

### Question 1: Committee Member Information

A total of 21 surveys were completed.

### Question 2: What type of events would you like to see as part of the celebration?

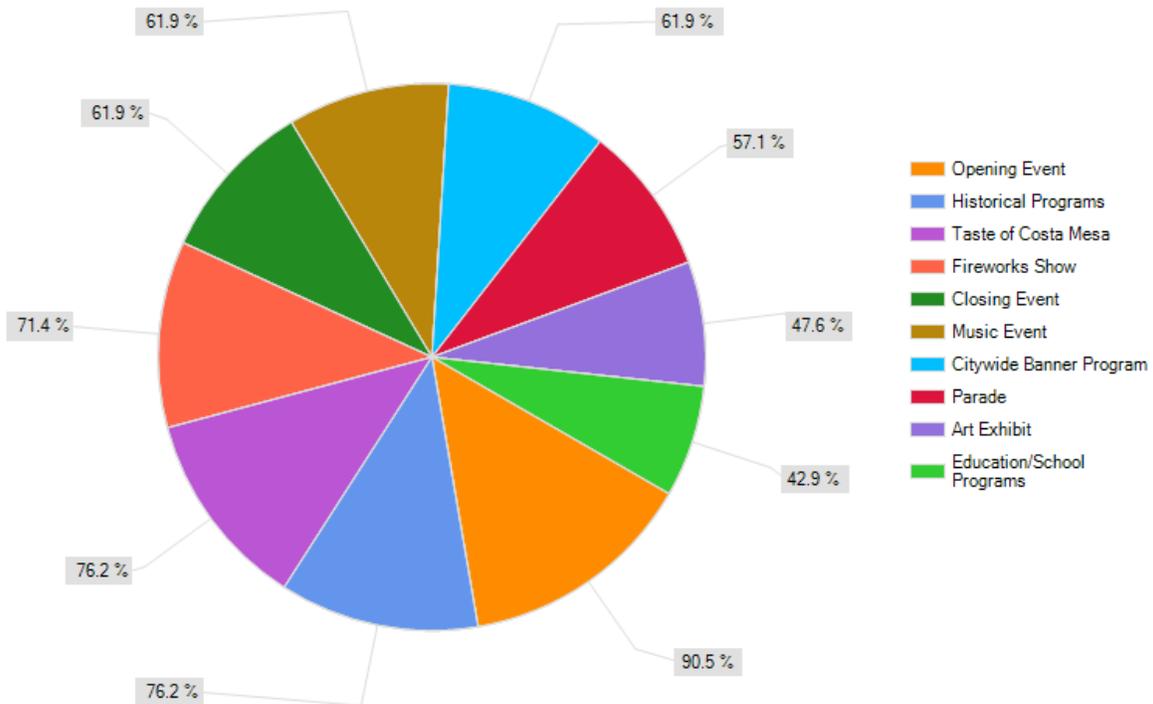
Answer Options	Response Percent	Response Count
Parade	57.1%	12
Opening Event	90.5%	19
Closing Event	61.9%	13
Art Exhibit	47.6%	10
Mural Program	33.3%	7
Fireworks Show	71.4%	15
Education/School Programs	42.9%	9
Historical Programs	76.2%	16
Youth Sports Programs	19.0%	4
5K Walk/Run	33.3%	7
Golf Tournament	19.0%	4
Action Sports (i.e. Skateboarding)	14.3%	3
Music Event	61.9%	13
Car Show	33.3%	7
Drive In Movies	9.5%	2
Taste of Costa Mesa	76.2%	16
Citywide Banner Program	61.9%	13
Time Capsule	38.1%	8
Cattle Drive	0.0%	0
Military Event	38.1%	8
Business/Building Decorating Contest	23.8%	5
Orange County Children's Book Festival at Orange Coast College	14.3%	3
Other (please specify):		10

