

# Downtown Bridgeport Business Needs Assessment

## Key Findings and Recommendations

July 2022

Bridgeport  
Downtown Special  
Services District | **DSSD**

colorful  
bridgeport



**BRIDGEPORT**  
CHAMBER OF COMMERCE

A Bridgeport Regional Business Council Chamber Affiliate





## About this Report

**The Bridgeport Downtown Special Services District (DSSD)** partnered with the Bridgeport Chamber of Commerce to gather input from Downtown Bridgeport business owners on how we might encourage a friendly and profitable environment for our businesses and their patrons. The Bridgeport DSSD engaged local entrepreneur and community connector Razul Branch to survey, interview, and convene facilitated discussions with Downtown Bridgeport business owners regarding issues, concerns, needs, and opportunities. The aim of the needs assessment was to translate those insights into an actionable road map of programs and initiatives that will make the business owner experience a better one and foster a more business and customer friendly environment.

The Bridgeport Downtown Special Services District (DSSD) serves the vibrant and diverse businesses within the 30 blocks in of our heart-shaped neighborhood. Our role at the Bridgeport DSSD is to support the needs of growing businesses in the district, from keeping the Downtown clean and friendly, connecting them to city resources to offering free marketing and advertising, and everything in between. Throughout the year our friendly team of Ambassadors keep the district clean and safe, we promote the district through the dynamic Colorful Bridgeport campaign, and produce community events including the Downtown Farmers Market. Learn more at [colorfulbridgeport.com](http://colorfulbridgeport.com).

**The Bridgeport Regional Business Council (BRBC)** exists to increase the economic opportunities for the people of the Bridgeport Region by acting to create an environment for business expansion, retention, and recruitment that will result in jobs and tax base growth. An affiliate of the BRBC, the Bridgeport Chamber of Commerce acts as a resource with its members to promote, assist and advocate for small business. The Bridgeport Chamber is a strong supporter of all economic development efforts and sustainability initiatives in Bridgeport. Learn more at [brbc.org](http://brbc.org).

**Magnacon 7 Enterprises** is a socially and culturally driven event design, creative thinking consulting firm based in Bridgeport, CT. We take a social entrepreneurial approach to designing, promoting and implementing events, ideas, concepts and social issues to the general public. We use artistic & entrepreneurial principles to organize, create, and manage a venture to achieve social change. While we are a for profit company our main concern is creating as much social capital with communities as possible through green initiatives, large scale festivals, information campaigns, motivational engagements and other capital raising ventures. Learn more at [Magnacon7.com](http://Magnacon7.com).





## Business Needs Assessment Participants

A total of 26 Downtown businesses responded to our online survey, seven engaged in one-on-one interviews with our Merchant Coordinator, and another 40 attended our three listening sessions (49% of the total sample size). Most participants' entity type was an LLC, and they leased their space. 15% of respondents had been in operation less than a year, 58% in business between 1-10 years, and 27% over 10 years in business. In terms of Bridgeport-based employees, 38% of respondents employ 90-100% workers who live in Bridgeport. Most respondents report that their busy hours are Wednesday through Friday from 11:00 a.m. to after 5:00 p.m. The busiest times of year are April – June and October – December. Most respondents advertise through internet, radio, and window displays to customers ages 25-54 that make a range of average income.

This report was compiled on the assumption that the sample size was representative and with the hope that where it is not Downtown Bridgeport leaders will recognize and compensate for the sampling error. Most of the data in this report should be sound. It is a combination of what people who took the survey said in regard to a healthy and vibrant Downtown Bridgeport, CT.

There are three sections of this Business Needs Assessment:

**1**

The first pairs data from the survey and listening sessions with the core issues of concern and opportunities to strengthen the Downtown business community.

**2**

The second section is specific recommendations. These were derived from the in person listening sessions and individual interviews with respondents.

**3**

Immediately following the recommendations is the appendix with the detailed data from each phase of the business needs assessment.



## Quality of Life

Related to Cleaning, Maintenance and Public Safety

### TOP 5 RESPONSES:

1. Local Police protection is outstanding.
2. Local Fire protection is outstanding.
3. I feel safe Downtown bridgeport, even at night.
4. Local waste management service is outstanding.
5. The look and feel of downtown help my business.

See graph below

### LISTENING SESSION NOTES:

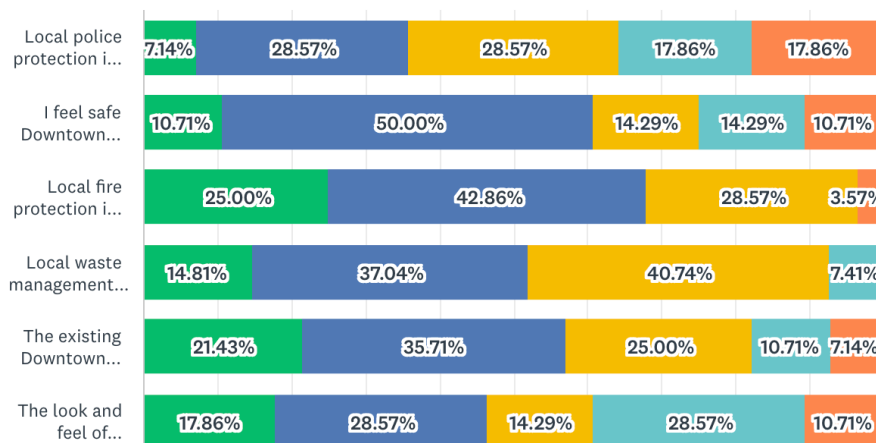
- Seedy Characters frequenting businesses
- Homeless camps
- Uptick in shoplifting
- Loitering and public drinking enforcement
- Keeping undeveloped parcels cleaned until occupied
- Lighting for safety

### RESPONDENTS DIRECT QUOTES:

“Aggressive panhandlers and loud and obscene car and motorcycle radios. People avoid Bridgeport for Quality of Life reasons.”

“The parking attendant named Gallo has been ruining this city for many many years. He is rude and unreasonable repeatedly. I know he makes money for the city but he is a known sore sore spot representing Bridgeport. People can be in the car, he tickets them. Very combative. NOT GOOD FOR THE CITY, ANY BUSINESS or city residents.”

“Conditions of sidewalk”



## Lack of Citywide, Coordinated Marketing

### TOP 4 SELECTED TOPICS:

1. Advertising or marketing
2. Business market analysis
3. Internet or E-Commerce
4. Window displays or interior store design

See graph below

### LISTENING SESSION NOTES:

- Disproportionate reliance on word of mouth advertising
- Inconsistent signage and windows

### RESPONDENTS DIRECT QUOTES:

“Business needs and amenities specific to downtown Bridgeport cultural organizations, galleries, museums, tourist destinations, etc. should be analyzed... including organized/better use of outside and public greenspace (especially since the advent of Covid-19).”

