

DR1. For this business, approximately how many square feet are devoted to the following?
(Must be a number)

Sales Space _____
 Office Space _____
 Production Space _____
 Storage Space _____
 Unused Space _____

DR2. Using the scale provided, please rate the condition of your downtown for each factor.
 NR=No response 1=Needs improving 2=Fair 3=Good 4=Excellent

	NR	1	2	3	4
Street furniture (lights, benches, waste containers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public amenities(parks, fountains, washrooms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plantings, trees, flower boxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalks, pedestrian environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of parking spots/Facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Way Finding / tourism directional signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exterior appearance of facades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti and litter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DR3. What are the two busiest day of the week for this business? **Select two.**

- Sunday Monday Tuesday Wednesday
 Thursday Friday Saturday Varies

DR4 What are the **three** busiest months of the year for this business? **Select up to THREE months.**

- January February March April
 May June July August
 September October November December

DR5. What are your thoughts on store hours? **(select all that apply)**

- I am open all the hours I need to be
- I can't be open more hours for personal reasons
- I should be open more hours, but can't afford the staff
- I would be open more hours if I were sure of sales
- I would be open more hours if everyone else were

DR6. a) Do community events/festivals increase sales in your business?

- Yes No **Go to question DR6c**

b) If yes, please specify which events.

c) If no, why not?

Customers/Clients

DR7. Please indicate the percentage of customers/clients activity that are: **(Should total to 100%)**

Foot Traffic _____

Telephone Based _____

Internet Based _____

Other _____

DR8. a) How many customers/clients visit your business each day during the summer months of May to October (# of customers)?

- Less than 50 50 - 100 101 – 200 201 – 500
 over 50 None, all business via telephone/internet

b) How many customers/clients visit your business during the summer months of November to April (# of customers)?

- Less than 50 50 - 100 101 – 200 201 – 500
 over 50 None, all business via telephone/internet

DR9. Do you have specific target markets?

- Yes No **Go to question DR11**

DR10. Please describe your business' target market regarding:

a) Gender:

- Male Female No distinction

b) Age:

- Under 18 18-24 25-44 55-64 Over 64

c) Household Income:

- Under \$25,000 \$25,000 - \$50,000 \$50,000-\$75,000
 \$75,000-\$100,000 \$100,000-\$150,000 Over \$150,000

DR11. a) Do you track where your customers/clients are from?

- Yes No **Go to question DR11**

b) What % of your customers come from the following communities (**should equal 100%**)

Community A _____
Community B _____
Community C _____
Community D _____
Community E _____

Business Mix

DR12. Please list three products and/or services that separate your business from your competition.

DR13. Relative to other businesses in your trade area, what price point do you target?

- Low-end Average - Mid-point High-end All price points

DR14. What three existing downtown businesses/services complement this business the most?
(specify by name)

DR15. With this business in mind, what three additional businesses/services would you most like to see available downtown? (specify by name)

Advertising

DR16. a) Does your business advertise?

Yes No **Go to question DR16**

b) What methods do you use promote your business? **Select all that apply.**

- Print (e.g. flyers, newspaper, magazines)
- Website
- Television/Radio
- Social Media (e.g. Facebook, Twitter)
- Co-op advertising campaigns
- Word of mouth and networking
- Trade shows or business events
- Travel review website
- Email/ e-newsletters
- Other (please specify) _____

DR17. a) Do you know if your community offers any financial assistance programs to its businesses?

Yes No **Go to question DR17** Don't know

b) If Yes, indicate which of the following types of incentives are available and their potential applicability to your business

DR18. How strongly do you agree or disagree with the following statements? **Select answer for each.**

1 = Strongly agree 2 = Somewhat agree 3 = Somewhat disagree 4 = Strongly disagree

Statements	1	2	3	4
I always try to buy products and services locally.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always direct customers to other downtown businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The existing downtown business mix helps this business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is plenty of convenient parking downtown.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown is an excellent place to have a business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are plenty of good workers available here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would support a new retail promotions event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The look and feel of downtown helps this business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My building facade draws customers into this business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My window and store displays help this business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown advertising campaigns benefit my business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees of this business show great customer service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe downtown, even at night.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DR19. What are the two main reasons people visit downtown? (e.g. specific establishment, attraction or activity)

DR20. What three community assets would you most like to see developed in the downtown (e.g. farmers market, expand public parking, etc)

Downtown Revitalization Notes:
