



# Cortez

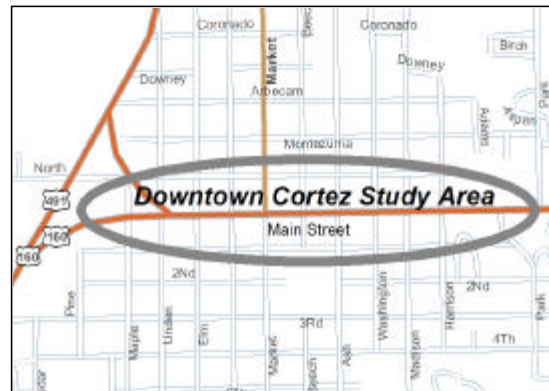
GENUINE TO THE CORE™

Dear Neighbor:

Downtown Cortez (see map below) has experienced changes in the recent past. A number of prominent downtown businesses have closed and regional competition has intensified. But with changes comes opportunities. As downtown Cortez is “genuine to the core” and celebrates the true character of Cortez, it can again become the hub of regional economic activity. We would appreciate your help in planning a vibrant future for downtown Cortez.

The enclosed survey allows you to tell us about your shopping behaviors and describe the types of businesses you might support if they were available in town. Your anonymous answers will be the cornerstone of a marketing plan designed to help expand existing and attract new businesses to Cortez. Please take a few minutes to carefully complete the survey and return it in the envelope provided. When completing the survey you should use a **No. 2 pencil or black pen**.

- **Why should I fill out this survey?** To help us develop a plan to revitalize our downtown based on your shopping, service and dining needs.
- **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 is confidential.
- **How is “Downtown” defined:** The map illustrates the downtown area as defined in this research.
- **How do I return my survey?** Please mail it in the return envelope provided. No additional postage is required.
- **What is the deadline?** Please mail the survey by February 1, 2006.



This project is a cooperative research effort sponsored by the City of Cortez, Colorado Center for Community Development, Colorado Community Revitalization Association and the Cortez Mainstreet Program. We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available via local media and the City of Cortez website [www.cityofcortez.com](http://www.cityofcortez.com). If you have additional questions, feel free to call Kelly at 970-565-3414.

Thank You.

Hal Shepherd  
City of Cortez

Kelly Allman  
Cortez Retail Enhancement Program

Jim Muller  
Cortez Mainstreet Program



*Cortez*

GENUINE TO THE CORE™

# Downtown Cortez Survey

Like this: ● Not like this: ✓ ✗ /

1. How often do you come to downtown Cortez for the following? Mark (●) ONE answer for each.

	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every Few Months	Never
Shopping, Non-Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating Out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banking/Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health (i.e. Doctor, Dentist)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Care (i.e. Barber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prof. Services (i.e. Lawyer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Govn't/Post Office/Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passing Through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. When do you typically shop for non-grocery items on each of the following days? Mark (●) all that apply.

	Mon.	Tue.	Wed.	Thr.	Fri.	Sat.	Sun.
8 a.m. - 12 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 p.m. - 6 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After 6 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. If downtown store hours were extended, which period would appeal to you most? Mark (●) ONE.

	Mon.	Tue.	Wed.	Thr.	Fri.	Sat.	Sun.
Early morning hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend days	-	-	-	-	-	<input type="radio"/>	<input type="radio"/>

4. When making purchases, what is most important to your decision? Mark (●) ONE reason for each.

	Selection	Convenience	Service	Quality	Price	Other
Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Furniture/Appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

5. Indicate how often you shop the following? Mark (●) ONE for each business location.

	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely
Cortez-Downtown Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cortez-Outside of Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durango, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmington, NM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grand Junction, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet or Mail Order Catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OFFICE USE ONLY

0	0	0
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9

**6. What specific store(s) draw you to the other communities?**

Durango, CO \_\_\_\_\_  
 Farmington, NM \_\_\_\_\_  
 Grand Junction, CO \_\_\_\_\_

**7. If you shop in the following types of stores, please indicate if you primarily shop in the Cortez area. If not, indicate why you shop elsewhere. Mark (●) ONE reason for each store type.**

	I shop in Cortez	I shop ELSEWHERE because of:					I shop Online and Catalogs
		Selection	Service	Quality	Price	Hours	
Department/Discount Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automotive Parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Furnishings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appliance/Electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lawn and Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pharmacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optical Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Food/Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewelry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewing/Needlework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical Instrument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc and Record Stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office Supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts/Souvenir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet and Pet Supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art Dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. Which THREE businesses would you patronize if opened in downtown Cortez? Mark (●) up to THREE.**

