

LETTERHEAD

NOTE: Highlighted sections need to be customized to local community

[enter today's date]

Dear City X Business Owner:

This is an exciting time for the City X area. Many of you know that we became part of the [enter state] Main Street Program in [enter year]. The mission for our Main Street Program is, "[enter mission]". That's where we need your help.

The following pages provide an opportunity for you to tell us about your business and your business assistance needs. Whether you are a longstanding member of the business community, or a recent startup business, you have business assistance needs. We want to revitalize our downtown with your needs in mind. It is a confidential survey, so please feel free to be direct. We will have the survey results analyzed and use the information as the cornerstone of our business retention program.

We appreciate your time and look forward to your responses. Key findings will be reported to you as soon as they are available. If you have additional questions, feel free to call the Main Street office at ###-####.

Thanks again.

Jane or John Doe
City X Main Street Manager

CONTACT INFORMATION**Business Name** _____

(All future references to "your business" will refer exclusively to the business listed above.)

Business Owner(s) _____ **Contact:** _____**Business Physical Address** _____**Business Mailing Address** _____**Business Phone #1** _____ **Business Phone #2** _____ **FAX** _____**Email** _____ **Web Site** _____**NEEDS AND OPPORTUNITIES ASSESSMENT****1. Please rate the degree to which you are experiencing the following business challenges? (● mark ONE answer for each item)**

Major Challenge (-3) Minor Challenge (-2) Don't Know (-1) No Challenge (0)

Conflict with building owner or tenant.....	(A)	(B)	(C)	(D)
Difficulty recruiting or retaining employees.....	(A)	(B)	(C)	(D)
Expensive or unavailable products.....	(A)	(B)	(C)	(D)
Expensive or unavailable utilities.....	(A)	(B)	(C)	(D)
Expensive employee wages or benefits.....	(A)	(B)	(C)	(D)
Expensive rent.....	(A)	(B)	(C)	(D)
Expensive shipping or transportation.....	(A)	(B)	(C)	(D)
Insufficient financing.....	(A)	(B)	(C)	(D)
Insufficient parking.....	(A)	(B)	(C)	(D)
In-town competition.....	(A)	(B)	(C)	(D)
Out-of-town competition.....	(A)	(B)	(C)	(D)
Language barriers.....	(A)	(B)	(C)	(D)
Poor building condition.....	(A)	(B)	(C)	(D)
Restrictive business regulations.....	(A)	(B)	(C)	(D)
Shoplifting or theft.....	(A)	(B)	(C)	(D)
Unskilled workers.....	(A)	(B)	(C)	(D)
Vandalism.....	(A)	(B)	(C)	(D)
Other	(A)	(B)	(C)	(D)

2. Could you or your employees use information on or assistance with the following topics? (● mark ONE answer for each item)

Definitely (2) Probably (1) Unsure (0) Probably Not (-1) Definitely Not (-2)

Business planning.....	(A)	(B)	(C)	(D)	(E)
Financial management.....	(A)	(B)	(C)	(D)	(E)
Inventory management.....	(A)	(B)	(C)	(D)	(E)
Advertising or marketing.....	(A)	(B)	(C)	(D)	(E)
Employee hiring or training.....	(A)	(B)	(C)	(D)	(E)
Customer service or hospitality.....	(A)	(B)	(C)	(D)	(E)
Building improvements.....	(A)	(B)	(C)	(D)	(E)
Window displays or interior store design.....	(A)	(B)	(C)	(D)	(E)
Business market analysis.....	(A)	(B)	(C)	(D)	(E)
Internet or E-Commerce.....	(A)	(B)	(C)	(D)	(E)
Transfer of ownership or selling a business...	(A)	(B)	(C)	(D)	(E)
Other	(A)	(B)	(C)	(D)	(E)

The following two pages should reduce to one page after customizing [then delete this note and the space below]

List up to 8 existing products and services [then delete this note]

3. How useful to your business are these existing Main Street Program products and services? (● mark ONE answer for each item)

