 31
- Website 33
- Other 24

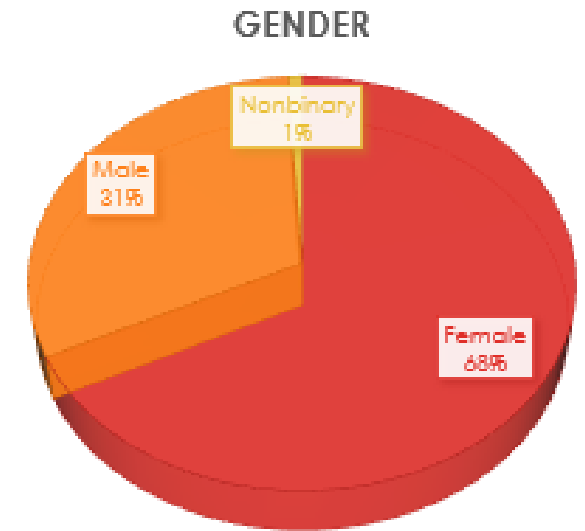
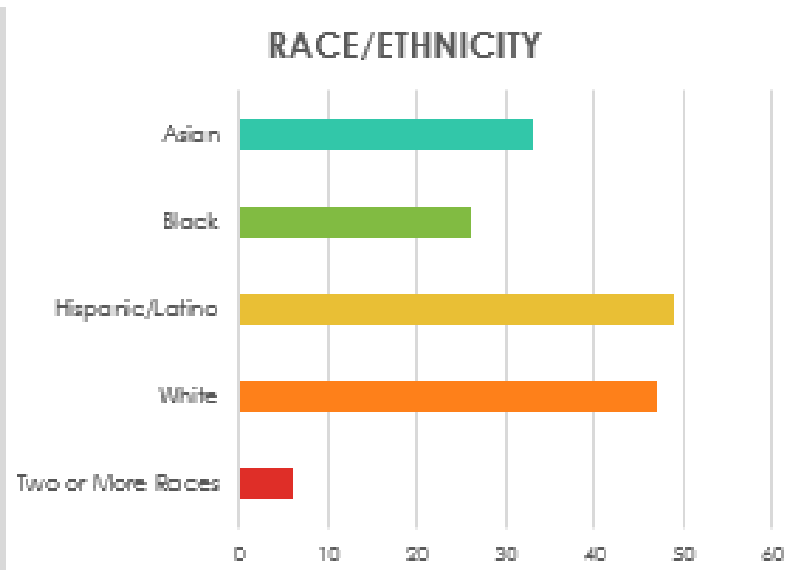
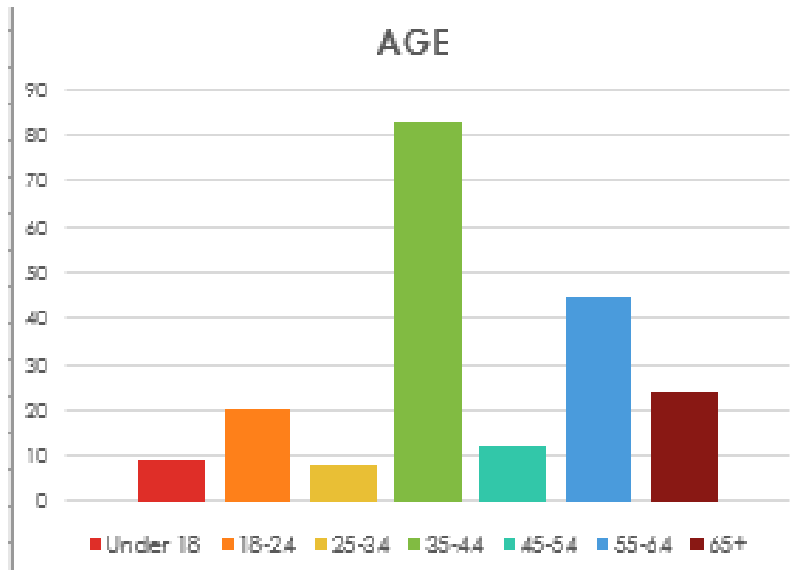