	DEFINITELY	PROBABLY	UNSURE	PROBABLY NOT	DEFINITELY NOT
Business planning	28.57% 8	28.57% 8	7.14% 2	28.57% 8	7.14% 2
Financial management	25.00% 7	25.00% 7	10.71% 3	32.14% 9	7.14% 2
Inventory management	17.86% 5	21.43% 6	3.57% 1	42.86% 12	14.29% 4
Advertising or marketing	57.14% 16	25.00% 7	7.14% 2	7.14% 2	3.57% 1
Employee hiring or training	32.14% 9	25.00% 7	7.14% 2	25.00% 7	10.71% 3
Customer service or hospitality	21.43% 6	32.14% 9	3.57% 1	35.71% 10	7.14% 2
Building improvements	18.52% 5	22.22% 6	11.11% 3	37.04% 10	11.11% 3
Window displays or interior store design	32.14% 9	32.14% 9	0.00% 0	14.29% 4	21.43% 6
Business market analysis	38.46% 10	34.62% 9	7.69% 2	7.69% 2	11.54% 3
Internet or E-Commerce	35.71% 10	35.71% 10	10.71% 3	10.71% 3	7.14% 2
Transfer of ownership or selling a business	14.81% 4	25.93% 7	3.70% 1	11.11% 3	44.44% 12
Other	25.00% 3	8.33% 1	33.33% 4	0.00% 0	33.33% 4

## Maximizing Ground Floor Use

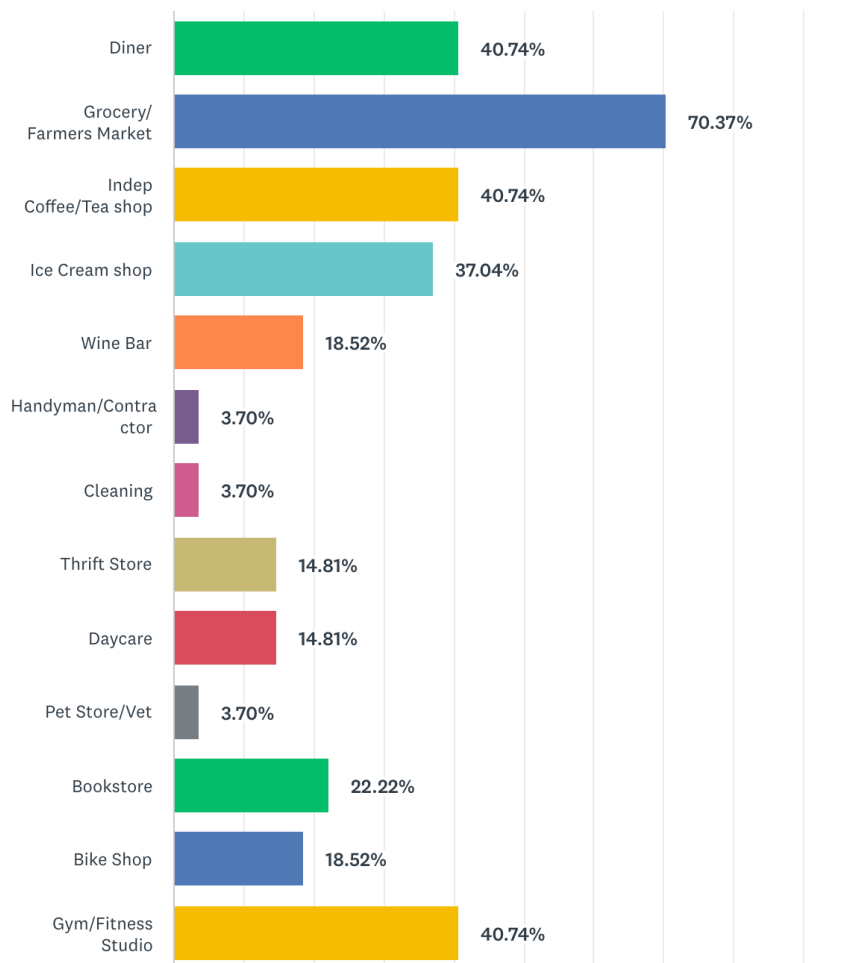
### TOP 4 RESPONSES:

1. Grocery Store
2. Diner
3. Indie Coffee/Tea shop
4. Gym/Fitness Studio
5. Ice Cream Shop

See graph below

### LISTENING SESSION NOTES:

- Hours mismatch uses
- Foot traffic gaps
- Vacancy
- Key tenants i.e. grocery store, family friendly, fitness
- Lack of wayfinding/signage
- Consistent signage and windows
- Gaps in ground floor tenants
- Lack of lingering spaces, dog parks, recreation space
- Lack of additional cultural anchor tenants
- Too many non-profits and offices in prime retail spaces



## Business Support Services

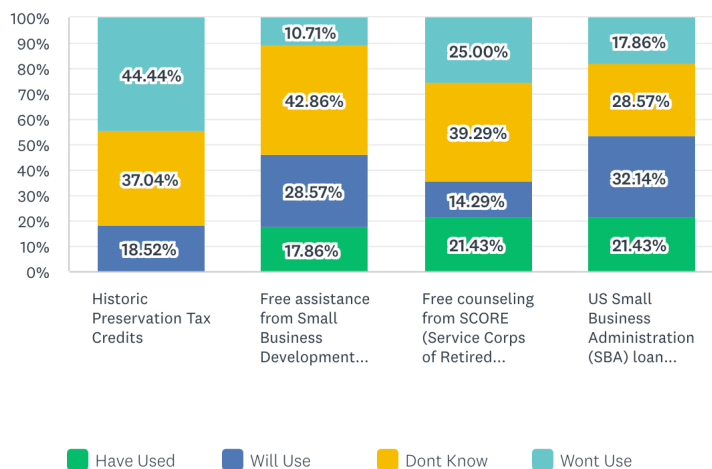
### TOP 7 SERVICE REQUESTS:

1. Special event coordination
2. Advertising and marketing
3. Low Interest Business loans
4. Free Business Assistance
5. Free design assistance
6. Networking events
7. Downtown Bridgeport business directories, brochures, maps, etc