- I would like to see this be a weekend festival. Street fair would be great.
- Not appropriate for a fund raising type event, should be unique celebrations for all ages
- Grand Opening of the refurbished American Legion Hall and Auxiliary! 60th Anniversary Pub Crawl Video Montage of all events with music at closing ceremony. Incorporation of Birthday acknowledgements for all residents born in 1953, (either on June 29th or anytime during 1953 or both) OC Fair Event- Maybe a discount day for Costa Mesa Residents (\$0.60 entry) Street Fair (maybe on 19th Street) at the end of the parade route (if we have one) with music, etc Incorporation of 60th into all existing events: Community Run, OC Marathon, High School Home Football Games, Concerts in the Park, Fish Fry, Snoopy House, etc;
- For the youth or other sporting events there could be an award or trophy named in honor of the 60th.
- Maybe have major car dealerships and/or businesses (SCPL) sponsor events. Have neighborhoods or dealership compete in contests depending on how much involvement is received. Softball etc

- A street fair, auto show
- Street Fair including Taste of Costa Mesa at the Fairgrounds, music/dance event highlighting Performing Arts Center, Extreme/Action sports event for youth, art walk featuring local artists, pancake breakfast with mayor & city council at 60 cents per family or person, chili cook-off with 1950's car show, 50's themed event targeting seniors taking place at Senior Center
- Something with a "small town" feel to it--a drama of some kind, a play, re enactment of early Costa Mesa. Also honoring longest living residents. Doreen Healy is one; she was born on the site of The Triangle. Has some great stories. She may be the oldest.
- While a parade would be nice, and in years gone by it was centered around Lion's Park, this park is not longer practical for that use. A car show could be good if it is focused on cars from the 40s and 50s.
- City of the Arts, that having been said all three entities which are promoted, must be showcased: the art of fashion, theatre and dining. Need to extend into the fall in order to involve our two high schools and community college. Activity confined to the summer months alone would ignore any school activity because of summer vacation. Somehow involve the schools respective athletic programs over the years, especially football. Schools further involving students by having them in a photo contest: how Costa Mesa looks today....could make this community-wide.

<b>answered question</b>	<b>21</b>
<b>skipped question</b>	<b>0</b>

**Top 10 choices**



**Question 3: When should the start of the celebration begin?**

Answer Options	Response Percent	Response Count
June 29, 2013 to honor the date the City was incorporated in 1953	66.7%	14
Before June 29, 2013	33.3%	7
After June 29, 2013	0.0%	0
<b>answered question</b>		<b>21</b>
<b>skipped question</b>		<b>0</b>

**Question 4: What would you like to see as the main opening event?**

Answer Options	Response Count
Responses:	21
<ul style="list-style-type: none"> <li>• weekend of events</li> <li>• Music Event</li> <li>• Parade, food trucks/booths, concert, fireworks, historical displays</li> <li>• 3-4 hour music/variety/benefit event featuring and honoring dignitaries and celebrated individuals from and/or living in Costa Mesa who have made a positive impact. Finish with a firework display</li> <li>• Parade w/street Fair w/ entertainment, roll out of Military Banner Program</li> <li>• An event at the amphitheater that incorporates an overview of what's to come around the City for the celebration, incorporating a historical overview of Costa Mesa and ending with a fireworks show. This event should be free to all residents of Costa Mesa. It should highlight important historical people and dates in Costa Mesa.</li> <li>• A group of contests that are framed around the commencement speech of the MC/CEO. Contests could be child beauty pageant, pie eating contest, taste of Costa Mesa food cook-off, best margarita/martini etc. Crowning of Miss CM? Neighborhood pride events? Murals</li> <li>• Historical video that's free to the public at the Pacific Amphitheatre that educates the youth &amp; adults of the grassroots of Costa Mesa. Let's bring in local healthy food vendors to sell food....food that's AFFORDABLE! Not the ridiculous prices that the fairgrounds charges for fair-food.</li> <li>• SOMETHING THAT INVOLVES THE COMMUNITY.</li> <li>• A parade with some exhibits left for the street faire, fashion show, auto show</li> <li>• The closure of 19th St. from Placentia to Harbor. Invite all the business in this corridor to participate. We will have a parade with the high school bands go down one side of the street and then back. We will ask the food businesses to come up with a special price for the day. We will have several bands playing, kind of the way the circle of Orange does it. We will have booths and invite the non-profits to participate and other organizations that are part of Costa</li> </ul>	

Mesa to join in. Hopefully, Hurley and the Triangle can get excited since they are the two important end caps to the street. Detroit might set up a stage and bring some of the bands that play at their location.