# TGIF 2024 - DEMOGRAPHICS

# WHEATON



## URBAN DISTRICT

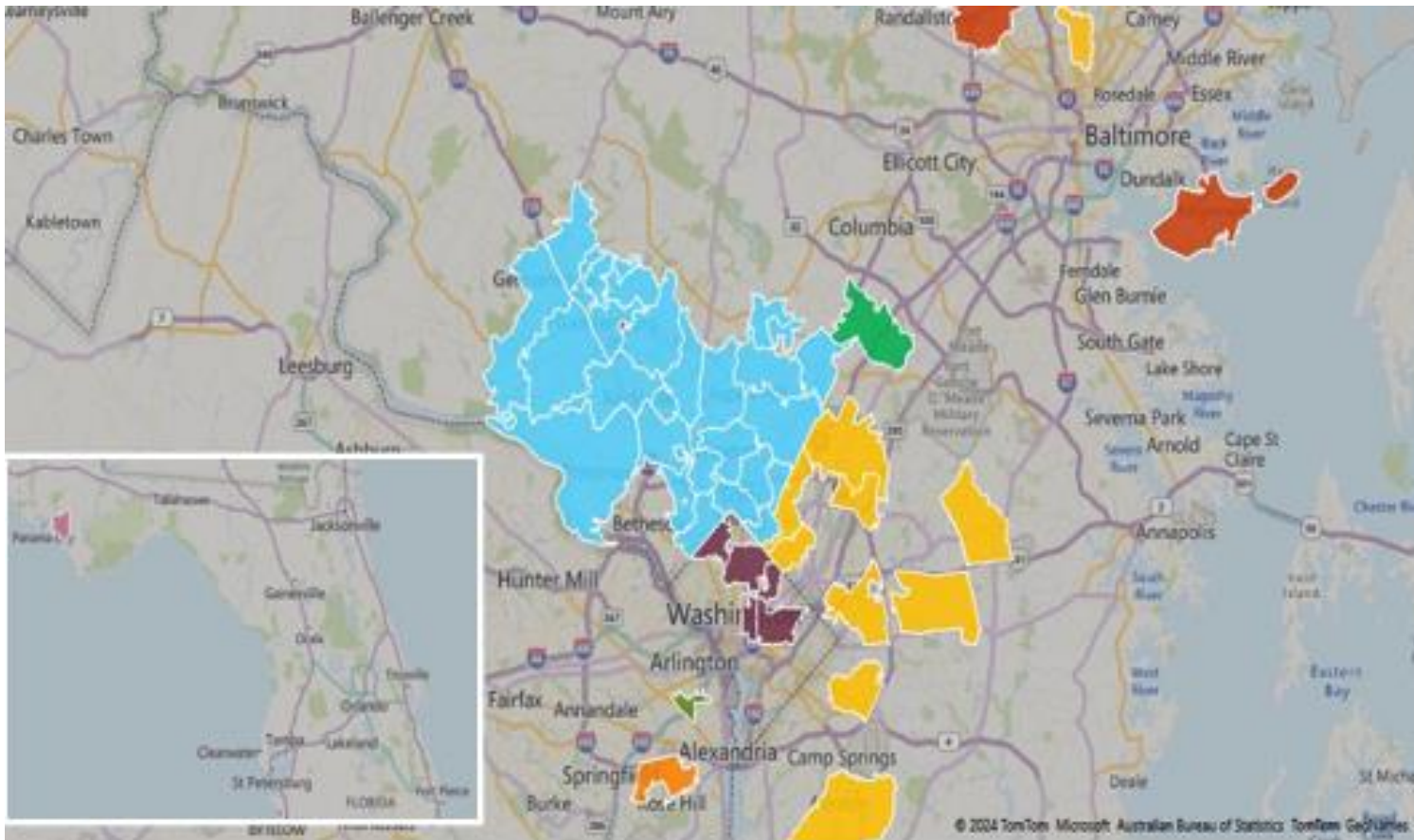


# TGIF 2024 - DEMOGRAPHICS

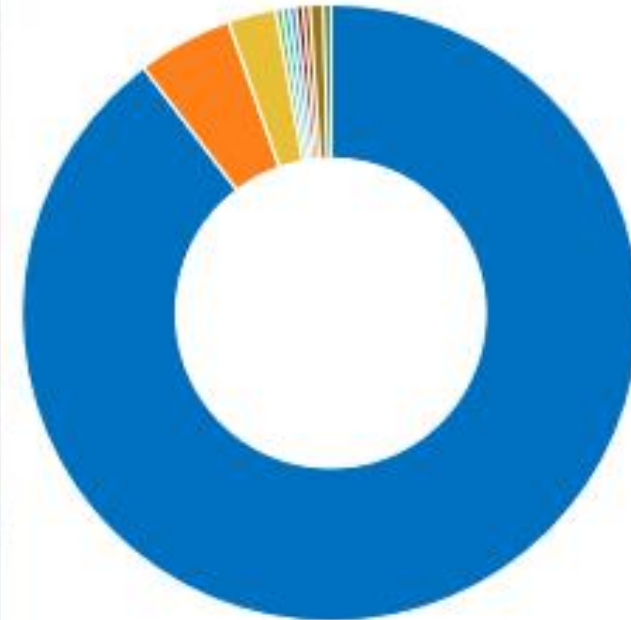
# WHEATON



URBAN DISTRICT



PLACE OF RESIDENCE



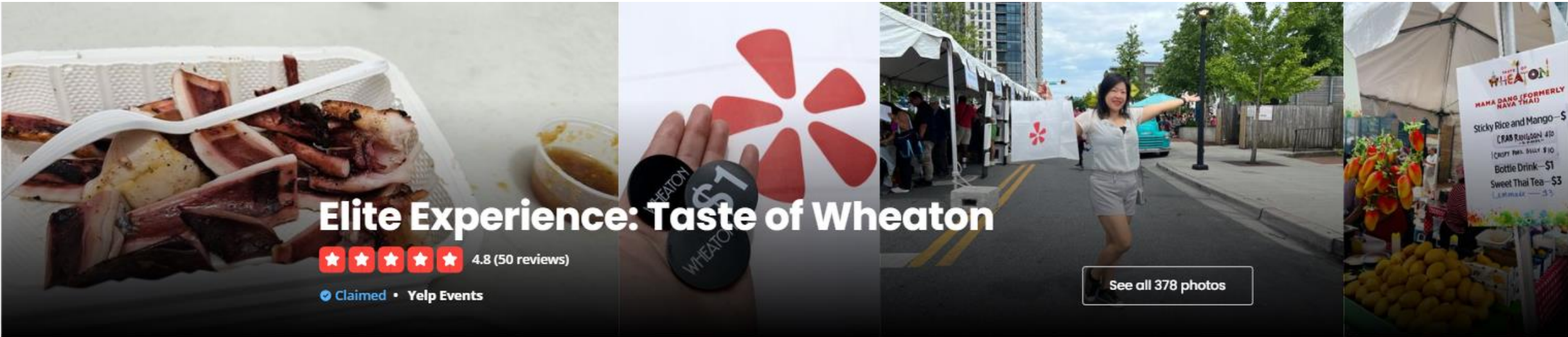
- Montgomery County
- Prince George's County
- Washington D.C.
- Arlington County
- Fairfax County
- Howard County
- Bay County
- Baltimore City
- Baltimore County
- Orange County

# TGIF 2024 – YELP PARTNERSHIP

# WHEATON



URBAN DISTRICT



- Write a review
- Add photo
- Share
- Save

[yelp.com/elite](https://yelp.com/elite)

**Get Directions**

2424 Reddie Dr Wheaton-Glenmont, MD 20902

Suggest an edit

