

DOWNTOWN MADISON BUSINESS OPERATORS SURVEY

1. Business Name _____
 Business Owner(s) _____ Contact Person if Different: _____
 Business Physical Address _____
 Business Mailing Address _____
 Business Phone _____ FAX _____
 Email _____ Web Site _____

Like this: Not like this:

2. Regarding your business: (● mark ONE for each)

	Under 1 Year	1 – 5 Years	6-10 Years	11-20 Years	Over 20 Years
How long have you been in operation (at this or previous location)?.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How long has your business been at present location?.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How long have you been the operator of your business?.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. If you know the year your business was established, please indicate: _____

4. Does your business own or lease the space in which it is located? (● mark ONE)

Own Lease Lease, want to purchase

Regarding your location:

5. How much space does your business occupy? _____ Square Feet

6. Does your business have direct street access? Yes No

7. If not located on street level, what floor are you on? _____

8. If your business is accessed through a common entrance, is it locked before and after business hours? Yes No

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

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied

10. Why?

OFFICE USE ONLY

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Do you have plans to expand or move your business in the next year?

(● mark ALL that apply)

- I plan to open an additional location downtown.
- I plan to open an additional location outside of downtown.
- I plan to move to a new location downtown.
- I plan to move to a new location outside of downtown.
- I don't have any plans for changes.
- I plan to close.

About this Survey:

This survey is part of a broader market analysis that examines opportunities to continually improve the economic health of downtown Madison. Research partners include: Downtown Madison, Inc. (DMI), the Madison Central Business Improvement District, and the City of Madison Department of Planning and Community and Economic Development, and the University of Wisconsin-Extension.

03-05-07

12. To the best of your knowledge, what are the three busiest and three slowest months of the year for this business? (● mark THREE in each column)

Month	Busiest Months	Slowest Months
January.....	<input type="radio"/>	<input type="radio"/>
February.....	<input type="radio"/>	<input type="radio"/>
March.....	<input type="radio"/>	<input type="radio"/>
April.....	<input type="radio"/>	<input type="radio"/>
May.....	<input type="radio"/>	<input type="radio"/>
June.....	<input type="radio"/>	<input type="radio"/>
July.....	<input type="radio"/>	<input type="radio"/>
August.....	<input type="radio"/>	<input type="radio"/>
September.....	<input type="radio"/>	<input type="radio"/>
October.....	<input type="radio"/>	<input type="radio"/>
November.....	<input type="radio"/>	<input type="radio"/>
December.....	<input type="radio"/>	<input type="radio"/>

What are the hours of operation of your business for both your busiest and slowest months?

	13. Busiest Months		14. Slowest Months	
	Open	Close	Open	Close
Monday.....				
Tuesday...				
Wednesday				
Thursday...				
Friday.....				
Saturday...				
Sunday.....				

15. What is your average sale per transaction? (if known)

In store \$ _____ don't know
 Online \$ _____ don't know

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

Full-time (32 or more hours/week) year-round _____
 Part-time year-round _____
 Seasonal _____

17. 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 am	11:00 am – 2:00 pm	2:00 pm – 5:00 pm	5:00 pm – 7:00 pm	7:00 pm – 9:00 pm	After 9:00 pm
Monday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. What are your thoughts on store hours? (● mark ALL that apply)

- I am open all the hours I need to be
- I can't be open more hours for personal reasons
- I would like to be open more hours, but can't afford the staff
- I would like to 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

19. Rate the impact on your sales from the following events, either during or following the event? (● mark ONE for each)

	High Impact	Medium Impact	Low Impact	No Impact	Negative Impact
Conventions.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football games (Camp Randall).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kohl Center events.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WIAA High School Championship Tournaments.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overture Center events.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitol Sprints (January).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer Farmers Market.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crazy Legs Classic Race (April).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UW Spring Commencement, Kohl Center (May).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UW Parents weekend.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerts on the Square (summer).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art Fair On the Square, Off the Square (July).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maxwell Street Days (July).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paddle and Portage (July).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dane Dances, Monona Terrace Rooftop (August).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jazz at Five (August-September).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste of Madison (Labor Day Weekend).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ironman Wisconsin (September).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
World Dairy Expo (October).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halloween.....	<input type="radio"/>	<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"/>	<input type="radio"/>

20. What three conventions had the most noticeable and positive impact on your foot traffic or sales? (list in order of significance with "1" having the most impact).

1. _____ 2. _____ 3. _____

21. How important are the following consumer segments to your business? (● mark ONE on each row)

	Very Important	Important	Not Important	Not Sure
Males.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Females.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age under 18.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age 18-24.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age 25-44.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age 45-54.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age 55-64.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age Over 64.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown Residents.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Area/Regional Residents (outside of downtown).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown Office Workers.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Students.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists and Visitors.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. What percentage of your annual marketing budget is spent with each of the following media? (Total = 100%)

- ____% Newspapers
- ____% Magazines
- ____% Radio
- ____% Television
- ____% Direct Mail/Catalogs
- ____% Window Displays
- ____% Billboards
- ____% Internet
- ____% Give-aways and donations
- ____% Referral Programs
- ____% Yellow Pages
- ____% Other _____ (specify)
- ____% I Don't Advertise
- 100 %

23. What media has produced the best results for you?

24. What percent of your sales is spent on marketing and media? _____%

25. Which publications are included in your annual advertising budget? (● mark ALL that apply)

- Wisconsin State Journal
- The Capital Times
- Madison Magazine
- Isthmus
- The Onion
- The Daily Cardinal
- The Badger Herald
- BID Downtown Map & Guide
- Capital Region Business Journal
- In Business
- Greater Madison Convention & Visitor Bureau Guide
- Greater Madison Convention & Visitor Bureau Map
- Madison Originals
- Madison Magazine Hotel Book
- Hotel Guides (please list _____)
- MadGuide
- Wisconsin Woman
- ANEW/Brava
- Wisconsin Trails Magazine
- Business Directory (please list _____)
- Neighborhood and suburban publications
- Others _____

26. Which radio stations are included in your annual advertising budget? (● mark ALL that apply)

- WERN 88.7 FM Wisconsin Public Radio
- WORT 89.9 FM Community Radio Station
- WSUM 91.7 FM University of Wisconsin Madison
- WXXM 92.1, "The Mic," Progressive Talk
- WHIT 93.1 FM The Lake
- WJJO 94.1 FM Solid Rock
- WOLX 94.9 FM WOLX - Madison's Oldies Station
- WMAD 96.3 FM Star Country
- WMGN 98.1 FM Magic 98 - Adult Contemporary
- WIBA 101.5 FM WIBA FM 101.5 Classic Rock
- WZEE 104.1 FM Z104 FM
- WCHY 105.1 FM, Charlie
- WMMM 105.5 FM 105.5 Triple M
- WWQM 106.3 FM Q106 FM - Madison's Country
- WTSO 1070 AM Madison's ESPN Sports Radio
- WIBA 1310 AM NewsRadio 1310
- WTUX 1550 AM AM 1550
- WTDY 1670 AM Talk Radio 1670 Madison
- Other _____

27. Which local or network television stations are included in your advertising budget? (● mark ALL that apply)

- WISC-TV (CBS 3)
- WKOW-TV (ABC 27)
- WMSN-TV (Fox 47)
- WMTV (NBC15)
- The CW (WB 57)
- Wisconsin Public Television/WHA Ch. 21
- My Madison TV (14)
- Charter Communications/Cable
- Other _____

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

- Madison.com
- Thedailypage (Isthmus.com)
- Channel3000.com
- Other _____

29. Do you offer? (● mark ALL that apply)

- Gift cards
- Gift certificates
- Loyalty programs

30. Do you have a website? Yes No
31. If yes, what is your average monthly web traffic measured in “unique visitors”? _____
32. If no, do you plan on launching one? Yes No
33. Do you sell products or services online? Yes No
34. If yes, what percent of your sales are online? _____
35. If no, do you plan to sell products or services online? Yes No
36. Do you communicate with your customers via email? Yes No

37. Relative to the other retailers in the central downtown area, are you? (● mark ONE)

- Discount/highly promotional
- Average-priced/Similar in number of sales events
- Quality focused with fewer/seasonal discounts

38. Relative to your direct competition in the broader Madison area, are you:

- Discount/highly promotional
- Average-priced/Similar number of sales events
- Quality focused with fewer/seasonal discounts

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

- a. _____ b. _____ c. _____

40. Thinking regionally, how much do you compete with the following shopping destinations? (● mark ONE for each)

	A Lot	A Little	Not at All	Don't Know
East Towne.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenway Station.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hilldale.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monroe Street.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
West Towne.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Westgate/Odana Road.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Williamson/Atwood.....	<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"/>

41. To what degree do the following traits help make downtown Madison more competitive versus the competitors listed above?