See graph below

### LISTENING SESSION NOTES:

- Need to use direct mail postcards (printed pieces matter/have impact), SMS text alerts, get on the radio, posters inside of the bus and bus terminal
- DSSD website to focus more on the businesses – feature on homepage, not just in business listings
- Replace a mural site with a digital billboard
- Create a welcome flyer or packet
- Create a Bridgeport magazine, like Westport and Fairfield magazines, referred to Wag Mag
- Coordinate a calendar of open hours, CivicLift mentioned by Scott Burns
- More networking for merchants, community building amongst existing ground floor businesses
- Promote lack of crime in the Downtown



	HAVE USED	WILL USE	DONT KNOW	WONT USE	TOTAL	WEIGHTED AVERAGE
Historic Preservation Tax Credits	0.00% 0	18.52% 5	37.04% 10	44.44% 12	27	3.26
Free assistance from Small Business Development Center (SBDC)	17.86% 5	28.57% 8	42.86% 12	10.71% 3	28	2.46
Free counseling from SCORE (Service Corps of Retired Executives)	21.43% 6	14.29% 4	39.29% 11	25.00% 7	28	2.68
US Small Business Administration (SBA) loan guarantee	21.43% 6	32.14% 9	28.57% 8	17.86% 5	28	2.43



## Public Space Activation

### TOP 5 RESPONSES FROM SURVEY RESPONDENTS WHEN ASKED “WITH BUSINESS IN MIND, WHAT FOUR COMMUNITY ASSETS WOULD YOU MOST LIKE TO SEE DEVELOPED?”

1. Expanded Public Parking
2. Expanded Green Space
3. Community Gathering Space
4. Outdoor Seating
5. Playgrounds

### WHEN ASKED WHICH EVENTS INCREASED FOOT TRAFFIC OR SALES VOLUME FOR BUSINESS, EITHER DURING THE EVENT OR IN THE NEXT FEW DAYS OR WEEKS SURVEY RESPONDENTS TOP 4 CHOICES WERE:

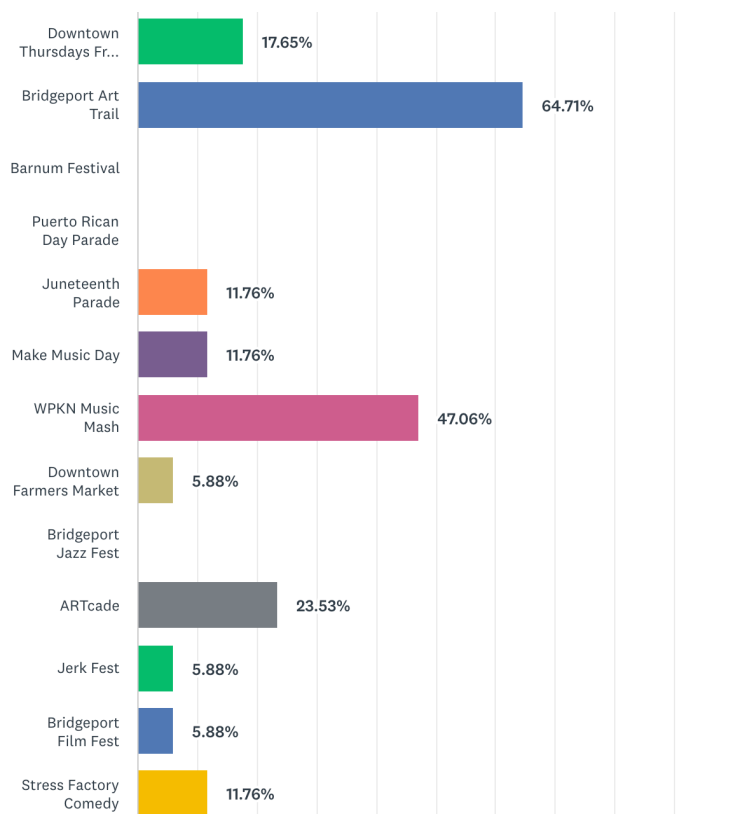
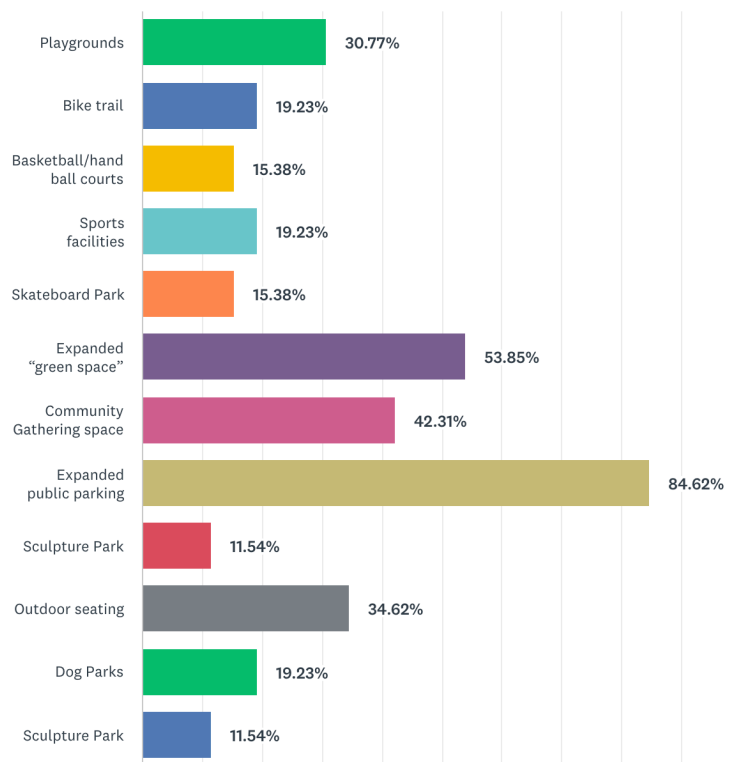
1. Bridgeport Art Trail
2. WPKN Music Mash
3. ARTcade
4. Downtown Thursdays Free Summer Concert Series

See graphs on following page

### LISTENING SESSION NOTES:

- Create lingering areas  
offer attractions for wider customer demographic
- Incentives for arts/culture – rent breaks, tax breaks
- Wayfinding signage – what’s the route around  
Downtown? Need signage at the train and bus station
- Food trucks
- Special events in store
- Change the traffic pattern of entrance and exit traffic to  
Amphitheater and Arena
- Beautification projects to complement the experience,  
plantings, murals and street art to draw visitors
- Replace snowflakes with bright white or colorful holiday  
lighting and distribute the lighting installations around  
the entire Downtown
- Offer more games, activities in public spaces:  
volleyball, roller skating, basketball (ex. Shenzhen, China)  
on a community court, painted blacktop court
- Public seating, benches
- Refresh, brighten, and declutter storefront windows  
Colorful Lighting, Uplighting
- Events to draw foot traffic i.e. Art of the Find, BAT,  
Jane’s Walk, Scavenger Hunt
- Places to take kids, promote and create this (ex: build  
play and gaming spaces, host outdoor movie nights in  
the Downtown)

