



Animoosh Agility
1105 Southwood Road
Severn Bridge, ON PoE 1N0
705-689-6470

December 3, 2017

To Animoosh Competitors:

Sean and I would like to thank everyone that participated in our Animoosh Agility Satisfaction Survey! We strive to provide a friendly, inclusive environment at our trials and we believe that includes inviting our guests to make recommendations or observations to help us grow and improve. We sent the survey link to the 125 people in our Agility Trial Database. We received 83 responses.

We want to thank everyone for their kind words and support.

I've attached a more in-depth summary of the results, if you are interested. However, below you will see a short description of some of the returns:

1. Repeat or Cluster? Survey says Cluster.
44% preferred Cluster, 26% preferred Repeat and 30% had no preference.

As a result of these findings we will host two events in the Cluster format and one in the Repeat format. The May Charity Event will remain in the format as it has always been offered, this year with the addition of the Master Standard Day. Premiums will be posted on our website in the next few weeks.

2. Favourite thing at Animoosh? Survey says Animoosh Lunch! (well, it was one percent behind overall organization but this is one I'm letting Sean believe he won!)

Sean is over the moon at the response as this is really his baby. Just tonight I'm trying out a new recipe. So far so good! Needless to say, the Animoosh Lunch will continue.

3. Least favourite thing about Animoosh? Survey says Long Weekend Trials.

When Animoosh first launched, we coordinated with our neighbouring clubs so that we would not overlap on any established trial dates. The long weekends were available. That, coupled with the availability of the site rental and Sean and I (being gov't workers) having long weekends off, is how Animoosh landed on long weekends through the summer. I retire in 4 years so I don't see that changing any time before that. However, it has given us food for thought. Perhaps a couple of small evening events in 2019?



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See the attachment if you are interested in more results.

We still have a few things to report!

- An award winning photographer has said she would like to come to one of our trials! She is a master of the candid shots. Once she is confirmed I will let everyone know on our Facebook page.
- Our new double and spread will be introduced in 2018 with new heights, convertible wings and all plastic cups! I even have a brand new broad jump! (Just waiting for it to get approved). Once approved it will be available for judges to use when designing their courses.
- What better time to have a garage sale than our May Long Weekend Trial! Let's have a group garage sale that weekend! C'mon! You know you are cleaning out your stuff to get ready for summer. Bring anything you want. We will set it up in the Sr. Hall building at the fairgrounds. We have lots of tables for you to set up your own stall. We will post your name on your table and you can display it as you wish. No cost - just an area where you can try to sell, swap or trade stuff you no longer use!

Tickets are still available for our "Pursue the Q" raffle. You could win a free year of agility at Animoosh! Tickets are \$5 for one, \$10 for three. Email me and I'll send you some! Winner will be drawn on the Sunday of the May Charity Trial.

Sean and I would like to take this opportunity to say thank you for the successful 2017 season. We want to wish you and your families a very safe holiday season.

Merry Christmas!

Animoosh Agility (Pam, Sean, Echo and Ki!)





Animoosh Agility Satisfaction Survey Results 2017

Thank you very much for taking the time to complete our Animoosh Agility Satisfaction Survey for 2017.

Listed below you will find more in-depth results to the survey questions along with recommendations from the respondents. We will try to answer the most of the questions and suggestions put forward by you - our clientele.

First, we would like to address some of the questions or comments that were brought forward.

1. **Site:** One person said they were concerned about the condition of the field. They believe it was rutted and uneven. "*Field condition, ruts, tracks, hard ground*". This is a concern for us too.

As you are aware, this is a rented facility. Two years ago there was damage to the grounds by vandals. The fair was never able to raise enough money to affect any repairs to the field. We have little ability to change or alter the field in any way. The fairgrounds is a charitable organization with virtually no volunteers to complete any maintenance on the property. Since Sean and I began to rent the grounds, we have completed all of the regular maintenance including securing the grant money that facilitated the construction of the bathrooms. However, we have an idea that may help to improve the field surface.

I am asking the agility community for 8 **volunteers** on the Monday of the May holiday weekend - from 10 am til noon. I need your help and your rakes! I plan to propose to the fair board that Animoosh Agility would donate \$200 towards the cost of a dump-truck load of top soil and ask that the fair match the value. On Monday, Sean, using our tractor, can begin to spread the soil around the field. With the help of volunteers, we can rake the soil and grass seed across the field. This would give us 6 weeks for the seed to take before the Canada Day weekend trial.

This is the only solution we can come up with to address your concerns. . If we cannot confirm that we will have the volunteers on that day, we will not move forward on this plan. Anyone that is able to help, please contact me and we will include you on the list.

