

RETAIL / SERVICE BUSINESS

 Key: = Select Multiple, = Select One

RB1. Are you located in an identifiable commercial district?

- Yes
 No **Go to question RB3a**

RB2. Are you located in...

- Downtown
 Highway/commercial strip plaza
 Regional shopping mall
 Other principle shopping street
 Power centre/big box new format retail
 Tourist area/destination
 Neighbourhood commercial
 Industrial Park

RB3a. Is there a strategy or plan in place for promoting and managing your commercial district?

- Yes
 No **Go to question RB4**
 Don't know

b. Please respond yes or no to the following statements about the Retail strategy or Plan:

Retail Statements	Yes	No	Don't Know
It identifies the issues important to the future of my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It proposes actions to address those issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is being effectively implemented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a comprehensive and integrated plan i.e., addressing heritage, cultural aspects, social and economic etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The plan is primarily focused on retail marketing and promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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
 Development Corporation or Board of Management
 Chamber of Commerce
 Committee of Council
 Ratepayers Association
 Other (Specify): _____

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

- 1 = Excellent
 2 = Good
 3 = Fair
 4 = Needs Improving

Physical Setting		1	2	3	4
a.	Street furniture (lights, benches, waste containers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Public amenities (parks, fountains, washrooms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Plantings, trees, flower boxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Graffiti and litter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation		1	2	3	4
b.	Sidewalks, pedestrian environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Traffic flow on streets in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Adequacy of public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Accessibility for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking		1	2	3	4
c.	# of parking spots/facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Parking signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Fees, enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gateways / Entrances		1	2	3	4
d.	Highway signage/tourism directional signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Roadside advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Visual identity of the area - unifying banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storefronts		1	2	3	4
e.	Exterior appearance of facades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Window displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Issues / Social Conditions		1	2	3	4
f.	Vagrancy/homelessness/panhandling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Vandalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Public safety services - e.g. lighting, security, police presence, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Conditions of the housing stock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive Position		1	2	3	4
g.	Appropriate mix of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Appropriate range of quality/price for target markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Number of vacancies/turnover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joint Marketing / Promotion		1	2	3	4
h.	Organization of special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Uniform hours of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Customer service programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Advertising campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- 1 = Excellent
 2 = Good
 3 = Fair
 4 = Needs Improving

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

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?

A = What retail skills would you like to see improved
 B = Would you participate in workshops to address any of the following issues

Areas of Business	A	B
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"/>
Other (Specify): _____	<input type="checkbox"/>	<input type="checkbox"/>

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

Cost of Operation	Yes	No
Business & property tax structure	<input type="radio"/>	<input type="radio"/>
Rents and lease costs of buildings	<input type="radio"/>	<input type="radio"/>
Cost and availability of full-time employees	<input type="radio"/>	<input type="radio"/>
Cost and availability of part-time employees	<input type="radio"/>	<input type="radio"/>
Insurance	<input type="radio"/>	<input type="radio"/>
Cost of utilities	<input type="radio"/>	<input type="radio"/>
Other (Specify): _____	<input type="radio"/>	<input type="radio"/>

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

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

RB11. Retail / Service Business Notes:

Thank you for your participation in this business survey. The Business Retention and Expansion leadership team values your participation and input. We endeavour to respond to your issues and needs in order that your business and the local economy can be improved.