## Public Space Activation, cont.



## Parking and Wayfinding

**MAJORITY OF RESPONDENTS SAID THAT INSUFFICIENT PARKING IS A MAJOR CHALLENGE OR MINOR CHALLENGE.**

**MAJORITY OF RESPONDENTS SAID MOST OF THEIR CUSTOMERS AND EMPLOYEES PARK ON THE STREET.**

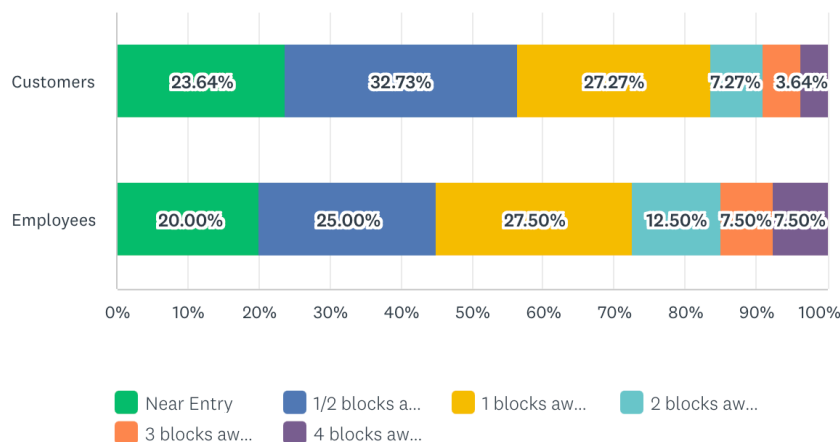
**MAJORITY OF RESPONDENTS SAID A MAJORITY OF THEIR CUSTOMERS PARK WITHIN 1 BLOCK OF THEIR ESTABLISHMENT.**

**WHEN ASKED, RESPONDENTS SAID OUT OF ALL COMMUNITY ASSETS TO BE DEVELOPED, EXPANDING PUBLIC PARKING RECEIVED THE HIGHEST PRIORITY.**

### LISTENING SESSION NOTES:

- Parking reimbursements for ground floor business customers
- Wayfinding signage – what's the route around Downtown? Need signage at the train and bus station
- Parking ordinance to prevent Downtown residents from blocking Main Street spaces
- Van or trolley around downtown for residents, students, visitors
- Leverage the municipal lot on Lyon Terrace as free parking to encourage weekend shopping

See graph below



## Quality of Life

### Cleaning and Maintenance

- More vigilant maintenance and cleanup of unoccupied properties.
- Expand beautification projects, murals, plantings, art installations.

### Public Safety

- Improved colorful/decorative/safety lighting around high and low traffic areas.
- Redirecting traffic patterns from Arena/Amphitheatre towards center of Downtown Bridgeport.
- Stronger Police presence, foot patrols, roving mobile units.
- Redirecting homeless encampments to social services and out of sitting spaces.
- Promote the low crime statistics downtown.

## Lack of Citywide, Coordinated Marketing

- More intentional/deliberate marketing efforts (mailers, digital billboards, radio, social media, etc.)
- Targeted marketing towards Bridgeport residents outside of downtown.
- Access to tenant emails for better downtown residential engagement.
- Downtown or City Universal Events calendar.
- Engagement with local and neighboring colleges.

## Maximizing Ground Floor Use

- Pass downtown ordinance restricting ground floor spaces to retail use only.
- Larger Anchor tenants in Downtown area to draw higher density.
- More affordable artist residential and commercial spacing.
- Greater small business recruitment to downtown.

## Business Support Services

- Cohesive store front design, rules and regulations.
- Financial incentives for cultural/creative based businesses.
- More networking opportunities for business owners. Town Halls, etc.
- Skills trainings for business owners with knowledge gaps: advertising or marketing, business market analysis, window displays or interior store design, internet or e-commerce, business planning, employee hiring or training / customer service or hospitality, financial management.

## Public Space Activation

- More opportunities for community-based events to engage the greater public.
- More open public gathering, recreational, pet parks, playgrounds and green space.
- More family friendly events and spaces.

## Parking and Wayfinding

- Better wayfinding and signage for streets, landmarks, store fronts, etc.
- Cohesive parking plan, parking authority, parking validation.

# Appendix

Listening Session Notes

DSSD Needs Assessment Survey

# Listening Session Notes

These notes were collected over the course of three months with a listening session conducted each month with a total of 40 respondent in 2 hour increments. The first session was April 28, 2022, the second session was May 19th, 2022 and third session was June 9th, 2022. Listening Sessions attendees were broken down into sectors: Dining and Nightlife | Arts, Culture and Community | Shopping and Service.

## Listening Sessions

WE WANT TO HEAR FROM YOU!



### Restaurants and Entertainment

*Bank Sports Bar*

**Thursday, April 28, 2022**  
**5:00pm to 7:00pm**

[banksportsbar.com](https://banksportsbar.com)



### Arts, Culture and Community

*Downtown Cabaret Theatre*

**Thursday, May 19, 2022**  
**5:00pm to 7:00pm**

[dtcab.com](https://dtcab.com)



### Service and Shopping

*NBA Labs*

**Thursday, June 9, 2022**  
**5:00pm to 7:00pm**

[nbalab.com](https://nbalab.com)



- Lack of close parking
- Visibility in Downtown/cross-promotion
  - In-building promotion at cultural venues, like Amphitheater and Arena
  - DSSD website to focus more on the businesses – feature on homepage, not just in business listings
  - Digital billboard promoting businesses 15 seconds stay time
  - Replace a mural site with a digital billboard?
- Consistent signage and windows to improve overall look
- Brighten up building colors
- Littering
- Keep cleaning up undeveloped parcels on Main Street
- Gaps in ground floor tenants
- The need for “lingering spaces”
- Disproportionate reliance on word of mouth advertising
  - Need to use direct mail postcards (printed pieces matter/have impact), SMS text alerts, get on the radio, posters inside of the bus and bus terminal
  - Create a welcome flyer or packet
  - Create a Bridgeport magazine, like Westport and Fairfield magazines, referred to Wag Mag
- Connect the neighborhoods
- Regular/reliable events and night activity – ex: create a Downtown Bridgeport Night Out styled after NYC’s Fashion Night Out
- Coordinate a calendar of open hours, CivicLift mentioned by Scott Burns
- Lighting
- Lack of wayfinding signage
- Need additional culture anchor tenants
- Mobile Patrols
- Foot Patrols
- Delays
  - Zoning
  - Building
- Clearer language/simplify
- Revision Task Force
- Signage Installation
- Homeless Camps
- McLevy Green
- Social Services
- Seedy characters (last 6 months)
- Uptick in shoplifting – have had to establish new store policies to prevent this
- Figuring out the range of price points to prevent sales
- More cautious retail spending, more interest in experiences
- Customers want to shop online rather than in person
- TENANTS parking on the street and blocking spaces for customers
- Parking availability
- Restaurants are closed on weekends
- Loitering, public drinking enforcement
- Lighting for safety
- Less nonprofits, more retail on ground floor
- Main Street entrance to Arcade Mall – it’s not inviting, you have no idea what is inside
- Sales on Saturday only

