

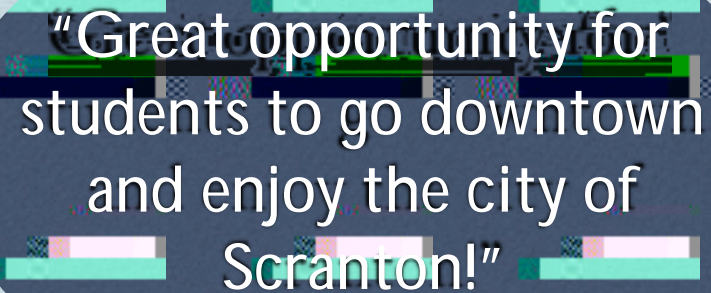
Student Feedback

- ! More than 80% of students surveyed shop and dine downtown and 89% attend entertainment or cultural events
- ! 52% of both undergraduate and graduate students were not familiar with the venues and events in downtown Scranton; 78% were not familiar with the apparel retailers
- ! Awareness improved from 2009 survey 51.15% points; also increases over the course of the students' years at college
- ! While knowledge and awareness remains low, there is opportunity for education/growth; Many of the shops and venues that students seek already exist
- ! Discounts, special events & social media key way to reach students

Student Feedback

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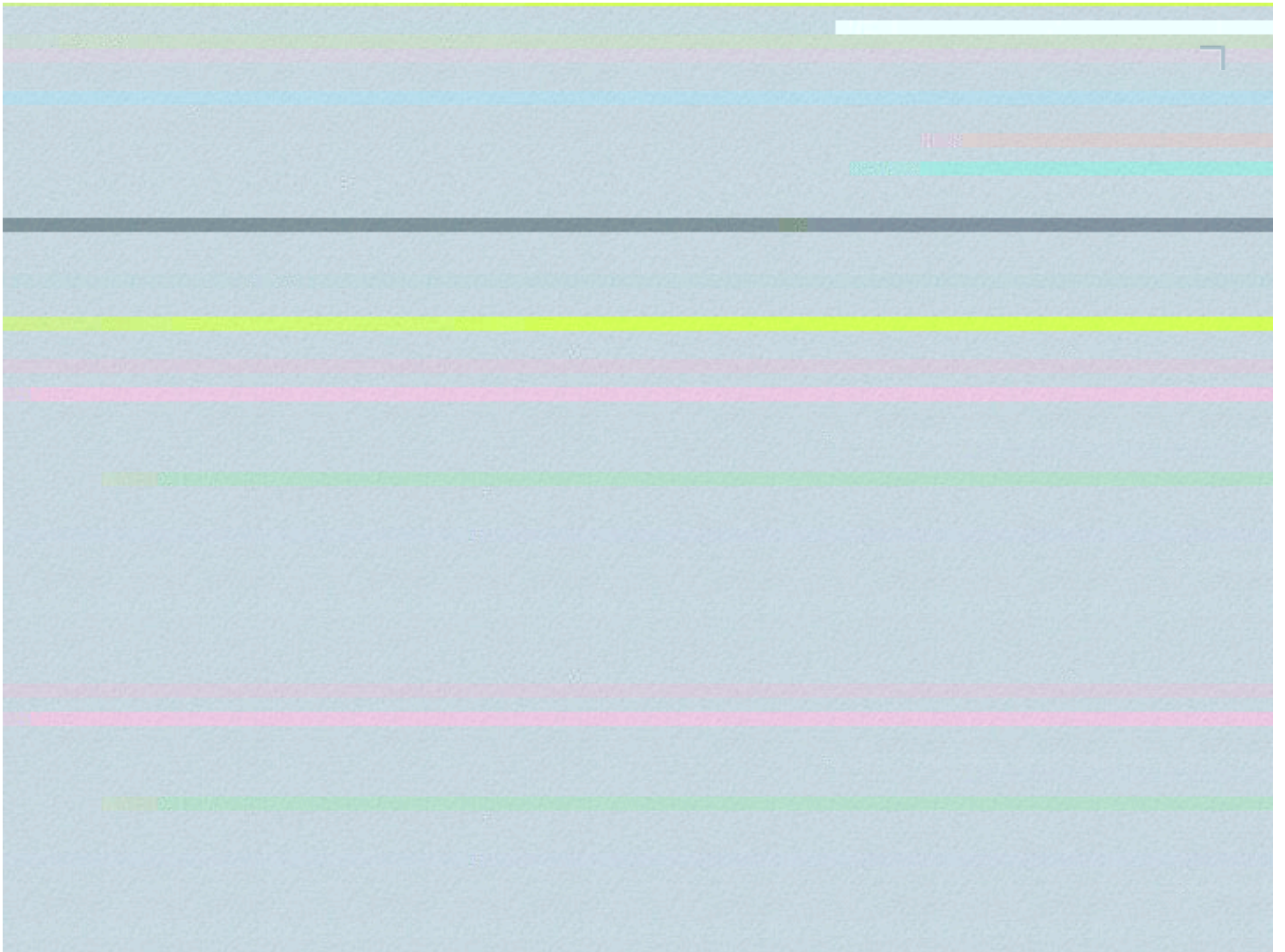
- ! 90" of students had a positive experience at dinner and First Friday; 97" had a positive experience at Marquee Cinemas; 99" would do it again
- ! For 30" of students, this was the first time they dined downtown
- ! For 75" this was the first time they participated in First Friday
- ! Only 13" have used the "Show it, Save it" Scranton Tomorrow student discount program



"Great opportunity for students to go downtown and enjoy the city of Scranton!"

Special Events: Dinner & Movie Nite March & October 2012

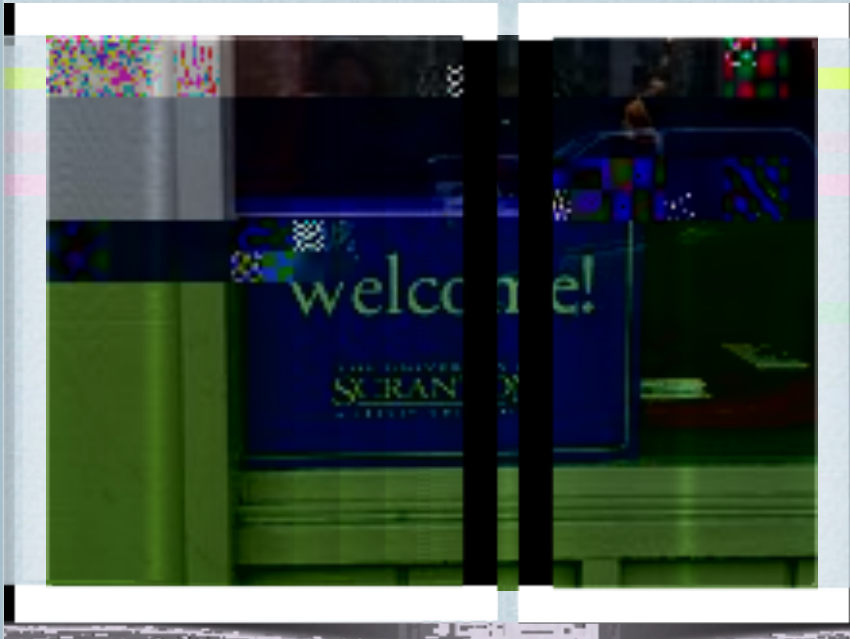
- ! # Nearly 300 students attended event: Registration filled within 48 hours
- ! # 280 students attended dinner at 13 restaurants, 180 went to



Downtown Tours & Dinner Experience

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Major Campus Events



- ! Family Weekend 2012:
September 28!30
- ! "Family Table" discount
program ! utilized by over
40" of parents surveyed in
2011
- ! Downtown Scranton info page
for visitors and parents
- ! Graduation: May 25!27
- ! Alumni Reunion: June 8!10

Service: Downtown Planter Project



- ! Extended student/alumni annual Hill Section "Street Sweep" to the downtown area
- ! Partnered with Scranton Tomorrow on their "Adopt!a! Planter" project
- ! Over 100 students & alumni planted small trees, flowers and vines in over 60 planters

