

The Culture of *We* : Survey says...

Phase 2: Part 2

The results are in! Thank you to the 153 individuals who took time to participate in our first Ambush online survey.

Before I share the results, I do want to address why the ownership is asking for your input. Our perspective is different from the fans and players. While I would anticipate that many of our goals align, I have been on both sides and know that the priorities are different.

For example, as a fan and mom, one of my goals was for my kids to have fun while at the games; as an owner one of my goals to make sure that the audio and video components are all working so that the game day production is successful so that the fans have fun at the games. Similar, but different.

The purpose of the survey is to make sure that the immediate goals of the organization are inclusive of the items that are important to the fans. While it may seem "weak" to ask for help, from my perspective, it is the sign of a changing and evolving organization. The Culture of *We* continues to take shape.

So - let's get to it! Here's a synopsis of the results:

Question 1: Where is improvement needed MOST for next season?
(ranked from most important to least important)

1. Experience and Talented Players
2. Better PR in the media and from the team
3. Stronger Coaching
4. More engaging Game Day experience
5. More give away/promo items

Question 2: How important are the following Ambush related items? (ranked from most important to least important)

1. Ambush Advisory Board (advisors to ownership group)
2. Ambush Kids Club
3. Ambush Booster Club / Player Support Club
4. Ambush Charity of the Game
5. Ambush Reading Program
6. Ambush Fan Club / cheering section
7. Ambush Dance Team

Question 3: Overall, how would you rate your experience at an Ambush game?

1. Very good (35%)
2. Good (29%)
3. Excellent (14%)
4. Fair (11%)
5. Other (6%)
6. Poor (5%)

Question 4: How would you rate the value for money of an Ambush game?

1. Very good (30%)
2. Good (27%)
3. Fair (25%)
4. Excellent (12%)
5. Poor (5%)
6. Other (1%)

Question 5: How likely is it that you would recommend an Ambush game to a friend or family member? (rated 1-10; 1 being not likely; 10 being very likely)

1. Rated 9 or 10 (35%)
2. Rated 0, 1, 2, 3, 4, 5, or 6 (35%)
3. Rated 7 or 8 (30%)

Question 6: If you could change one item about the Ambush, what would it be?

More than 75% of the participants made a comment. Overwhelmingly, the topics most discussed were players, public relations, and coaching. These comments will be added to the data shared at the fan forums for further analyzing.

Your participation will continue to guide the organization as we set priorities for the upcoming weeks. Again, I thank those who took the time to participate and invest into the evolving Culture of *We*.

There is much to do. But together *We* can do it. Together, *We* will do it.

Shelly Clark, CEO
Majority Owner, St Louis Ambush