- |   |   |   |   |
|---|---|---|---|
| <input type="radio"/> Antiques            | <input type="radio"/> Clothing-Family   | <input type="radio"/> Drug Store-Chain    | <input type="radio"/> Meats/Butcher Shop    |
| <input type="radio"/> Arcade/Kid's Entert | <input type="radio"/> Clothing-Men's    | <input type="radio"/> Gallery             | <input type="radio"/> Pet and Pet Supply    |
| <input type="radio"/> Bakery              | <input type="radio"/> Clothing-Vintage  | <input type="radio"/> Gift/Souvenirs      | <input type="radio"/> Photofinish/1Hr Photo |
| <input type="radio"/> Books               | <input type="radio"/> Clothing-Women's  | <input type="radio"/> Health Foods        | <input type="radio"/> Physician Office      |
| <input type="radio"/> Bridal/Tux Rental   | <input type="radio"/> Computer/Software | <input type="radio"/> Hobby/Toy/Game      | <input type="radio"/> Sewing/Needlework     |
| <input type="radio"/> Camera Store        | <input type="radio"/> Dental Office     | <input type="radio"/> Kitchen/Home        | <input type="radio"/> Shoe Store            |
| <input type="radio"/> Child Care          | <input type="radio"/> Diet Center       | <input type="radio"/> Mailbox/Copy Center | <input type="radio"/> Other _____           |

**9. Name two businesses you would like to see come to downtown Cortez (i.e specific name or chain):**

\_\_\_\_\_

10. How often do you eat out? Mark (●) ONE answer for each meal.

	5 or more times/week	2-4 times per week	Once a week	Once a Month	Every few months	Never
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How often do you eat at the following types of restaurants? Mark (●) ONE answer for each dining option.

	5 or more times/week	2-4 times per week	Once a week	Once a Month	Every few months	Never
Full Service-Fine Dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full Service-Casual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast Food/DriveThru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What two types of restaurants you would like to see in downtown Cortez: Mark (●) TWO categories.

- |   |   |                                  |  |
|---|---|----------------------------------|--|
| <input type="radio"/> Bakery              | <input type="radio"/> Coffee Shop       | <input type="radio"/> Mexican    | <input type="radio"/> Vegetarian           |
| <input type="radio"/> Banquet Room        | <input type="radio"/> Delicatessen      | <input type="radio"/> Pancake    | <input type="radio"/> Late Night Eat/Drink |
| <input type="radio"/> Barbecue            | <input type="radio"/> Family Restaurant | <input type="radio"/> Seafood    | <input type="radio"/> Other _____          |
| <input type="radio"/> Brew Pub            | <input type="radio"/> Fast Food         | <input type="radio"/> Steakhouse |  |
| <input type="radio"/> Chinese or Japanese | <input type="radio"/> Italian           | <input type="radio"/> Thai       |  |

13. Which of the following events did you attend in the last 12 months? Mark (●) ALL that apply.

- |  |   |   |
|--|---|---|
| <input type="radio"/> Ride the Lightning Bike Race | <input type="radio"/> Brewfest                      | <input type="radio"/> Montezuma County Fair |
| <input type="radio"/> Ute Mountain Round-Up Rodeo  | <input type="radio"/> Veteran's Day Parade          | <input type="radio"/> Car Shows             |
| <input type="radio"/> Independence Day             | <input type="radio"/> Montezuma Float Balloon Rally | <input type="radio"/> Four Corners Ag Expo  |
| <input type="radio"/> Mesa Verde Wine Fest         | <input type="radio"/> Krazy Days                    | <input type="radio"/> Parade of Lights      |