	Very Useful (3)	Useful (1)	Don't Know (-1)	Useless (-3)
Free design assistance.....	(A)	(B)	(C)	(D)
Free business assistance.....	(A)	(B)	(C)	(D)
Networking events (i.e. breakfast/luncheon meetings, business after hours)...	(A)	(B)	(C)	(D)
Group business training (i.e. workshops, speakers).....	(A)	(B)	(C)	(D)
Workforce development.....	(A)	(B)	(C)	(D)
Cooperative insurance program.....	(A)	(B)	(C)	(D)
Business expos or trade shows.....	(A)	(B)	(C)	(D)
Cooperative advertising coordination.....	(A)	(B)	(C)	(D)
Advertising or marketing of Main Street district as shopping destination.....	(A)	(B)	(C)	(D)
Low interest business loan program (X% if guidelines met).....	(A)	(B)	(C)	(D)
Low interest building improvement loan program (X% if guidelines met).....	(A)	(B)	(C)	(D)
Facade grant up to \$X (if guidelines met).....	(A)	(B)	(C)	(D)
Sign grant up to \$X (if guidelines met).....	(A)	(B)	(C)	(D)
Landlord-tenant or seller-buyer referral network.....	(A)	(B)	(C)	(D)
Information sharing (i.e. newsletters, flyers, business fact sheets).....	(A)	(B)	(C)	(D)
Downtown public improvement projects (list examples).....	(A)	(B)	(C)	(D)
Business resource library or consultant referrals.....	(A)	(B)	(C)	(D)
Downtown business directories, brochures, maps.....	(A)	(B)	(C)	(D)
Web site or Internet resources.....	(A)	(B)	(C)	(D)
Main Street ambassadors, mentors or sister stores.....	(A)	(B)	(C)	(D)
Individual business training (i.e. videotape training programs on loan).....	(A)	(B)	(C)	(D)
Business visitation program.....	(A)	(B)	(C)	(D)
Analysis and reporting of the downtown market / economy.....	(A)	(B)	(C)	(D)
Retail event coordination (ringing the cash registers – or list examples).....	(A)	(B)	(C)	(D)
Special event coordination (increasing foot traffic – or list examples).....	(A)	(B)	(C)	(D)
Boilerplate lease agreements or rent subsidies.....	(A)	(B)	(C)	(D)
Arbitration service.....	(A)	(B)	(C)	(D)
Business planning service.....	(A)	(B)	(C)	(D)
Buying groups.....	(A)	(B)	(C)	(D)

List up to 4 proposed products and services [then delete this note]

4. How useful would these proposed Main Street Program products and services be to your business?

(● mark ONE answer for each item)

	Very Useful (3)	Useful (1)	Don't Know (-1)	Useless (-3)
Customize lists for questions 3 & 4 using examples above + your own.....	(A)	(B)	(C)	(D)

List up to 4 other incentives [then delete this note]**5. Which other business incentives or assistance have you used or plan to use for your business?**(● mark ONE answer for each item)

	Have Used (3)	Will Use (1)	Don't Know (-1)	Won't Use (-3)
Historic Preservation Tax Credits	(A)	(B)	(C)	(D)
Free assistance from COMMERCE Area Development Managers (ADM)	(A)	(B)	(C)	(D)
COMMERCE Early Planning Grant (EPG) Program	(A)	(B)	(C)	(D)
COMMERCE Economic Impact Early Planning Grant (EI-EPG) Program	(A)	(B)	(C)	(D)
COMMERCE Economic Diversification Loan (EDL) Program	(A)	(B)	(C)	(D)
COMMERCE Technology Development Fund (TDF) and Loan (TDL)	(A)	(B)	(C)	(D)
COMMERCE Rural Economic Development (RML) Microloan Program	(A)	(B)	(C)	(D)
WHEDA Affordable Housing Tax Credits	(A)	(B)	(C)	(D)
WHEDA Small Business Guarantee	(A)	(B)	(C)	(D)
Free assistance from Small Business Development Center (SBDC)	(A)	(B)	(C)	(D)
Free counseling from SCORE (Service Corps of Retired Executives)	(A)	(B)	(C)	(D)
US Small Business Administration (SBA) loan guarantee	(A)	(B)	(C)	(D)

List up to 16 statements [then delete this note]**6. How strongly do you agree or disagree with the following statements? (● mark ONE answer for each statement)**

