



Main Street Mount Vernon

Main Street Mount Vernon Business Status Questionnaire

NEEDS AND OPPORTUNITIES ASSESSMENT

1. Please rate the degree to which you are experiencing the following business challenges? (I mark ONE answer for each item)

	Major Challenge	Minor Challenge	Don't Know	No Challenge
Conflict with building owner or tenant.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty recruiting or retaining employees.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive or unavailable products.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive or unavailable utilities.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive employee wages or benefits.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive rent.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive shipping or transportation.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient financing.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient parking.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-town competition.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-town competition.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor building condition.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrictive business regulations.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shoplifting or theft.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unskilled workers.....	<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"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business Planning	<input type="radio"/>				
Financial management	<input type="radio"/>				
Inventory management	<input type="radio"/>				
Advertising or marketing	<input type="radio"/>				
Employee hiring or training	<input type="radio"/>				
Customer service or hospitality	<input type="radio"/>				
Building Improvements	<input type="radio"/>				
Window displays or interior store design	<input type="radio"/>				
Internet or E-Commerce	<input type="radio"/>				
Transfer of ownership or selling a business...	<input type="radio"/>				
Other _____	<input type="radio"/>				



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3. How strongly do you agree or disagree with the following statements? (mark ONE answer for each statement)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Local police protection is outstanding.....	<input type="radio"/>				
I feel safe downtown, even at night.....	<input type="radio"/>				
Local fire protection is amazing.....	<input type="radio"/>				
Local waste management service is outstanding.....	<input type="radio"/>				
Local municipal services worth level of local taxation.....	<input type="radio"/>				
I always try to buy products and services locally.....	<input type="radio"/>				
I always direct customers to downtown businesses.....	<input type="radio"/>				
I seek ways to cooperate with downtown businesses.....	<input type="radio"/>				
Existing downtown business mix helps my business.....	<input type="radio"/>				
The look and feel of downtown helps my business.....	<input type="radio"/>				
My building façade draws customers into my business..	<input type="radio"/>				
My window and store displays help drive my business..	<input type="radio"/>				
My advertising helps my business.....	<input type="radio"/>				
My business is open when customers want to shop.....	<input type="radio"/>				
Employees show great customer service.....	<input type="radio"/>				
Housing for employees is readily available.....	<input type="radio"/>				
Housing for employees is easily accessible.....	<input type="radio"/>				
Transportation for employees is easily accessible.....	<input type="radio"/>				
Parking downtown is readily available.....	<input type="radio"/>				
Childcare for employees is readily available.....	<input type="radio"/>				
Downtown Mount Vernon is a great place for business.	<input type="radio"/>				

4. Does your business own or lease the space in which it is located? ___ Own ___ Lease (If leased, who is owner? _____)

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

Mon.: ____ - ____

Tue.: ____ - ____

Wed.: ____ - ____

Thur.: ____ - ____

Fri.: ____ - ____

Sat.: ____ - ____

Sun.: ____ - ____

6. What are your thoughts on store hours? (Select All That Apply)

___ I am open the hours I need to be

___ I cant be open more hours for personal reasons

___ I should be open more hours, but can't afford more staff

___ I should be open more hours, but can't find good staff

___ I would be open more hours if I were sure of sales

___ I would be open more hours if everyone else were



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

	Before <u>11am</u>	11am - <u>2pm</u>	2pm - <u>5pm</u>	After <u>5pm</u>
Monday	0	0	0	0
Tuesday	0	0	0	0
Wednesday	0	0	0	0
Thursday	0	0	0	0
Friday	0	0	0	0
Saturday	0	0	0	0
Sunday	0	0	0	0

8. What are the three busiest months of the year for this business?

9. With your business in mind, what four business from the following list would you most like to see available downtown?

- | | | |
|--|--|--|
| <input type="checkbox"/> Clothing Boutique | <input type="checkbox"/> Fast Food Chain | <input type="checkbox"/> Jewelry Store |
| <input type="checkbox"/> Grocery Store | <input type="checkbox"/> Fine Dining | <input type="checkbox"/> Fitness Studio |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Grab and Go Style | <input type="checkbox"/> Art Driven Enterprise |
| <input type="checkbox"/> Craft Driven Enterprise | <input type="checkbox"/> Food Truck | <input type="checkbox"/> Financial Office |

10. Please describe the target market of your business. (mark ONE for each category)

Gender Male Female

Age Under 18 18—24 25—44 45—54 55—64 Over 64

Annual household income of target audience:

- Under \$15,000 \$15,000—\$24,999 \$25,000—\$34,999 \$35,000—\$49,999 \$50,000—\$74,999
- \$75,000—\$99,999 Over \$100,000

11. What parking issues do you have downtown as a business owner [check all that apply]

- a. downtown business employees are using customer/street parking spaces instead of lots
- b. students are using customer/street parking spaces instead of lots
- c. customers do not have enough time (2 hours) to complete their business
- d. people take up spaces for too long
- e. shortage of handicap parking
- f. parking time limits are not clearly identified
- g. long-term parking locations are not clearly identified
- h. Other: _____

12. What would you like the City to do to address parking issues in the Central Business District? What should be the City's goals/priorities for downtown parking? [open ended]

13. Do you support metered parking in the Central Business District as a solution to some issues if;

- 1) the revenue goes to a Special Improvement District (SID) Fund to benefit the Central Business District and,
- 2) decisions about hourly fees are approved by a committee of downtown business owners?

Yes No