

# RETAIL SURVEY



R1 Are you located in an identifiable commercial district?  
 Yes  No (go to question R3a)

R2 Are you located in:

<input type="checkbox"/> Downtown	<input type="checkbox"/> Shopping center / big box center
<input type="checkbox"/> Highway / commercial strip plaza	<input type="checkbox"/> Tourist area / destination
<input type="checkbox"/> Industrial park	<input type="checkbox"/> Other principle shopping street
<input type="checkbox"/> Neighbourhood commercial	

R3a Is there a strategy or plan in place for promoting and managing your commercial district?  
 Yes  No (go to R4)  Don't know (go to R4)

If yes, please identify whether you agree or disagree with the following statements regarding the strategy / plan:

	Agree	Disagree	Don't know
It identifies the issues important to the future of my business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It proposes actions to address those issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is being effectively implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a comprehensive and integrated plan (i.e. addressing heritage, cultural aspects, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The plan is primarily focused on retail marketing and promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

R3b Specify any barriers you see to the successful implementation of the plan. (select all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Workforce                 | <input type="checkbox"/> Community challenges |
| <input type="checkbox"/> Funding                   | <input type="checkbox"/> Other                |
| <input type="checkbox"/> Lack of municipal support |   |

If other, please specify:

R4 Is there an organization or group that represents the interests of your commercial district? (select all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Business Improvement Area association | <input type="checkbox"/> Development corporation or board of management |
| <input type="checkbox"/> Chamber of commerce                   | <input type="checkbox"/> Ratepayers association                         |
| <input type="checkbox"/> Committee of council                  | <input type="checkbox"/> Other  |

If other, please specify:

R5 Using the scale provided, please rate the condition of your *commercial district* for each factor.  
**NR = No response    1 = Needs improving    2 = Fair    3 = Good    4 = Excellent**

	NR	1	2	3	4
Street furniture (e.g. lights, benches, waste containers).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service programs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising campaigns .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks, pedestrian environment .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of parking spots / facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highway signage / tourism directional signs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior appearance of facades .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vagrancy / Homelessness / Panhandling .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate mix of businesses .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of public transit .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility for people with disabilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizations of special events .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plantings, trees, flower boxes .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking signage .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fees, enforcement .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti and litter .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside advertising.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual identity of the area (e.g. unifying banners).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public amenities (parks, fountains, washrooms) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window displays .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic flow on streets in the area .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public safety services (e.g. lighting, security, etc) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conditions of the housing stock .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate range of quality/price for target markets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of vacancies / turnover .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniform hours of operation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

R6 Would your business benefit from any of the following programs or services?

	Yes	No
Store design and layout assistance .....	<input type="checkbox"/>	<input type="checkbox"/>
Networking events .....	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative advertising / joint marketing .....	<input type="checkbox"/>	<input type="checkbox"/>
Building improvement loan / grant programs.....	<input type="checkbox"/>	<input type="checkbox"/>
Sign improvement loan / grant programs .....	<input type="checkbox"/>	<input type="checkbox"/>
Physical improvements in public areas (benches, lighting, etc.).....	<input type="checkbox"/>	<input type="checkbox"/>
Business directories, brochures, maps.....	<input type="checkbox"/>	<input type="checkbox"/>
Mentorship programs / business to business counseling.....	<input type="checkbox"/>	<input type="checkbox"/>
Analysis and reporting on the downtown market / economy .....	<input type="checkbox"/>	<input type="checkbox"/>
Retail and special event coordination.....	<input type="checkbox"/>	<input type="checkbox"/>
Customer service training.....	<input type="checkbox"/>	<input type="checkbox"/>
Marketing on the web .....	<input type="checkbox"/>	<input type="checkbox"/>
Training in financial management and product pricing .....	<input type="checkbox"/>	<input type="checkbox"/>
Succession planning.....	<input type="checkbox"/>	<input type="checkbox"/>
Improved telecommunications infrastructure (e.g. internet access).....	<input type="checkbox"/>	<input type="checkbox"/>

R7 What are your top 3 suggestions for improving the retail business environment?

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

If other, please specify:

R8 In order for your business to be more competitive, **A)** What retail skills would you like to improve upon and **B)** Would you participate in workshops to address any of the following issues?

	Would like to improve this skill	Would participate in a workshop
Retaining existing or attracting new customers .....	<input type="checkbox"/>	<input type="checkbox"/>
Assessing new technologies.....	<input type="checkbox"/>	<input type="checkbox"/>
Staff training and development .....	<input type="checkbox"/>	<input type="checkbox"/>
Visual merchandising.....	<input type="checkbox"/>	<input type="checkbox"/>
Product pricing .....	<input type="checkbox"/>	<input type="checkbox"/>
Financial management .....	<input type="checkbox"/>	<input type="checkbox"/>
Marketing .....	<input type="checkbox"/>	<input type="checkbox"/>
Evaluating market opportunities .....	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with the competition.....	<input type="checkbox"/>	<input type="checkbox"/>
Customer service training .....	<input type="checkbox"/>	<input type="checkbox"/>

R9 Are any of the following costs of operation a serious concern to the success of your business?

	Yes	No
Cost and availability of full-time employees.....	<input type="checkbox"/>	<input type="checkbox"/>
Cost and availability of part-time employees .....	<input type="checkbox"/>	<input type="checkbox"/>
Business and property tax structure .....	<input type="checkbox"/>	<input type="checkbox"/>
Rent and lease costs of building.....	<input type="checkbox"/>	<input type="checkbox"/>
Insurance .....	<input type="checkbox"/>	<input type="checkbox"/>
Cost of utilities.....	<input type="checkbox"/>	<input type="checkbox"/>

R10 What community assets would you most like to see developed in your community? **(select up to four)**

- |   |   |
|---|---|
| <input type="checkbox"/> Directional signs                                  | <input type="checkbox"/> Downtown public washrooms                |
| <input type="checkbox"/> Farmers' market                                    | <input type="checkbox"/> Sports or recreation facilities          |
| <input type="checkbox"/> Parks and / or green space                         | <input type="checkbox"/> Walking & biking trails                  |
| <input type="checkbox"/> Public cultural facilities (eg libraries, museums) | <input type="checkbox"/> Waterfront access marinas, boat landings |
| <input type="checkbox"/> Public parking                                     | <input type="checkbox"/> Other                                    |

If other, please specify:

**Thank you for your participation in the Huron County Business Retention & Expansion Project**