	Strongly Agree (2)	Somewhat Agree (1)	Neutral (0)	Somewhat Disagree (-1)	Strongly Disagree (-2)
Local police protection is outstanding	(A)	(B)	(C)	(D)	(E)
I feel safe downtown, even at night	(A)	(B)	(C)	(D)	(E)
Local fire protection is outstanding	(A)	(B)	(C)	(D)	(E)
Local waste management service is outstanding	(A)	(B)	(C)	(D)	(E)
Local municipal services are well worth the level of local taxation	(A)	(B)	(C)	(D)	(E)
I always try to buy products and services locally	(A)	(B)	(C)	(D)	(E)
I always direct customers to other downtown businesses	(A)	(B)	(C)	(D)	(E)
I seek ways to cooperate with complementary downtown businesses	(A)	(B)	(C)	(D)	(E)
The existing downtown business mix helps my business	(A)	(B)	(C)	(D)	(E)
The look and feel of downtown helps my business	(A)	(B)	(C)	(D)	(E)
My building façade draws customers into my business	(A)	(B)	(C)	(D)	(E)
My window and store displays help my business	(A)	(B)	(C)	(D)	(E)
My advertising helps my business	(A)	(B)	(C)	(D)	(E)
My business is open when customers want to shop	(A)	(B)	(C)	(D)	(E)
Employees of my business show great customer service	(A)	(B)	(C)	(D)	(E)
Housing for employees is readily available	(A)	(B)	(C)	(D)	(E)
Childcare for employees and customers is readily available	(A)	(B)	(C)	(D)	(E)
Downtown City X is an excellent place to have a business	(A)	(B)	(C)	(D)	(E)

7. How satisfied are you with the present location of your business? (● mark ONE)

- ☐ A Very Satisfied
 ☐ B Satisfied
 ☐ C Neutral
 ☐ D Unsatisfied
 ☐ E Very Unsatisfied
 ☐ F Plan to Move

Why? _____

8. Do you have plans to expand or reduce operations for your business in the foreseeable future? (● mark ONE)

- ☐ A I plan to expand products/services or square footage downtown.
☐ B I plan to expand products/services or square footage at a location outside the downtown.
☐ C I plan to reduce products/services or square footage downtown.
☐ D I don't have any plans for changes.

9. Are you, or the building owner, considering any building improvement projects? ☐ A Yes ☐ B No ☐ C Don't Know**BUSINESS AND WORKFORCE DATA****10. What is the business or professional activity code for your business? (NAICS)**

(Use the key provided or enter the business code from your 2002 federal tax return.) _____

11. How long has your business been in operation? (● mark ONE, include time at this & any previous locations)

- ☐ A under 1 year
 ☐ B 1-5 years
 ☐ C 6-10 years
 ☐ D 11-20 years
 ☐ E over 20 years

If you know the date your business was established, please list it here (MM / YY) _____

12. How long have you been the owner of your business? (● mark ONE)

- ☐ A under 1 year
 ☐ B 1-5 years
 ☐ C 6-10 years
 ☐ D 11-20 years
 ☐ E over 20 years

13. Does your business own or lease the space in which it is located? ☐ A Own ☐ B Lease ☐ C Lease, want to purchase**14. For your business, how many square feet are devoted to the following?**

(The total should add up to the total square footage of the business)

- a. _____ sq. ft. Sales Space
 b. _____ sq. ft. Production Space
 c. _____ sq. ft. Office Space
 d. _____ sq. ft. Storage Space
 e. _____ sq. ft. Unused Space
 f. _____ sq. ft. Total Space

15. Where do your customers typically park?

(● mark ONE)

- ☐ A On the street
 ☐ C In a private parking lot
☐ B In a public parking lot
 ☐ D Other _____

How far do customers typically have to park from your business? (● mark ONE)

- ☐ A Near entry
 ☐ D 2 blocks away
☐ B ½ block away
 ☐ E 3 blocks away
☐ C 1 block away
 ☐ F 4 blocks or more

_____ **If you own a parking lot, how many parking spaces are available for customers (not employees)?**

16. Where do you and your employees typically park?

(● mark ONE)

- ☐ A On the street
 ☐ C In a private parking lot
☐ B In a public parking lot
 ☐ D Other _____

How far do you and your employees typically have to park from your business? (● mark ONE)