(● mark ONE for each)

	A Lot	A Little	Not at All	Don't Know
Location.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Name Brands.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Character/Sense of Place.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. What percentage business mix (retail, services and restaurants) would you like to see in downtown Madison? (total = 100%)

_____ National Chains
 _____ Regional Chains
 _____ Locally Owned Franchises
 _____ Locally Owned Independents
 100%

43. With your business in mind, what specific retail stores would you like to see locate in downtown Madison. Please list up to four retail store categories. (If helpful, include the names of local or national chains, franchises, or independent local businesses)

a. _____
 b. _____
 c. _____
 d. _____

44. With your business in mind, what specific service businesses would you like to see locate in downtown Madison. Please list up to four business categories. (If helpful, include the names of local or national chains, franchises, or independent local businesses)

a. _____
 b. _____
 c. _____
 d. _____

45. Please rate the degree you are experiencing the following business challenges? (● mark ONE answer for each item)

	Major Challenge	Minor Challenge	No Challenge	Don't know
Conflict with building owner or tenant.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty recruiting/retaining employees.....	<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"/>
Product delivery or loading challenges.....	<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"/>
Suburban competition.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet competition.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language barriers.....	<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/Graffiti.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perception of safety.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Construction.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of pedestrian traffic.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street closure for events.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking ban.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street-people/panhandling.....	<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"/>

46. 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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local fire protection is outstanding.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local waste management service is outstanding.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalk/street maintenance on State St/Capitol Sq is outstanding.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local municipal services are worth the level of local taxation.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe downtown, even at night.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to buy products and services downtown.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to direct customers to other downtown businesses.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek ways to cooperate with complementary Dtn. businesses.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The existing downtown business mix helps my business.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My customers frequently complain about parking.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown Madison is an excellent place to have a business.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

47. Which of the following business incentive or assistance programs have you used for your downtown Madison business?

(● mark ONE answer for each item)

	Used in Past Year	Will Use in Next Year	Don't Know About	Won't Use
Entrepreneurial Training Program offered through the UW Small Business Development Center (SBDC).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free business counseling from the SBDC.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free telephone assistance from the SBDC Wisconsin Business Answer Line.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other programs or seminars by the SBDC.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wisconsin Entrepreneurs' Network (WEN) Early Planning Grant from the Wisconsin Department of Commerce for start up or expansion studies.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital Ideas Technology Zone High Tech Company Tax Credits.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dept of Commerce (DCOMM) Minority Business Development Loan Program.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WI Housing and Econ Devel Auth (WHEDA) Small Business Loan Guarantee.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Madison Area Tech. College Business Procurement Assist. Center (BPAC).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free business counseling from SCORE (Service Corp. of Retired Executives).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wisconsin Women Business Initiative Corp (WWBIC) Loan Program.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WWBIC business assistance programs and seminars.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free assistance from City of Madison Office of Business Resources (OBR).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City of Madison Facade Improvement Grant Program.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City of Madison Capital Revolving Loan Fund (RLF).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Madison Development Corp (MDC) financing programs.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
US Small Business Administration (SBA) loan program.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free assistance from Downtown Madison Inc. (DMI).....	<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"/>

48. With your business in mind, how important are the following possible downtown improvements? (● mark one on each row)

	Very Important	Important	Not Important	Not Sure
Exterior landscaping/flowers.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public art.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water features.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing arts stage.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian wayfinding signage.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking ramp stall availability signage.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit card parking meters.....	<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"/>

49. How useful have each of the following resources been for you? (● mark ONE answer for each item)

	Very Useful	Useful	Not Useful	Don't Know Existed
Business Improvement District (BID) Promotions (gift bags, etc).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Cooperative Advertising.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Downtown Map and Guide.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID weekly email updates.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Seminars (e.g., window display seminar).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Ambassador program.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DMI Networking Events (e.g., New Faces, New Places).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dane County Buy Local cooperative advertising.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greater State St Business Assoc (GSSBA) Meetings and Events.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50. Could you use information to assist you with the following topics? (● mark ONE answer for each item)

	A Lot	Some	A Little	None	Don't Know
Business planning.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inventory management.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing/Branding/Advertising.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee hiring or training.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service or hospitality.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building improvements.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window displays or interior store design.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business market analysis.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet or E-Commerce.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transfer of ownership or selling a business.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift cards/loyalty programs.....	<input type="radio"/>	<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"/>	<input type="radio"/>

51. What additional market information should we collect in our study to help your business become more profitable? (For more space, please attach as separate sheet of paper)