- Parade kicking off 60 days of celebration starting 60 days prior to anniversary date so celebration does not conflict with OC Fair.
- A family friendly festival that would showcase the unique diversity of Costa Mesa residents, groups, schools and businesses.
- Short parade with still living Costa Mesa VIPs being honored, or their still living spouses. Segerstroms honored. Military. Ending in a barbeque at the Fairgrounds, then performances, speeches about why we are a great city. Include employees, fire and police. Book sales for CM books.
- A formal event with our city government involved, with the Historical Society giving an overview of CM history to the audience. Could be held at the OC Fairgrounds. The opening event really depends on the choices the committee makes for various events to be held during this celebration.
- Opening event with car show /music and fireworks at fairgrounds.
- a concert, or show at the fairgrounds amphitheater or a fireworks and concert at OCC
- All of CM's pillars: art of.....fashion, theatre, dining bundled and the site the Segerstrom Center for the Arts where fashion show and dinner, combined with the venue accentuate and underscore the statement of who we are.
- Parade
- Opening Dinner honoring some past Costa Mesans that could be a fund raising element as well for the committee!
- taste of costa mesa

<i>answered question</i>	<b>21</b>
<i>skipped question</i>	<b>0</b>

**Question 5: What would you like to see as the main closing event?**

Answer Options	Response Count
Responses:	21
<ul style="list-style-type: none"> <li>• musical act, fireworks</li> <li>• undecided</li> <li>• Concert, food trucks/booths, action sports and/or youth sports event tie-in</li> <li>• Daytime "Party in the Park" Honors the 60th events, participants and citizens of Costa Mesa. Concessions from CM restaurants to purchase w/percentage of sales to go to worthy cause or scholarship fund. Games and activities to include sack race, balloon toss, make-and-take, contests, etc. Music.</li> </ul>	