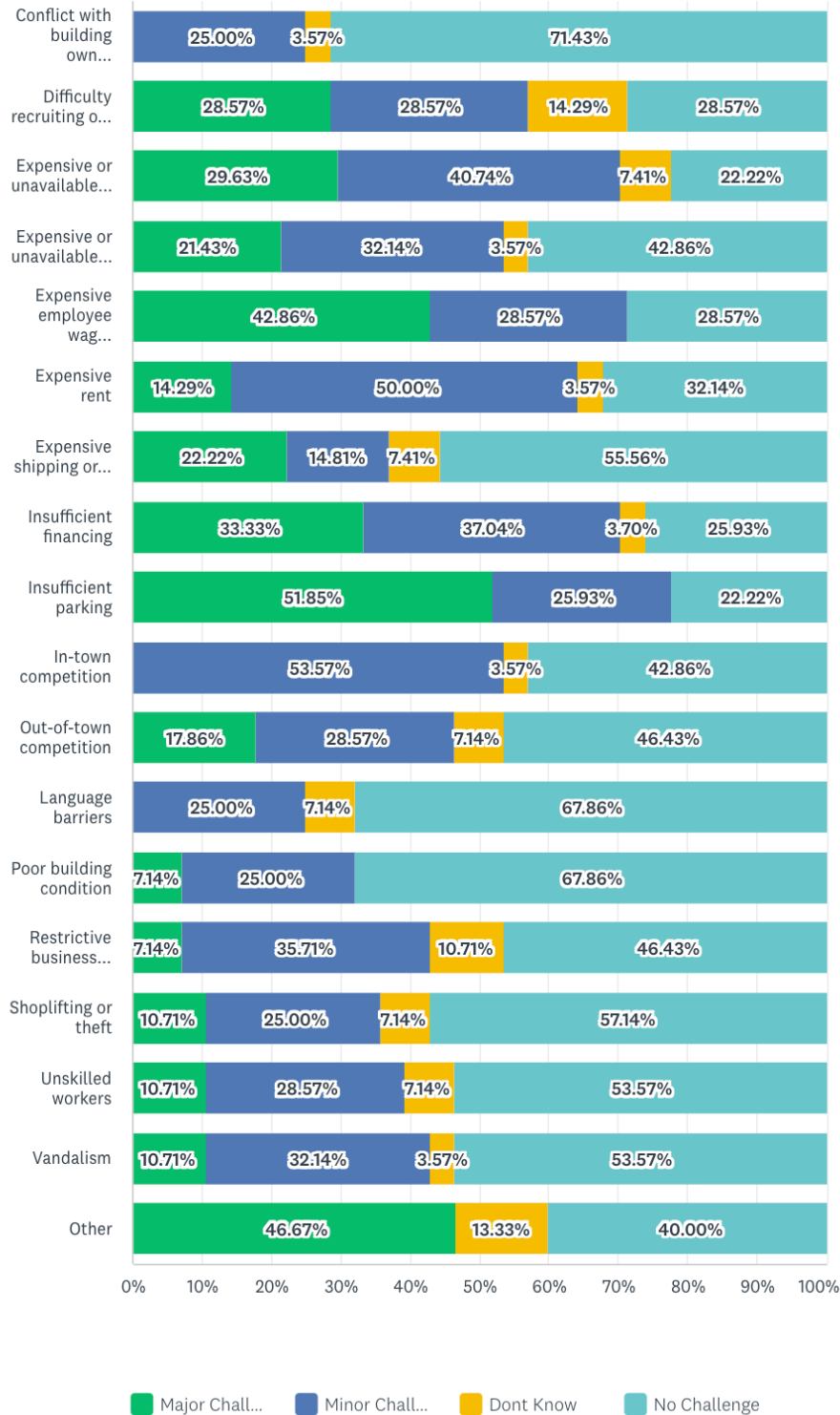
- Affordable artist workspace Downtown
- Cultivate with the “right” cultural stuff
- Incentives for arts/culture – rent breaks, tax breaks
- Active ground floor use only – no nonprofits, law firm offices, etc.
- Cross neighborhood pop up events
- Services for pets, pet store
- Lit signage on ground floor businesses – uplighting or focused lighting
- Parking reimbursements for ground floor business customers
- Wayfinding signage – what’s the route around the Downtown? Need signage at the train and bus station
- Food trucks!
- Special events in store
- Networking amongst Downtown businesses
- Engaging repeat customers – having a good product = customer loyalty
- Tap into the after work crowd
- Market the whole city in a consistent way, plug in individual businesses to the campaign – “The Downtown Experience”
- Transit oriented development and transit options in the district are an asset
- Recruit boutiques and more clothing stores as anchors – no one wants to come Downtown to shop at just the one makeup or vintage shop
- Do more social media advertising and on News 12
- Change the traffic pattern of entrance and exit traffic to Amphitheater and Arena
- Continuity of business hours – there are gaps when arts/culture are open vs. shopping and dining
- Need better trash hauling service
- Promote lack of crime in the Downtown
- Check ins with the business community every six months
- Customer draws that are based on experience – ex: Area 15 Las Vegas, Stranger Things Experience
- QUALITY of Experience in-store, emphasize quality and experience of destination
- Parking ordinance to prevent Downtown residents from blocking Main Street spaces
- Bridgeport Night Out
- Focus on Main/Fairfield thoroughfares during the day
- Beautification projects to complement the experience, plantings, murals and street art to draw visitors
- Replace snowflakes with bright white or colorful holiday lighting and distribute the lighting installations around the entire Downtown
- Partner with UB and area schools to draw students during the day
  - Hashtags
  - Accept currency (SHU Bucks, etc.)
- Require active ground floor use
- Small supermarket
- More networking for merchants, community building amongst existing ground floor businesses
- Cross post Colorful Bridgeport’s website link on residential websites and blogs
- Influencer partnerships that highlight specific businesses (influencers as tour guides to the Downtown) “What’s Up Bridgeport”
- Target residents with messaging about living Downtown is a lifestyle, concierge website
- Offer more games, activities in public spaces: volleyball, roller skating, basketball (ex. Shenzhen, China) on a community court, Painted blacktop court
- Public Seating, benches
- Refresh, brighten, and declutter storefront windows
- Needs to be a destination for external foot traffic, experiential connected to events – ex: Bushwick Collective
- Colorful Lighting, Uplighting
- Events to draw foot traffic i.e. Art of the Find, BAT, Jane’s Walk, Scavenger Hunt
- Van/Trolley around downtown for residents, students, visitors
- Places to take kids, promote and create this (ex: build play and gaming spaces, host outdoor movie nights in the Downtown)
- Leverage the municipal lot on Lyon Terrace as free parking to encourage weekend shopping

Q2



Please rate the degree to which you are experiencing the following business challenges?