If anyone has any other suggestions, please let us know. Unfortunately, this is not like fixing our own yard. This is not our property.

2. **Fireworks:** Severn Bridge is the southern edge of the District of Muskoka and, as a result, sees many seasonal residents. Many of these "weekenders" revel in their time away from home - yes, in my home. And, they participate in many activities that I too find annoying. Unfortunately, I have no ability to change or affect this. Sorry!

3. **Long Weekend Trials:** When Animoosh first launched, we coordinated with our neighbouring clubs so that we would not overlap on any established trial dates. The long weekends were available. That, coupled with the availability of the site rental and Sean and I (being government workers) having long weekends off, is how Animoosh landed on long weekends through the summer.

We have tried to alleviate traffic stress by offering events on the Friday, Saturday and Sunday - leaving Monday free. Many are aware of traffic congestion that can plague Hwy 400 and Hwy 11 on a long weekend. Friday has you going the opposite flow of holiday traffic and finishing on Sunday mean you don't have the headaches of Monday travel.

I retire in 4 years so I don't see that changing anytime before then. However, it has given us food for thought. Perhaps a couple of small evening events in 2019?

4. **Cluster vs. Repeat:** Survey says Cluster. 44% preferred Cluster, 26% preferred Repeat and 30% had no preference.

As a result of these findings we will host two events in the Cluster format and one in the Repeat format. The May Charity Event will remain in the format as it has always been offered, this year with the addition of the Master Standard Day. Premiums will be posted on our website in the next few weeks.

5. **Animoosh Lunch:** Sean is especially happy with this result! Cus we believe it's not just about the food, it's about the event! It's great that we have the use of the pavilion and the picnic tables and we use this to our advantage when it's lunch time! It's a great place to gather and chat and just enjoy the day, cheer on everyone's achievements and complain about the weather and bugs.
6. **Fenced Off-Leash Area:** Again, this is not our property. As it is a rental facility, we have little ability to change or affect the layout of the grounds. Anything that is brought to the site is removed or dismantled at the end of every trial.
7. **Post ATChC ribbons to be purchased:** In order to keep costs down for all competitors, we have elected to offer post ATChC ribbons to recipients for a fee. A fee schedule and list of titles eligible for ribbons can be found on the trial premium and in the back of the Title Book located on the ribbons table under the onsite pavilion.

Survey Results

1. How likely is it that you would recommend Animoosh Agility to a friend or colleague?

Extremely Likely - 89%

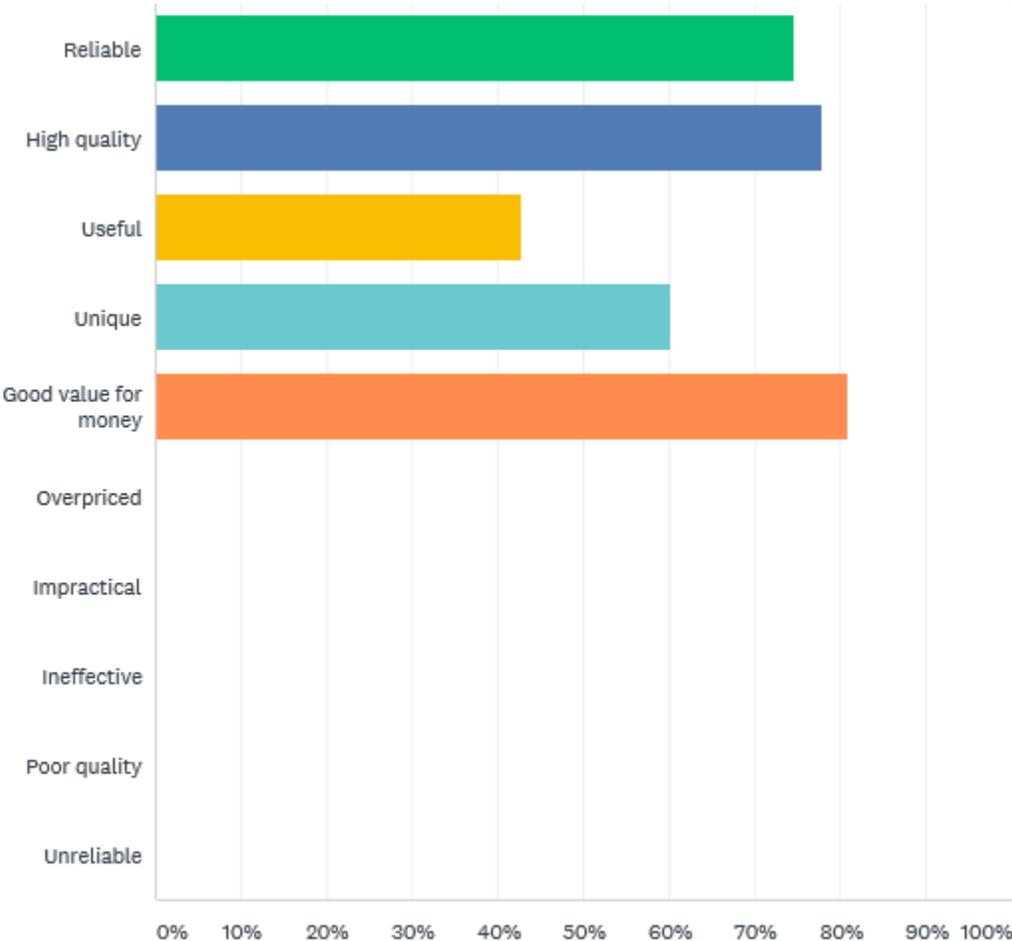
2. Overall, how satisfied or dissatisfied are you with Animoosh Agility?