- ☐ A Near entry
 ☐ D 2 blocks away
☐ B ½ block away
 ☐ E 3 blocks away
☐ C 1 block away
 ☐ F 4 blocks or more

_____ **If you own a parking lot, how many parking spaces are available for employees (not customers)?**

17. What percentage of employees of your business live here in **City X**? _____ %

18. How many people, including owners, does your business employ in each of the following categories?

(Full-time = 32 or more hours/week)

Full-time year-round _____ Part-time year-round _____ Seasonal _____

MARKET AND MARKETING DATA

19. What are the hours of operation for your business?

Monday from _____ to _____

Tuesday from _____ to _____

Wednesday from _____ to _____

Thursday from _____ to _____

Friday from _____ to _____

Saturday from _____ to _____

Sunday from _____ to _____

What are your thoughts on store hours?

- ☐ (A) I am open all the hours I need to be
- ☐ (B) I can't be open more hours for personal reasons
- ☐ (C) I should be open more hours, but can't afford the staff
- ☐ (D) I should be open more hours, but can't find good staff
- ☐ (E) I would be open more hours if I were sure of sales
- ☐ (F) I would be open more hours if everyone else were

20. During a typical week, what are the seven busiest times for your business? (● mark up to SEVEN times total for the week)

	Before 11:00 a.m.	11:00 a.m.- 2:00 p.m.	2:00 p.m.- 5:00 p.m.	After 5:00 p.m.
Monday	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)
Tuesday	<input type="radio"/> (E)	<input type="radio"/> (F)	<input type="radio"/> (G)	<input type="radio"/> (H)
Wednesday	<input type="radio"/> (I)	<input type="radio"/> (J)	<input type="radio"/> (K)	<input type="radio"/> (L)
Thursday	<input type="radio"/> (M)	<input type="radio"/> (N)	<input type="radio"/> (O)	<input type="radio"/> (P)
Friday	<input type="radio"/> (Q)	<input type="radio"/> (R)	<input type="radio"/> (S)	<input type="radio"/> (T)
Saturday	<input type="radio"/> (U)	<input type="radio"/> (V)	<input type="radio"/> (W)	<input type="radio"/> (X)
Sunday	<input type="radio"/> (Y)	<input type="radio"/> (Z)	<input type="radio"/> (1)	<input type="radio"/> (2)

21. What are the three busiest months of the year for this business? (● mark up to THREE)

- | | | |
|-----------------------------------|------------------------------------|-------------------------------------|
| <input type="radio"/> (A) January | <input type="radio"/> (B) February | <input type="radio"/> (C) March |
| <input type="radio"/> (D) April | <input type="radio"/> (E) May | <input type="radio"/> (F) June |
| <input type="radio"/> (G) July | <input type="radio"/> (H) August | <input type="radio"/> (I) September |
| <input type="radio"/> (J) October | <input type="radio"/> (K) November | <input type="radio"/> (L) December |

22. How many customers/clients visit your business per week during the summer months of May to October? (● mark ONE)

- ☐ (A) none, all business via phone, Internet, etc. ☐ (B) less than 50 ☐ (C) 50-250 ☐ (D) 250-500 ☐ (E) Over 500

How many customers/clients visit your business per week during the winter months of November to April? (● mark ONE)

- ☐ (A) none, all business via phone, Internet, etc. ☐ (B) less than 50 ☐ (C) 50-250 ☐ (D) 250-500 ☐ (E) Over 500

23. Which of the following events increased foot traffic or sales volume for your business, either during the event or in the next few days or weeks? (● mark ALL that apply)

☐ (A) Event A

☐ (D) Event D

☐ (G) Event G

☐ (J) Event J

☐ (B) Event B

☐ (E) Event E

☐ (H) Event H

☐ (K) Other _____

☐ (C) Event C

☐ (F) Event F

☐ (I) Event I

☐ (L) None

24. Approximately what percentage of your customers come from each of the following zip codes?

(Total should = 100%)

- a. ____% City A #####
 b. ____% City B #####
 c. ____% City C #####
 d. ____% City D #####
 e. ____% City E #####
 f. ____% City F #####
 g. ____% City G #####
 h. ____% City H #####
 i. ____% City I #####
 j. ____% City J #####
 k. ____% Other _____ (specify)
 l. ____% Other _____ (specify)
 100 %