Answered: 28 Skipped: 0

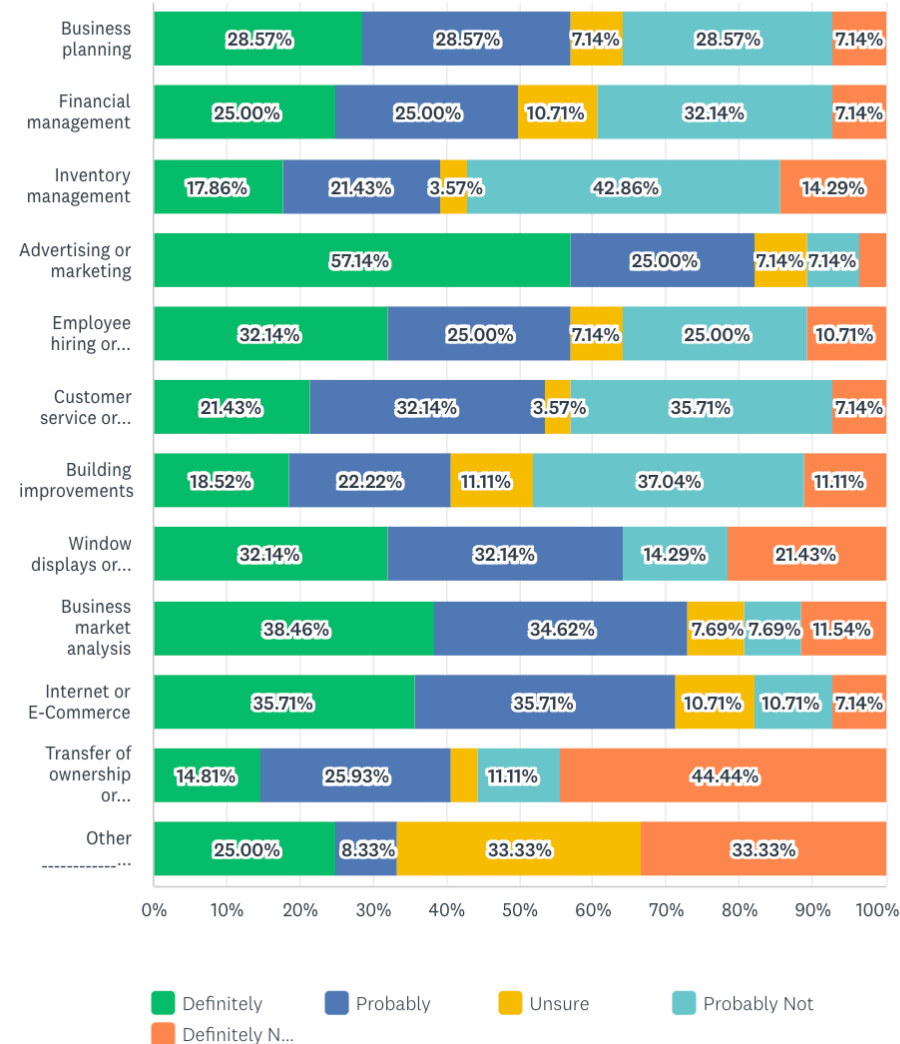


Q3



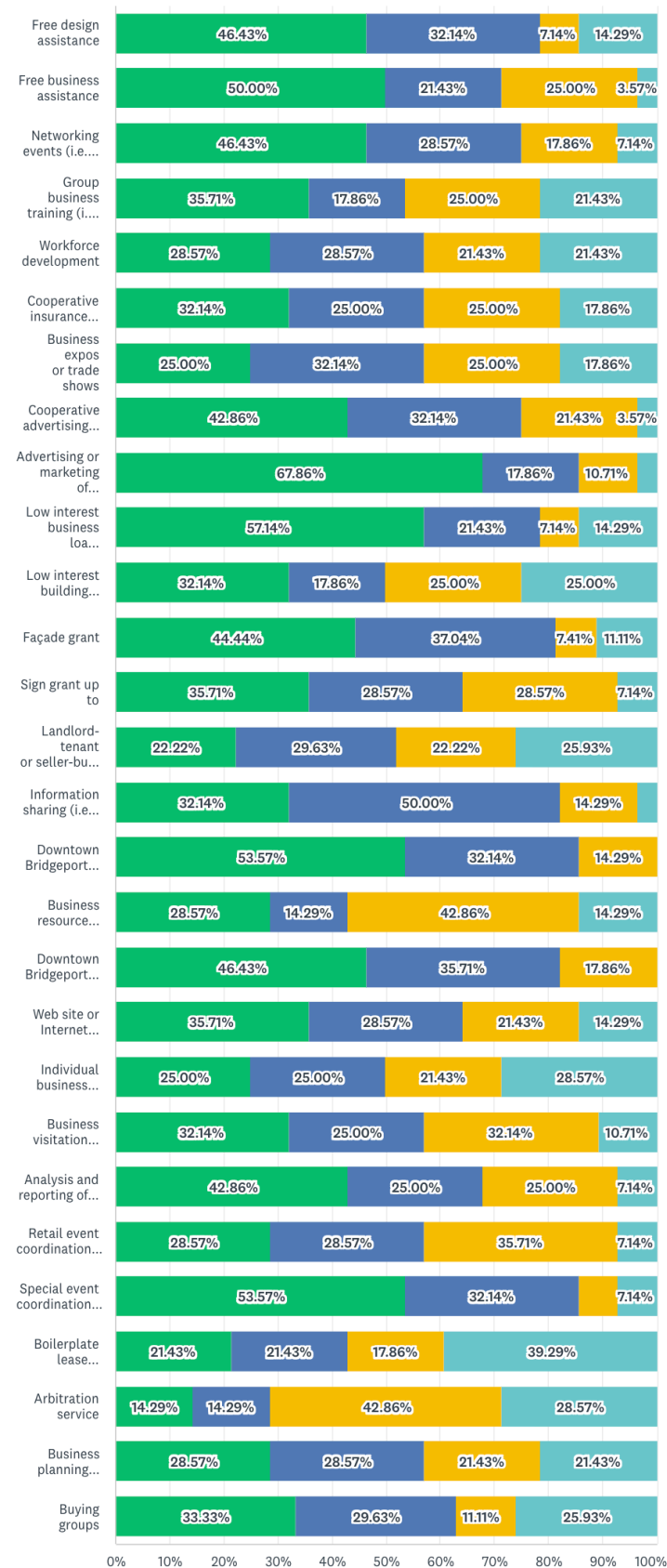
Could you or your employees use information on or assistance with the following topics?