Very satisfied - 88.89%

Thank you!!!!

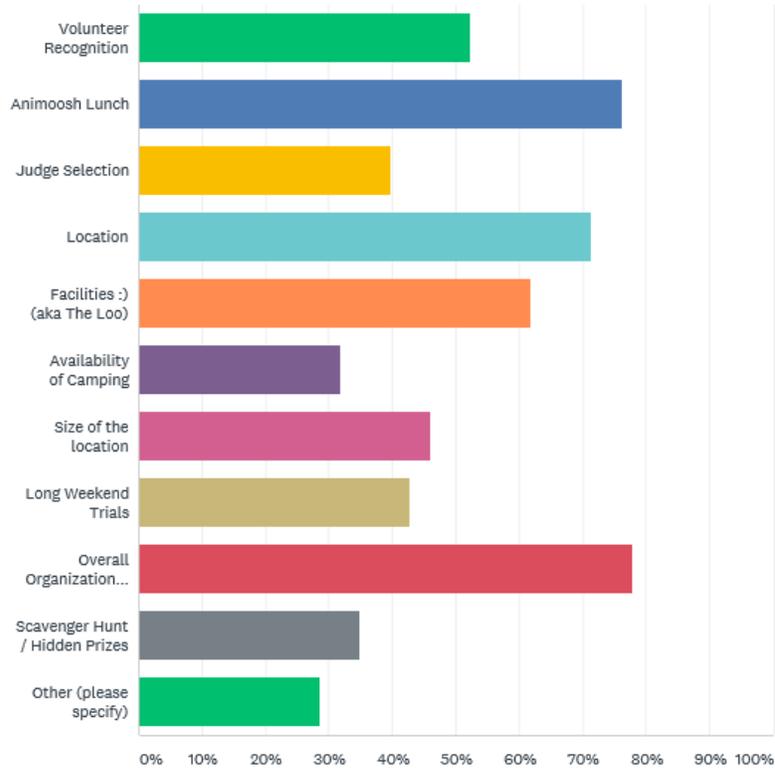
3. Which of the following words would you use to describe Animoosh Agility trials? Select all that apply.

All positive adjectives selected:



4. What are your favourite features of Animoosh Agility trials? (select all that apply)

- Volunteer Recognition - 52.38%
- Animoosh Lunch - 76.19%
- Judge Selection - 39.68%
- Location - 71.43%
- Facilities :) (aka The Loo) - 61.90%
- Availability of Camping - 31.75%
- Size of the Location - 46.03%
- Long Weekend Trials - 42.86%
- Overall Organization - 77.78%
- Scavenger Hunt - 34.95%
- Other (18 responses)