25. What percentage of the annual advertising budget for your business is spent with each of the following media?

(Total should = 100%)

- a. ____% Newspapers
 b. ____% Magazines
 c. ____% Radio
 d. ____% Television
 e. ____% Direct Mail/Catalogs
 f. ____% Window Displays
 g. ____% Billboards
 h. ____% Internet
 i. ____% Local Service Organizations
 j. ____% Other _____ (specify)
 100 %

26. Please describe the target market of your business. (● mark ONE for each category)**Gender** (A) Male (B) Female**Age** (A) under 18 (B) 18-24 (C) 25-44 (D) 45-54 (E) 55-64 (F) Over 64

Annual household income

(A) under \$15,000	(D) \$35,000 - \$49,999	(G) \$100,000 - \$149,999
(B) \$15,000 - \$24,999	(E) \$50,000 - \$74,999	(H) over \$150,000
(C) \$25,000 - 34,999	(F) \$75,000 - \$99,999	

27. Which radio stations are included in the annual advertising budget for your business? (● mark ALL that apply)

- | | | |
|-------------------------------|-------------------------------|-----------------|
| (A) CALL LETTERS, dial number | (E) CALL LETTERS, dial number | (I) Other _____ |
| (B) CALL LETTERS, dial number | (F) CALL LETTERS, dial number | (J) Other _____ |
| (C) CALL LETTERS, dial number | (G) CALL LETTERS, dial number | (K) Other _____ |
| (D) CALL LETTERS, dial number | (H) Other _____ | (L) None |

Which local or network television stations are included in the annual advertising budget for your business?

(● mark ALL that apply)

- | | | |
|-------------------------------|-------------------------------|-----------------|
| (A) CALL LETTERS, dial number | (D) CALL LETTERS, dial number | (G) Other _____ |
| (B) CALL LETTERS, dial number | (E) CALL LETTERS, dial number | (H) Other _____ |
| (C) CALL LETTERS, dial number | (F) CALL LETTERS, dial number | (I) None |

Which publications are included in the annual advertising budget for your business? (● mark ALL that apply)

- | | | | |
|------------------|------------------|------------------|-----------------|
| (A) Periodical A | (D) Periodical D | (G) Periodical G | (J) Other _____ |
| (B) Periodical B | (E) Periodical E | (H) Other _____ | (K) Other _____ |
| (C) Periodical C | (F) Periodical F | (I) Other _____ | (L) None |

28. Please list the six products and/or services that best differentiate your business from the competition.

_____	_____	_____
_____	_____	_____

29. What is the toughest competition for your business? (specify up to THREE competitors by name)

a. _____ b. _____ c. _____

30. To what degree do the following traits help make your business more competitive versus the competitors listed above?

(● mark ONE answer for each item)

	A Lot	A Little	Not At All
Your Location.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Parking.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Hours.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Service.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Name Brands.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Quality.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Selection.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Price.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C

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

31. Relative to other businesses in your trade, what price point do you target? (● mark ONE)

☐ A low-end ☐ B average ☐ C high-end

32. What three downtown businesses complement your business the most? (specify up to THREE businesses by name)

a. _____ b. _____ c. _____

33. What are the two biggest non-work reasons people stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

34. With your business in mind, what four businesses from the following list would you most like to see available downtown? (● mark up to FOUR)

☐ A Business A
☐ B Business B
☐ C Business C
☐ D Business D

☐ E Business E
☐ F Business F
☐ G Business G
☐ H Business H

☐ I Business I
☐ J Business J
☐ K Business K
☐ L Other _____

Name two businesses you would most like to see come to downtown **City X**. (i.e. specific chain or franchise).

a. _____ b. _____

35. With your business in mind, what four community assets would you most like to see developed? (● mark up to FOUR)

☐ A Example: walking trail

☐ D Example: sports facilities

☐ G Example: expanded public parking

☐ B Example: bike trail

☐ E Example: skateboard park

☐ H None of these

☐ C Example: boat docks or landings

☐ F Example: expanded "green space"

☐ I Other _____

36. How long did it take you to complete this survey? _____