Answered: 28 Skipped: 0



## How useful to your business are these existing products and services?

Answered: 28 Skipped: 0

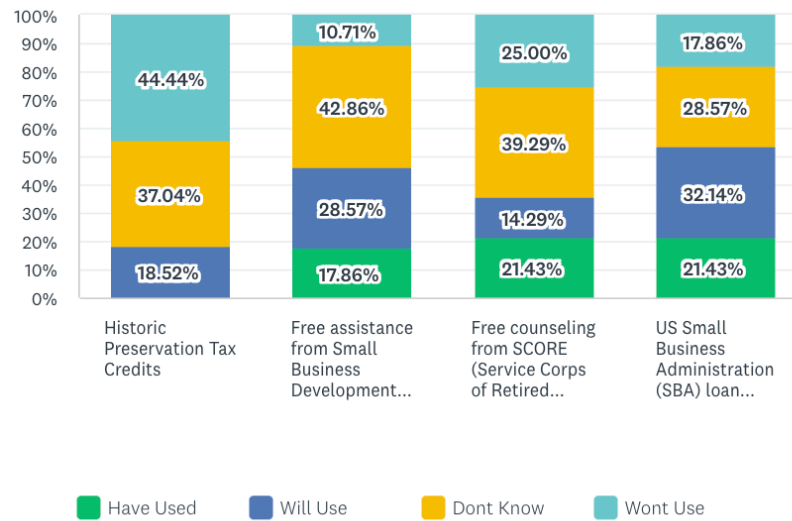


Q5



Which other business incentives or assistance have you used or plan to use for your business?

Answered: 28 Skipped: 0



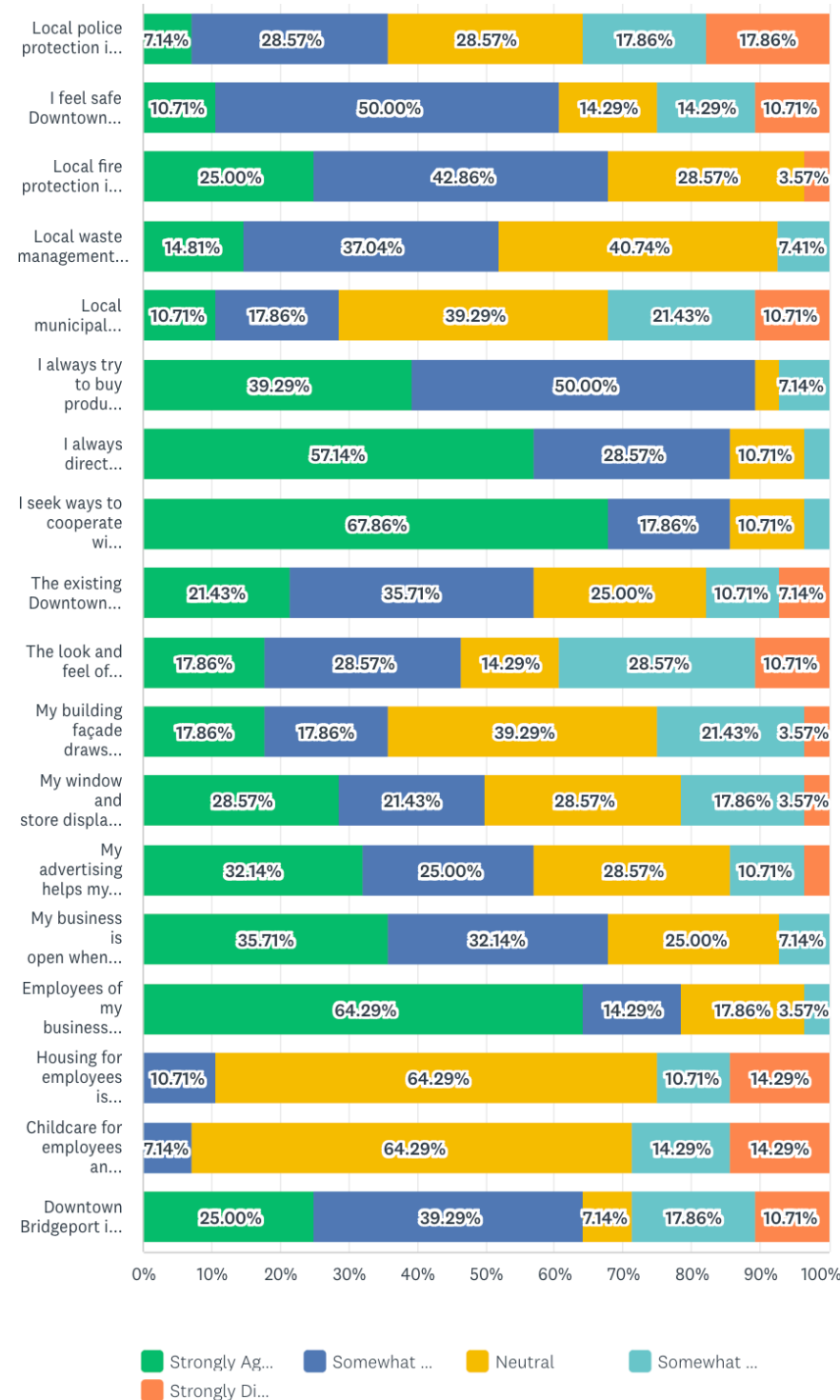


Q6



How strongly do you agree or disagree with the following statements?