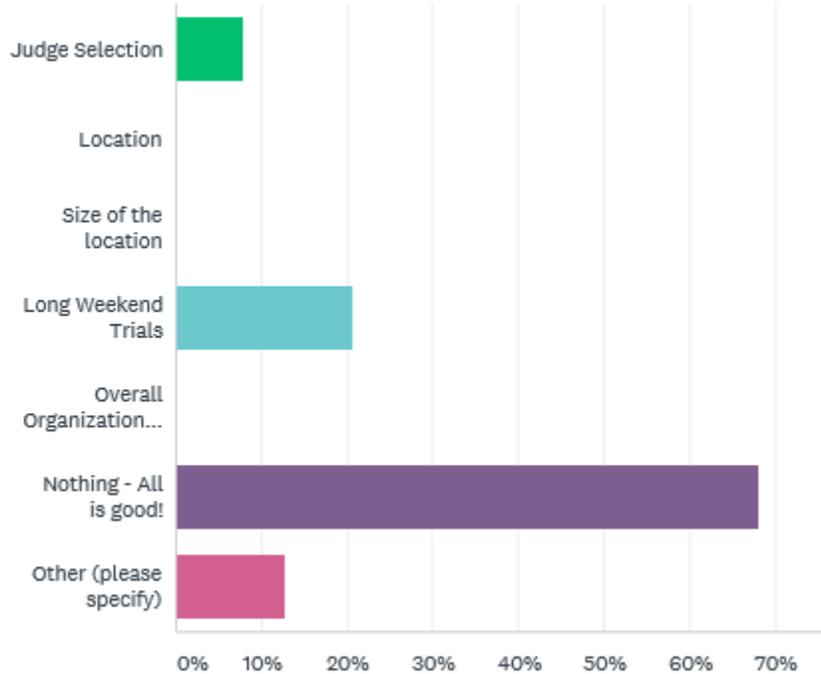
Other revealed client responses including:

- All the friendly people
- Friday dates
- Animoosh Trials have a relaxed & friendly atmosphere
- Community spirit, friendly atmosphere, spacious waiting area with secure ring

5. What are your least favourite features of Animoosh Agility trials?

There were 8 "other" responses that included:

- Harder for me to get to long weekend trials due to family commitments but enjoy the ones I get too.
- Post ATChH ribbons to be purchased and neighboring fireworks.
- Field condition, ruts, tracks, hard ground



6. How would you rate the value for money of our trials?

100% of respondents rated Animoosh Agility Average to Excellent for value:

- Excellent - 50.79%
- Above Average - 39.68%
- Average - 9.52%

7. In 2017 Animoosh Agility offered two formats - one was the "Cluster" where all events of a single level were offered back to back (eg. Master, Master, Master, Steeplechase, Starter, Starter). The other was the "Repeat" where one event was offered then repeated at all levels Starter/Advanced/Master before moving on to the next event (eg. Master Standard, Advanced Standard, Starter Standard, Master Gamble, then Advanced and Starter). Which format did you prefer and why?

Results: Cluster - 44.26%
Repeat - 26.23%
No Preference - 29.51%

The responses from each of the respondents was clear and concise and sufficiently articulated their preference for their selected format of choice.

8. How likely are you to attend any of our competitions in the future?

100% of respondents rated Animoosh Agility favourable as to their likeliness to return:

- Extremely Likely - 79.37%
- Very Likely - 19.05%
- Somewhat Likely - 1.59%

9. What would make you more likely to attend an Animoosh Agility trial?

This opinion question was answered with many positive comments which have been graciously received. The most common thing that would make competitors more likely to attend was the availability of trials on non-holiday weekends. Others offered recommendations including:

- A golf cart :)
***** *As a side note, Animoosh Agility did attempt to source a golf cart rental for our September 2017 trial. Two days rental was \$360. The cost was too high for us and therefore we did not rent it. However, we would consider it for future events if someone has a contact that would yield us a significantly lower rate.*
- free trial entry runs
***** *Animoosh Agility gave away over 100 free runs to competitors and Charitable events in 2017.*

And I had to throw in these funny responses! :)

- Living closer - LOL - I could sneak over even if I had family commitments!
- Electricity for camping! But I know that's not possible haha
- Well if we were filthy rich we could have more dogs in more events. We could buy a piece of property joining the fair grounds and come and go from the house. At that point we would have dog people who would be able to potty dogs while we were in the ring. I believe this is beyond your control but being filthy rich would make things way easier.
- free beer? LOL
- a chauffeur and somebody to buy an RV for me
- If you could guarantee cool temp, sunny skies and no bugs! we all wish for that, but I'm coming anyway - rain, shine, bugs

10. Do you have any other comments, questions, or concerns?

Less than half of the respondents left a remark. Most were extremely supportive and Sean and I are very grateful. Here are a few we would like to share:

- No. We always have a great time. Great atmosphere, great folks. Love the loo!
- I LOVE the atmosphere you've created with Animoosh Agility and feel it's the most supportive and friendly trailing atmosphere :-D I love it, keep up the great work! (And the purple equipment rocks!)
- The bonfire was fun!
****** Note to campers.....we will do this again next year! Nothin' like a local carrying a smoking fire pit down the road on the pallet forks of a tractor! :)*
- Looking forward to another great season in 2018!
- I always feel welcome and enjoy myself. My dog feels the same way,