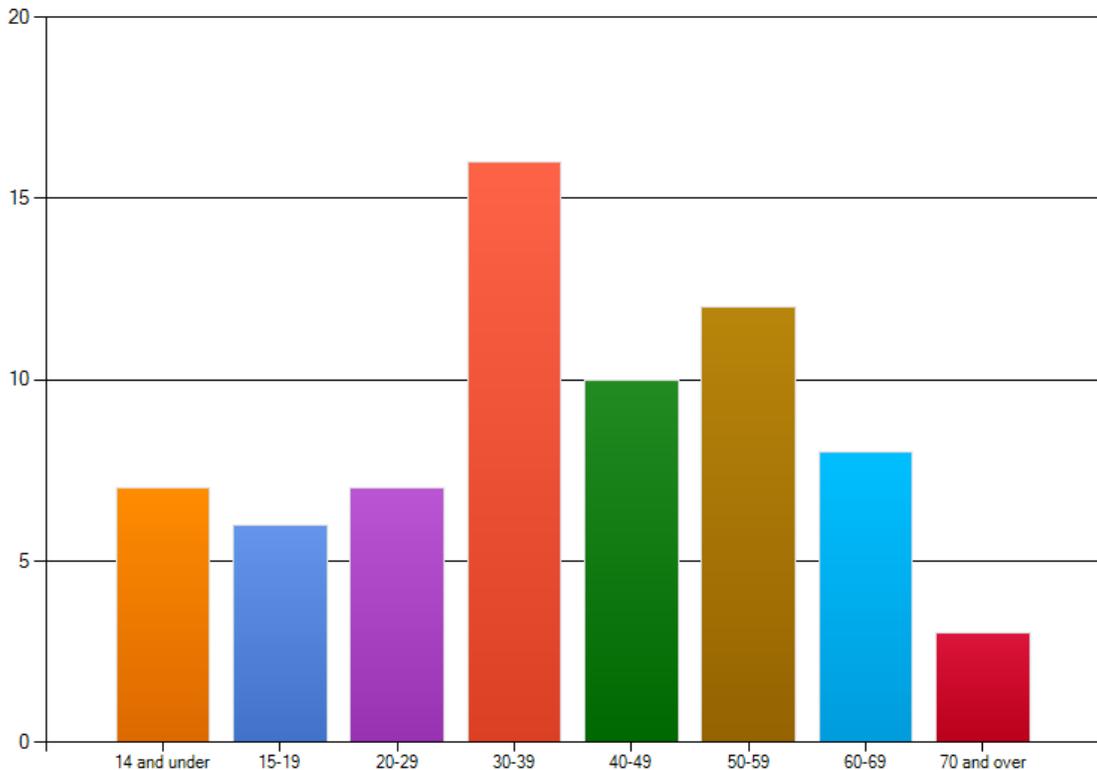
- Closing Event- Musical Concert & Variety of Performance Groups ending with a video montage of the 60th Anniversary Festivities with Fireworks at Fairview Park, or Pac Amp/ the Fairgrounds,
- An all things are possible, hypothetical view of what could be the future of Costa Mesa 60 years from now.
- Announce the winners of the opening events & neighborhood pride events/display of murals. Father son-mother-daughter etc contests-Neighborhood team sports (this could last all month) followed by closing ceremony.
- Firework display is a great closing event.
- FIREWORKS
- Fireworks, citywide picnic making the time capsule
- The closing should be an official activity where the time capsule is placed to rest.
- Street Fair with fireworks display at closing of event
- Close it out at the Snoopy Event for 2013.
- Time Capsule. Ceremony of some kind. Kids involved. Speeches by seniors who have lived here. Families who have lived here longest, maybe a contest. Awards for other contests.
- Time capsule...choosing a group of items for a future time capsule opening...10 years hence?
- Taste of CM/music and fireworks.
- possibly the taste of CM
- More thought on the matter.
- Fireworks show
- A closing event that reviews every event that the committee did and how the community participated and what we all learned.
- music fireworks

<i>answered question</i>	<b>21</b>
<i>skipped question</i>	<b>0</b>

**Question 6: What are the top three most important age demographic we should reach out to?**

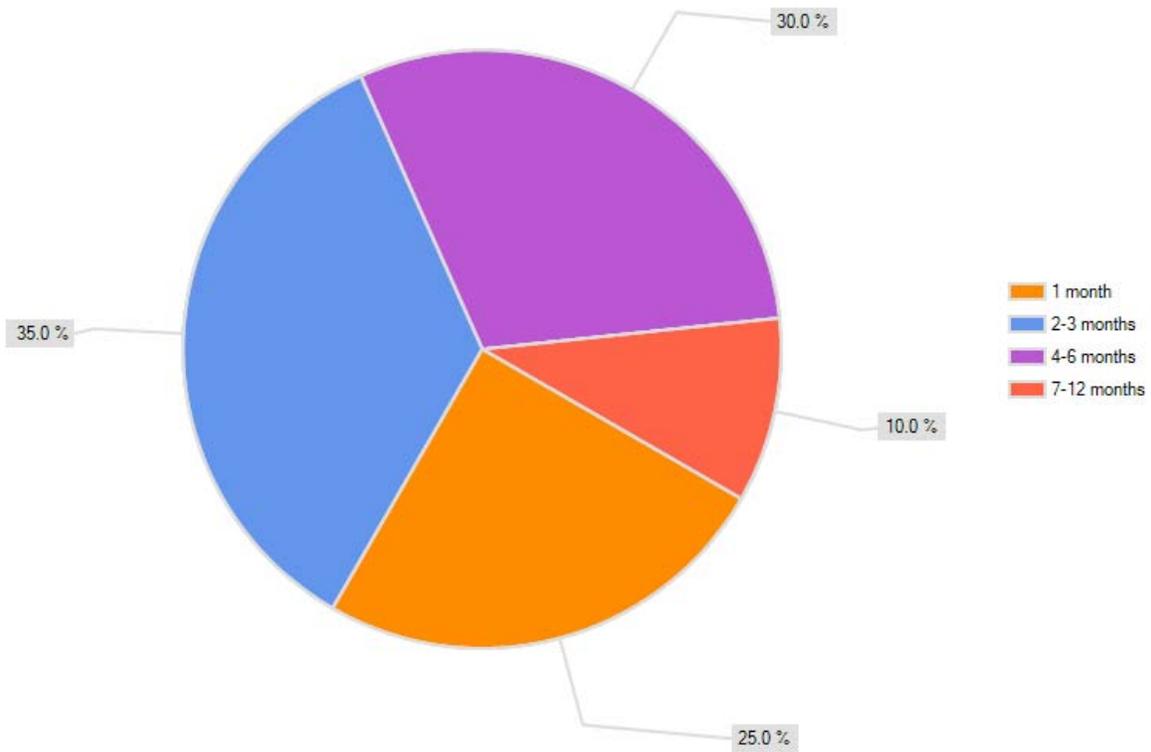
What are the top three most important age demographic we should reach out to?		
Answer Options	Response Percent	Response Count
14 and under	36.8%	7
15-19	31.6%	6
20-29	36.8%	7
30-39	84.2%	16
40-49	52.6%	10
50-59	63.2%	12
60-69	42.1%	8
70 and over	15.8%	3
Additional comments:		
<ul style="list-style-type: none"> <li>I did not answer the question about the top three age groups that we should reach out to because I think we should allow everyone who wants to be involved to participate in some way.</li> </ul>		
<b>answered question</b>		<b>19</b>
<b>skipped question</b>		<b>2</b>

