

**Business Owner
Survey
Supplement**

We want to know your thoughts on owning a business in (ENTER CITY) and to gauge the local business climate.

We want to focus our limited resources on the products and services your business finds most useful.

We want to show the community the importance of downtown businesses based on the number of jobs you all provide.

INSTRUCTIONS:

1. Please read each question carefully. Some questions require you to choose only one answer but others allow for two or more answers. **IMPORTANT!** If you mark more answers than allowed, none of your answers to that question will be counted.
2. Please use a #2 pencil or a black pen. We are having answers tallied using computer software.
3. Please completely fill in marks like this: ● NOT like this ◉ or ⊗
4. If you make a mistake, draw an X through the incorrect answer like this ✕ and then fill in your new answer like this: ●
5. Please do not add additional folds to the survey and avoid any stray marks that may interfere with scanning.

WHY DID WE ASK THAT QUESTION?

NEEDS AND OPPORTUNITIES ASSESSMENT

1. We want to fix community problems that may be negatively impacting your business.
2. We want to offer training and workshops that you or your employees can definitely use.
3. We want to focus our limited resources on the products and services your business finds most useful.
4. We want to add new products and services your business would find most useful.
5. We want to make sure we are doing our job informing you about valuable business resources offered by other entities.
6. We want to know your thoughts on owning a business in City X and to gauge the local business climate.
7. We don't want you to move out of the downtown, and we would hope to improve your location if you are dissatisfied.
8. We want to help you expand your operations downtown.
9. We want to give you a free drawing by Joe Lawniczak, Main Street Design Coordinator, for any façade improvement you may be considering.

BUSINESS AND WORKFORCE DATA

10. We want to compare our downtown business mix with similar communities, and standard classifications allow us to do that.
11. We want to make sure our business assistance is suited to your business stage. We also want to remember your anniversary.
12. We want to make sure our business assistance is suited to your years of experience.
13. We want to tailor our business assistance to your occupancy status. Renters have different needs than property owners.
14. We want to calculate our local supply of commercial space so we can compare it to demand and discover expansion opportunities for you and recruitment opportunities for the downtown.
15. We want to know if customer parking is a problem or an asset for your business and the downtown.
16. We want to know if employee parking is a problem or an asset for your business and the downtown.
17. We want to know if your business employs people from outside the community because we want them to shop while they're here.
18. We want to show the community the importance of downtown businesses based on the number of jobs you all provide.

MARKET AND MARKETING DATA

We want to refer customers to your business. We also want to highlight your products and services when we highlight all those available downtown.

19. We want to be able to tell your potential customers when you are open.
20. We want to compare when your business is busiest with when local consumers typically shop to help you find opportunities for reaching more customers.
21. We want to target our business promotional efforts at times when customers are most likely to spend money.
22. We want to provide businesses we're recruiting to complement yours with average downtown foot traffic counts to aid in their business planning.
23. We want to make sure that if our goal for an event was to increase your foot traffic or sales volume that it actually did.
24. We want to determine where the majority of people shopping in the downtown live so we can provide you with a market profile of existing and potential customers.
25. We want our cooperative advertising efforts to be valuable to your business.
26. We want to target our special events and promotions at the same people targeted by your business and downtown businesses as a whole.
27. We want to promote the downtown as a shopping and event destination in the media where you and other downtown businesses have had the most success advertising.
28. We want to refer customers to your business. We also want to highlight your products and services when we highlight all those available downtown.
29. We need to know our competition in order to develop strategies to help you and all downtown businesses compete more effectively.
30. We want our overall competitive strategy for downtown to match the competitive strategy of your business and downtown businesses as a whole.
31. We want to make sure that businesses we recruit target price points that complement your business.
32. We want to foster cooperation between downtown businesses like yours that complement each other.
33. We want to determine the strength of downtown's current anchors
34. We want to recruit businesses that will not only be successful themselves, but that will help your business be more successful.
35. We want to encourage community development efforts that you and your business neighbors believe have the potential to also be economic development efforts.
36. We want to repeat this survey in the future to monitor change over time, and if the survey took you too long we will try to make it shorter.

ANSWERS TO FREQUENTLY ASKED QUESTIONS:

- ✓ **Do I have to fill in all the questions?** The more information you provide, the more accurate and useful our analysis will be. All information you provide is useful.
- ✓ **Who will see my answers?** Only (Enter main street organization) office staff to calculate averages, construct the building and business inventory, and direct business assistance. Survey averages will be publicly available, but names of specific businesses will be kept confidential and protected by having a unique numeric identifier associated with them in the survey software.
- ✓ **What do I do with my survey once it's completed?** A volunteer from the Main Street Program will stop by to pick the survey up shortly after the deadline.
- ✓ **What is the deadline?** (Enter date)

SPECIAL NOTE: This survey is based on a standardized survey developed by the Wisconsin Main Street Program that will allow us to compare the business climate in our community with other communities across the United States.

DISCLAIMER: The intent of this survey is to provide actionable market research information on businesses in (ENTER CITY)'s downtown business district. (Enter main street organization) disclaims any legal liability from any use of the survey. By participating in this survey, you hereby release the (Enter main street organization), including their respective officers, agents, and employees, from any and all liability.