
SURVEY INFORMATION

SI1. Interview date*

SI2. Interviewer 1*

SI3. Interviewer 2

SI4. Company contact*

SI5. Survey information notes

RETAIL SURVEY

RB1. Are you located in an identifiable commercial district?
If No, go to question RB3a

Yes No

RB2. Are you located in...

- Downtown
- Highway/Commercial strip plaza
- Industrial park
- Neighborhood commercial
- Power center/Big box new format retail
- Tourist area/Destination
- Other principle shopping street

RB3a. Is there a strategy or plan in place for promoting and managing your commercial district?
If No, go to question RB4

Yes No Don't know

b. It identifies the issues important to the future of my business.

Yes No Don't know

It proposes actions to address those issues

Yes No Don't know

It is being effectively implemented

Yes No Don't know

It is a comprehensive and integrated plan i.e., addressing heritage, cultural aspects, social and economic etc.

Yes No Don't know

The plan is primarily focused on retail marketing and promotion

Yes No Don't know

c. Elaborate upon any barriers you see to the successful implementation of the plan.

RB4. Is there an organization or group that represents the interests of your commercial district?

- Business Improvement Area Association
- Chamber of Commerce
- Committee of Council
- Development Corporation or Board of Management
- Ratepayers Association
- Other(Specify)

RB5. Using the scale provided, please rate the condition of your commercial district for each factor.

Street furniture(lights, benches, waste containers)

No response Needs improving Fair Good Excellent

Customer service programs

No response Needs improving Fair Good Excellent

Advertising campaigns

No response Needs improving Fair Good Excellent

Sidewalks, pedestrian environment

No response Needs improving Fair Good Excellent

Number of parking spots/Facilities

No response Needs improving Fair Good Excellent

Highway signage/Tourism directional signs

No response Needs improving Fair Good Excellent

Exterior appearance of facades

No response Needs improving Fair Good Excellent

Vagrancy/Homelessness/Panhandling

No response Needs improving Fair Good Excellent

Appropriate mix of businesses

No response Needs improving Fair Good Excellent

Adequacy of public transit

No response Needs improving Fair Good Excellent

Accessibility for people with disabilities

- No response Needs improving Fair Good Excellent

Organizations of special events

- No response Needs improving Fair Good Excellent

Plantings, trees, flower boxes

- No response Needs improving Fair Good Excellent

Parking signage

- No response Needs improving Fair Good Excellent

Fees, enforcement

- No response Needs improving Fair Good Excellent

Graffiti and litter

- No response Needs improving Fair Good Excellent

Roadside advertising

- No response Needs improving Fair Good Excellent

Visual identity of the area - unifying banners

- No response Needs improving Fair Good Excellent

Public amenities(parks, fountains, washrooms)

- No response Needs improving Fair Good Excellent

Window displays

- No response Needs improving Fair Good Excellent

Signage

- No response Needs improving Fair Good Excellent

Traffic flow on streets in the area

- No response Needs improving Fair Good Excellent

Vandalism

- No response Needs improving Fair Good Excellent

Public safety services - e.g. lighting, security, police presence, etc.

- No response Needs improving Fair Good Excellent

Conditions of the housing stock

- No response Needs improving Fair Good Excellent

Appropriate range of quality/prices for target markets

- No response Needs improving Fair Good Excellent

Number of vacancies/turnover

- No response Needs improving Fair Good Excellent

Uniform hours of operation

- No response Needs improving Fair Good Excellent

RB6. Would your business benefit from any of the following programs or services?

Store design and layout assistance

- Yes No

Networking events

- Yes No

Cooperative advertising/joint marketing

- Yes No

Building improvement loan/grant programs

- Yes No

Sign improvement loan/grant programs

- Yes No

Physical improvements in public areas(benches, lighting, etc.)

- Yes No

Business directories, brochures, maps

- Yes No

Mentorship programs - business to business counseling

- Yes No

Analysis and reporting on the downtown market/economy

- Yes No

Retail and special event coordination

- Yes No

Customer service training

- Yes No

Marketing on the web

- Yes No

Training in financial management & product pricing

- Yes No

Succession planning

- Yes No

Improved telecommunications infrastructure(internet access, debit machines, etc.)

- Yes No

Other (Specify) _____

- Yes No

RB7. What are your top 3 suggestions for improving the retail business environment?

- Repair or remove "eyesore" buildings
- More and better festivals and events
- More niche market specialty shops
- More restaurants and entertainment facilities
- More hotels/accommodations
- More and better signage
- Improved streetscape
- Uniform store hours
- Extended store hours
- Improved parking
- Focused downtown revitalization strategy
- Financial support to improve store front facades
- Retail gap analysis and recruitment program
- Other (Specify)

RB8. In order for your business to be more competitive, A) what retail skills would you like to see improved and B) would you participate in workshops to address any of the following issues?

Retaining existing or attracting new customers

- Would like to see this retail skill improved Would participate in workshop

Assessing new technologies

- Would like to see this retail skill improved Would participate in workshop

Staff training and development

- Would like to see this retail skill improved Would participate in workshop

Visual merchandising

- Would like to see this retail skill improved Would participate in workshop

Product pricing

- Would like to see this retail skill improved Would participate in workshop

Financial management

- Would like to see this retail skill improved Would participate in workshop

Marketing

- Would like to see this retail skill improved Would participate in workshop

Evaluating market opportunities

- Would like to see this retail skill improved Would participate in workshop

Dealing with the competition

- Would like to see this retail skill improved Would participate in workshop

Customer service training

- Would like to see this retail skill improved Would participate in workshop

Other _____

- Would like to see this retail skill improved Would participate in workshop

RB9. Are any of the following costs of operation a **serious** concern to the success of your business?
Select answer for each

Business & property tax structure

Yes No

Rents and lease costs of building

Yes No

Cost and availability of full-time employees

Yes No

Cost and availability of part-time employees

Yes No

Insurance

Yes No

Cost of utilities

Yes No

Other _____

Yes No

RB10. What four community assets would you most like to see developed in your community?

- Directional signs
- Farmer's market
- Parks and/or green space
- Public cultural facilities - libraries, museums, entertainment centers
- Public parking
- Public washrooms conveniently located in the downtown
- Sports or recreation facilities
- Walking & bike trails
- Waterfront access marinas, boat landings
- Other (Specify)

RB11. Retail / Service Business Notes.