**What are the top three most important age demographic we should reach out to?**



**Question 7: How long should the celebration last?**

Answer Options	Response Percent	Response Count
1 month	25.0%	5
2-3 months	35.0%	7
4-6 months	30.0%	6
7-12 months	10.0%	2
<i>answered question</i>		<b>20</b>
<i>skipped question</i>		<b>1</b>



**Question 8: List the top three objectives of the 60th anniversary celebration.**

Answer Options	Response Count
<p>First objective responses:</p> <ul style="list-style-type: none"> <li>• community celebration</li> <li>• Renew our cities vitality recognize cities diversity</li> <li>• Community celebration/collaboration/unity/pride</li> <li>• CM resident and public awareness</li> <li>• Build community involvement and promote Costa Mesa</li> <li>• Highlight all the wonderful things that are Costa Mesa today</li> <li>• Increased pride in our City.</li> <li>• Find a venue.</li> <li>• RAISE AWARENESS OF COSTA MESA</li> <li>• To celebrate the City's birth</li> <li>• Showcase the best of Costa Mesa,</li> <li>• Highlighting who Costa Mesa is and what the city has to offer</li> <li>• Celebrate the City's history</li> <li>• Celebrate together, unite Costa Mesans in one purpose, ALL AGES. See above. NO ONE EXCLUDED. COME ONE COME ALL</li> <li>• The historical aspects of how CM began, what has transpired in the intervening years and how that relates to where we are today.</li> <li>• Bring attention to Costa Mesa/show our spirit.</li> <li>• revive a sense of community in CM</li> <li>• Establish the importance of the City's accomplishments; i.e. from Goathill to.....</li> <li>• Educate</li> <li>• Educate about the History of the area and the community</li> <li>• promote costa mesa</li> </ul>	21

## Second objective responses:

21

- events around the arts
- honor past contributions and achievements
- Education
- CM business awareness and support
- Wide variety of free & low cost events that appeal to all demographics-include everyone
- Chronological history of Costa Mesa
- Greater city awareness & community involvement.
- Alert the residents of Costa Mesa of the coming event.
- INCLUDE SANTA ARMY AIR BASE
- To Highlight the city's gems and jewels
- Determine on the activities that that are most memorable
- To bring a sense of celebration that can help foster reconciliation and unification among residents
- Celebrate where the City is now
- Bring talent out, all ages
- To enthuse people about Costa Mesa!
- CM diversity.
- have a really good time
- Whatever the ingredients that make the celebration distinctive, must be memorable, but not dwell on the past, rather the present and the future.
- community sprit
- Get many involved to different events
- engage entire community

19

- street fair
- dreams for our future
- Enhancing Costa Mesa's "brand"
- promote history of CM and all the good the city has to contribute and offer
- Utilize all areas/neighborhoods in the City
- A look to the future of Costa Mesa
- Use businesses in our City.
- Raise money from local businesses. Spend as little tax dollars as possible. Lot's of big businesses headquartered in the city of Costa Mesa.
- HONOR LONG TIME RESIDENTS
- A citywide, celebration, for and by the people
- position the correct budget and man power to make them successful
- Celebrate where the City is going in the future
- Increase awareness of businesses, services in community. SHOP COSTA MESA
- Celebrate our outstanding citizens.
- have a really good time celebrating the birthday
- Nothing takes the place of good planning
- Mark our progress
- Make it fun!
- highlight historical importance of city

<i>answered question</i>	<b>21</b>
<i>skipped question</i>	<b>0</b>

<b>Question 9: What should the 60th anniversary celebration be named?</b>
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Answer Options	Response Count
Responses (omitted null responses):	21
<ul style="list-style-type: none"> <li>• maybe incorporate into a badge ... * Community * Arts * Music *</li> <li>• 60 years Growing Together</li> <li>• Happy Birthday Costa Mesa!</li> <li>• A 60th Anniversary Celebration "Costa Mesa Diversified!"</li> <li>• Ask Harold Weitzberg He is a marketing genius. I am not a marketing person.</li> <li>• Costa Mesa 60 years Strong</li> <li>• Costa Mesas 60th Ceremony, Costa Mesas 60th Commemoration.</li> <li>• LIFE BEGINS AT 60</li> <li>• Costa Mesa at 60, a precious diamond. ( 60 is Diamond )</li> <li>• Sixty but twenty one at heart and body, let's rock!!!!!!</li> <li>• Celebrate Costa Mesa - 60 Years of Community</li> <li>• Celebrate Costa Mesa!</li> <li>• Costa Mesa 60 years of growth.</li> <li>• 6 decades of community</li> <li>• Costa Mesa 60th celebration</li> <li>• Costa Mesa Diamond Jubilee</li> <li>• Clean, clear, cool Costa Mesa-Happy 60th!</li> </ul>	
	<b>answered question 21</b>
	<b>skipped question 0</b>

**Question 10: What tagline/slogan should be given to the event's name?**

Answer Options	Response Count
Responses (omitted null responses):	21
<ul style="list-style-type: none"> <li>• Past, Present&lt; Future for Costa Mesa From Goat Hill to</li> <li>• Celebrating 60 Inspiring Years</li> <li>• We have something for everyone! Celebrating the variety of People, Places, and Activities that make Costa Mesa special!</li> <li>• All things are possible.....through community</li> <li>• Celebrating 60 Costa Mesa style</li> <li>• Celebrate YOUR History.</li> <li>• THIS IS JUST THE BEGINNING</li> <li>• 1 Costa Mesa, Like a fine wine, gets better with age 2. Costa Mesa, from a diamond in the rough to a precious gem</li> <li>• Costa Mesa where the culinary arts, fine arts, and performing arts come together for the world to enjoy in an enviable environment of sunshine, sea breeze and world class shopping.</li> <li>• 60 Days of Celebrating 60 years of Community or Costa Mesa - From City of Goats to City of the Arts</li> <li>• I haven't been able to think of a good one... maybe incorporate the diamond somehow? In a logo if we have one.</li> <li>• maybe use the old slogan--Hub of the Harbor Area, still the Hub of the Harbor area.....</li> <li>• Costa Mesa / Diversity by the sea.</li> <li>• life begins at 60</li> <li>• Celebrating 60 Years in making the City a work of art</li> <li>• 60 years of celebrities</li> <li>• Celebrate 60</li> <li>• Back to the Future, Celebrating Costa Mesa's 60th</li> </ul>	
<b><i>answered question</i></b>	<b>21</b>
<b><i>skipped question</i></b>	<b>0</b>