### Review Highlights

- "First things of business, of course had to check in with **Andrew**, the great CM and to collect our tokens." in 13 reviews
- "I got to try bites from different vendors like Hollywood East, Methi Indian Restaurant, Nando's Peri-peri, Maria's cafe and **Mama Dang**." in 4 reviews
- "Food highlights for me were the **Nando's** spin wheel with various giveaways for free food and bottles of their sauce." in 7 reviews

# TGIF 2024 – YELP PARTNERSHIP

# WHEATON



URBAN DISTRICT

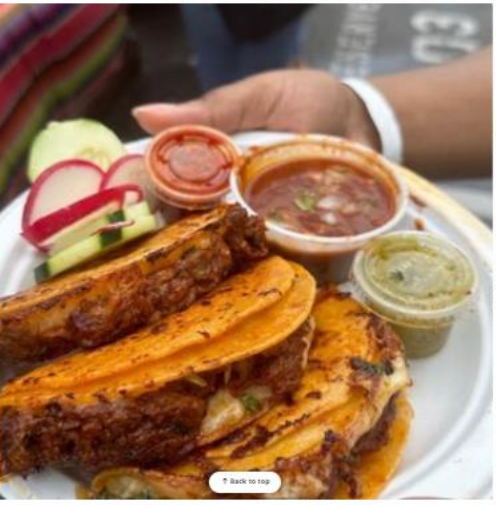


# TGIF 2024 – YELP PARTNERSHIP

# WHEATON



URBAN DISTRICT



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# WHEATON



URBAN DISTRICT