14. In which leisure activities does your household participate? Mark (●) top THREE.

- |  |   |  |  |
|--|---|--|--|
| <input type="radio"/> Acting/Drama       | <input type="radio"/> Computer/Internet | <input type="radio"/> Hunting            | <input type="radio"/> Sewing/Quilting  |
| <input type="radio"/> Baseball/Softball  | <input type="radio"/> Cooking           | <input type="radio"/> Ice Skating        | <input type="radio"/> Skiing-X Country |
| <input type="radio"/> Basketball         | <input type="radio"/> Crafts            | <input type="radio"/> Motorcycling       | <input type="radio"/> Skiing-Downhill  |
| <input type="radio"/> Bicycling          | <input type="radio"/> Dancing           | <input type="radio"/> Music-Listening to | <input type="radio"/> Snowmobiling/ATV |
| <input type="radio"/> Boating/Jet Skiing | <input type="radio"/> Fishing           | <input type="radio"/> Music-Band/Choir   | <input type="radio"/> Swimming         |
| <input type="radio"/> Bowling            | <input type="radio"/> Gardening         | <input type="radio"/> Painting/Drawing   | <input type="radio"/> Tennis           |
| <input type="radio"/> Camping            | <input type="radio"/> Golf              | <input type="radio"/> Photography        | <input type="radio"/> Traveling        |
| <input type="radio"/> Canoeing/Kayaking  | <input type="radio"/> Hiking            | <input type="radio"/> Reading            | <input type="radio"/> Woodworking      |
| <input type="radio"/> Collecting _____   | <input type="radio"/> Horseback Riding  | <input type="radio"/> Running            |  |

15. What radio station do you listen to most? Mark (●) ONE.

- |                                  |                                   |                                    |   |
|----------------------------------|-----------------------------------|------------------------------------|---|
| <input type="radio"/> KKFG 104.5 | <input type="radio"/> KSJD VoTech | <input type="radio"/> KRTZ 98.5    | <input type="radio"/> KSUT Public Radio |
| <input type="radio"/> KISZ 97.9  | <input type="radio"/> KKDC 93.3   | <input type="radio"/> Big Dog 96.9 | <input type="radio"/> KPCL 103.5        |

16. What publication do you read most? Mark (●) ONE.

- |                                      |                                      |                                  |   |
|--------------------------------------|--------------------------------------|----------------------------------|---|
| <input type="radio"/> Cortez Journal | <input type="radio"/> Mancos Times   | <input type="radio"/> Free Press | <input type="radio"/> 4-Corners Bus Journal |
| <input type="radio"/> Denver Post    | <input type="radio"/> Durango Herald | <input type="radio"/> Internet   | <input type="radio"/> Dolores Star          |

17. How strongly do you agree/disagree with the following statements? Mark (●) ONE for EACH.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I always try to buy products and services locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the look and feel of downtown Cortez	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer independent stores over chains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent businesses should stay open past 5 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More programs for youth should be offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult/Senior classes should be offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult/Senior recreation programs should be offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. What is unique about Cortez? \_\_\_\_\_

19. Name another small city that you feel has a vibrant and attractive downtown. \_\_\_\_\_

20. Please provide any additional comments to help us improve downtown Cortez:

\_\_\_\_\_

**Please Tell Us a Little About Yourself.**

What is your home zip code? \_\_\_\_\_ How many live in your household? \_\_\_\_\_

What is your age?	18 or under	18-24	25-44	45-64	65 and over	Gender?	Male	Female
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>

Indicate the primary commuting route you take in Cortez between home and work? Mark (●) ONE.

Hwy 145       Hwy 160       Hwy 491       Lebanon Rd       Mildred Rd

What is the highest level of formal education you have completed? Mark (●) ONE.

Grade 11 or less       Associate/Tech Degree       Graduate School  
 High School       4 Year College       Post Graduate School

How would you describe your current job? Mark (●) ONE.

Mgn't/Financial       Services       Production       Looking For Work  
 Professional       Farm/Forestry/Fishing       Transportation       Student  
 Sales       Construction       Stay-at-home  
 Admin. Support       Installation/Maint,       Retired

What is your household's annual income (Optional)? Mark (●)

under \$15,000       \$35,000 - \$49,999       \$100,000 - \$149,999  
 \$15,000 - \$24,999       \$50,000 - \$74,999       \$150,000 - \$199,999  
 \$25,000 - \$34,999       \$75,000 - \$99,999       over \$200,000

*Thank you for participating in this survey. Please return this completed questionnaire in the enclosed postage-paid envelope by February 1, 2006 to: **Downtown Market Survey, City of Cortez, 210 E. Main St., Cortez, CO 81321***

This survey is a cooperative effort sponsored by the City of Cortez, Colorado Center for Community Development, Colorado Community Revitalization Association and the Cortez Mainstreet Program. Assistance provided by Bill Ryan, a downtown revitalization specialist at the University of Wisconsin-Extension.