**Question 11: How should local organizations incorporate the 60th celebration into their events?**

Answer Options	Response Count
Responses (omitted null responses):	21
<ul style="list-style-type: none"> <li>• promote weekend festival</li> <li>• free gifts, coupons for discounts</li> <li>• In every way possible - tie-ins to the organization's history, what brought the organization to Costa Mesa (why locate here), what they see for their future in Costa Mesa, etc.</li> <li>• Tailor an existing event to 60th celebration as applicable. Use the same artwork, link to 60th website, jointly marketing and actively promote.</li> <li>• Incorporation of the "60th Anniversary" in print &amp; advertising. A 60th Anniversary information booth should be at every event passing out information and literature on the celebration with a calendar of events.</li> <li>• Special 60th deals.....i.e. \$60..... .60 cents..... 60 days of deals.....</li> <li>• Local organizations and/or businesses can either sponsor teams or form teams to compete in events.</li> <li>• Having local businesses do a special everyday of the week for the whole month. Emphasis being on "60". Getting into the opening &amp; closing event for \$.60. Getting a sandwich on Monday for \$.60. Getting into the movies for \$.60 on Tuesday...etc etc. Get locally businesses excited about this, and in return they'll be openly marketed during the event.</li> <li>• BY FOCUSING ON THE FUTURE</li> <li>• They could find a way to share their History, or have a fundraising event. St John the Baptist Church has a church festival in June and a Gala in November.</li> <li>• They should be invited to showcase what they bring to the table for the City.</li> <li>• Offer 60 days of specials/promotions for residents of Costa Mesa. Vendors from CM should get discounted rates to set-up booths at street fair or other planned events. City should provide businesses with posters &amp; flyers listing all events</li> <li>• Add the celebrations logo to their merchandise as a "collector's" item. Incorporate their Costa Mesa history into their event.</li> <li>• Logo, branding, discounts, work with NMUSD to emphasize the city's 60 year HISTORY and what history means....</li> <li>• They'll have to find a theme/topic that fits with their particular organizations</li> <li>• Have them show how the city has evolved and their part.</li> </ul>	

- at the very least a tag or mention about the city and its anniversary
- Depends on the organization....have them provide testimonials for what Costa Means to them....how important is living, working and doing business here has improved their life. Also need to record in some manner unforgettable moments or experiences.
- Parade
- Partnership with the City's 60th anniversary through joint marketing

<b><i>answered question</i></b>	<b>21</b>
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<b><i>skipped question</i></b>	<b>0</b>
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**Question 12: What local, community, or citywide events would you like to see incorporated into the celebration?**

Answer Options	Response Percent	Response Count
Fish Fry	72.2%	13
OC Marathon	38.9%	7
OC Fair	55.6%	10
Concerts in the Park	88.9%	16
Snoopy House	22.2%	4
Taste of OC	50.0%	9
Woodbridge Invitational	16.7%	3
Costa Mesa Golf Tournament	55.6%	10
First Fridays Road Show	33.3%	6
National Night Out	27.8%	5
Historical Society Events	83.3%	15
Cultural Arts Events	83.3%	15
Costa Mesa Community Run	61.1%	11
Battle of the Bell	33.3%	6
Other (please specify):		9
<ul style="list-style-type: none"> <li>• taste of Costa Mesa, Costa Mesa Restaurant Week booths.</li> <li>• Grand Re-Opening of the American Legion Hall in Costa Mesa Chili Cook Off Costa Mesa Speedway</li> <li>• Historical play performed by CMHS and EHS depicting the history of Costa Mesa. It would have to be written collaboratively by the drama departments and would involve the historical society.</li> <li>• Street faire</li> <li>• Working with Sobeca to create a healthy Art Walk, The Artwalk on the month of June should focus on this event. We invite artist make art that reflects the city.</li> <li>• Opportunity for residents to win entry to OC Fair at cost of 60 cents each</li> <li>• All checked above are citywide CM events. Snoopy is for Christmas. OC Marathon, OC Fair, Woodbridge are county wide events.</li> <li>• Perhaps different areas of CM could sponsor particular events? For Example: The Westside...art/artists, the surf industry, etc.</li> <li>• Must involve the theatre, South Coast Plaza and the restaurant community.</li> </ul>		
<b>answered question</b>		<b>18</b>
<b>skipped question</b>		<b>3</b>

**Question 13: What do you think should be the overall budget for the celebration?**

Answer Options	Response Percent	Response Count
\$50,000 or under	10.0%	2
\$50,000-\$100,000	40.0%	8
\$100,000-\$150,000	25.0%	5
\$150,000-\$250,000	20.0%	4
\$250,000 or over	5.0%	1
<b>answered question</b>		<b>20</b>
<b>skipped question</b>		<b>1</b>

**Question 14: What marketing and advertising materials should be produced?**

Percentages are not indicative of responses. The question was set up in error to allow one selection instead of multiple. However, survey responses under "Other" did reflect multiple choice responses.

What marketing and advertising materials should be produced?		
Answer Options	Response Percent	Response Count
60th Anniversary Celebration Magazine	11.1%	2
Banners	33.3%	6
Bus Shelter Ads	0.0%	0
Billboards	0.0%	0
Advertising at John Wayne Airport	5.6%	1
Newspaper Ads	0.0%	0
30-Second Promo Ad	0.0%	0
Public Service Announcements	0.0%	0
Facebook Page	27.8%	5
Website	0.0%	0
Direct Mail	0.0%	0
Posters	0.0%	0
Newsletters	5.6%	1
Radio Ads	11.1%	2
Customer Loyalty Program	5.6%	1
Other (please specify):		14
<ul style="list-style-type: none"> <li>• advertising at airport, billboards, bus shelters, online</li> <li>• Include in Parks in Rec booklet</li> <li>• All of the above where feasible (magazine and radio ads may be costly, need to determine target audience)</li> <li>• Banners, Newspaper Ads, Facebook, Website, Direct Mail, Posters, Flyers for Churches, organized groups, businesses &amp; special events</li> <li>• Since it would only let me choose one, magazine, bus sites, triangle square, banners, Facebook, newspaper, JWA, website, dm, posters (like the old Lions ones), clp or shop local program.....</li> </ul>		

- Blog, Facebook, Newspaper adds to focus on specific events.
- Newspaper ads, PSA, Website, Direct Mail
- Facebook and Website, Promo Ad on CMTV, direct mail, banners
- Only lets me check one form of advertising: use city website, direct mail, like with the charter to every household, newsletters, customer loyalty program. Work with NMUSD to get out word.
- All of the above must be considered and prioritized according to the budget
- Work with local merchants to have them advertise the event through posters and media in their stores and restaurants.
- feature articles in the Daily Pilot
- I also wished to select: bus shelter ads, billboards, advertising at JWA, Facebook page, website, posters.

<b><i>answered question</i></b>	<b>18</b>
<b><i>skipped question</i></b>	<b>3</b>

**Question 15: What type of official merchandising should be produced?**

Answer Options	Response Percent	Response Count
Reyn Spooner Hawaiian Shirt	40.0%	8
T-Shirt	95.0%	19
Hat	65.0%	13
Sweatshirt	30.0%	6
Other (please specify):		9
<ul style="list-style-type: none"> <li>• We should have a local surfwear/skatewear manufacturer design and produce the shirt. Newport did Reyn Spooner - we have Volcom, Hurley, etc.</li> <li>• We really need Harold Weitzberg on this committee in the marketing and wearables area. He is truly gifted in this area. If the celebration is in June, July.....it will be warm.</li> <li>• Visor</li> <li>• Key rings, coins</li> <li>• Beach towel, sporting event/camping chair</li> <li>• apron? Should be a profit making venture... for the city.</li> <li>• T-shirts...more than one style/topic... please do not make this just for kids, or for one area of our town/interests.</li> <li>• key chains, mugs, pins</li> <li>• Luggage tag.....with the inscription: Travel to Costa Mesa.</li> </ul>		
<b><i>answered question</i></b>		<b>20</b>
<b><i>skipped question</i></b>		<b>1</b>