Answered: 28 Skipped: 0

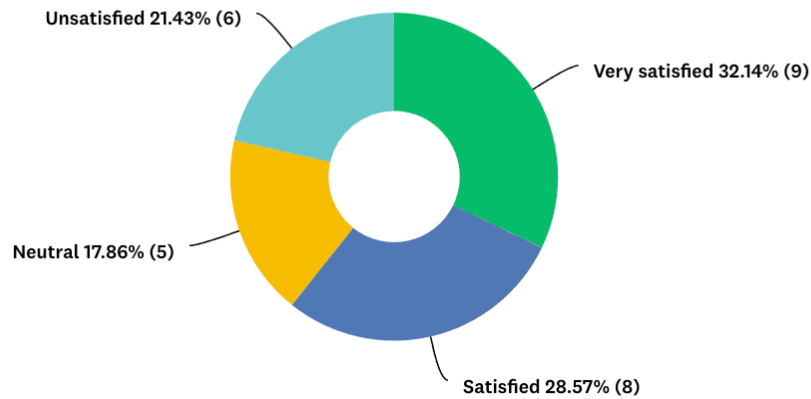


Q7



How satisfied are you with the present location of your business?

Answered: 28 Skipped: 0

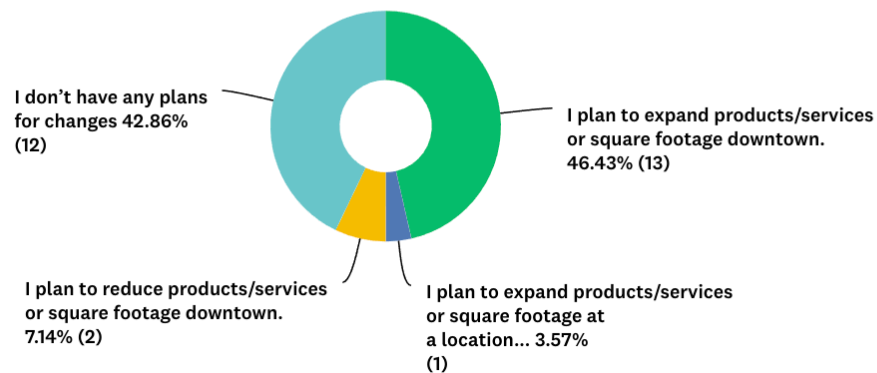


Q8



Do you have plans to expand or reduce operations for your business in the foreseeable future?

Answered: 28 Skipped: 0

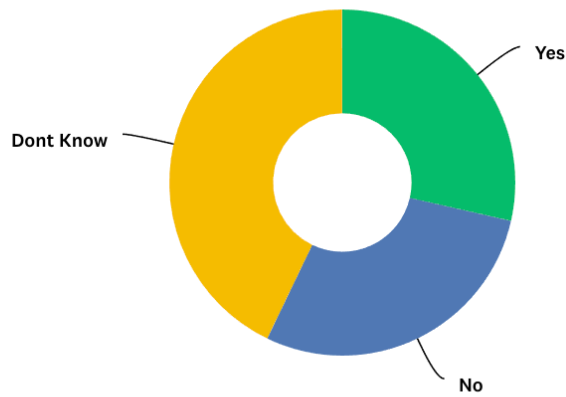


Q9



Are you, or the building owner, considering any building improvement projects?

Answered: 28 Skipped: 0

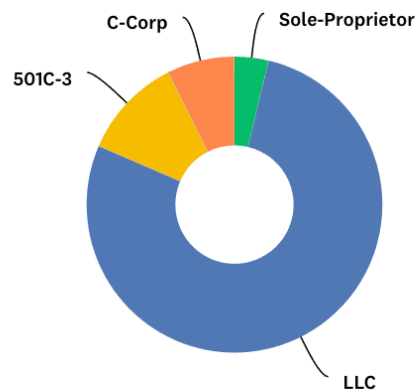


Q10



What is your business status?

Answered: 27 Skipped: 1

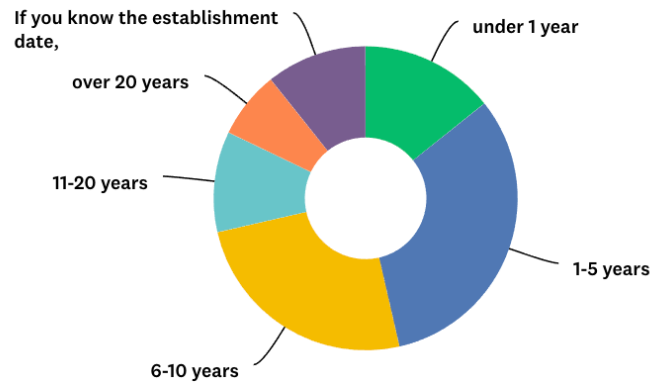


Q11



### How long has your business been in operation?

Answered: 28 Skipped: 0

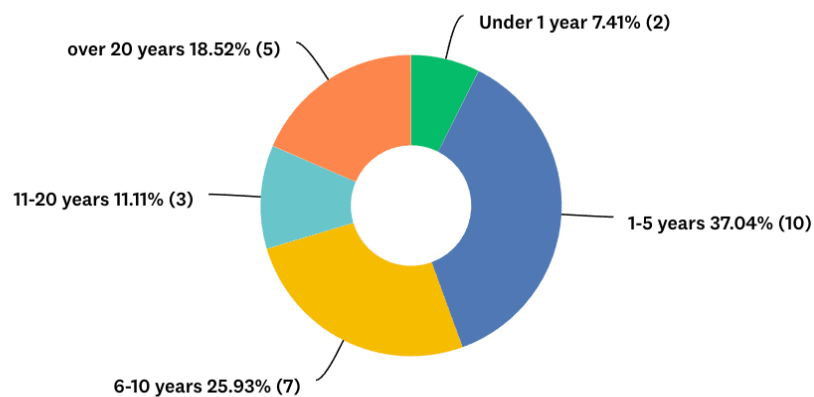


Q12



### How long have you been the owner of your business?

Answered: 27 Skipped: 1

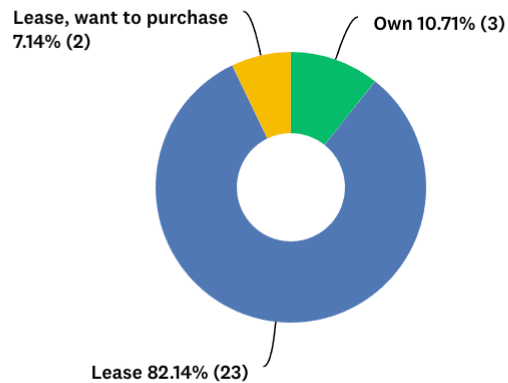


Q13



Does your business own or lease the space in which it is located?

Answered: 28 Skipped: 0



Q14



For your business, how many square feet are devoted to the following?

Answered: 19 Skipped: 9

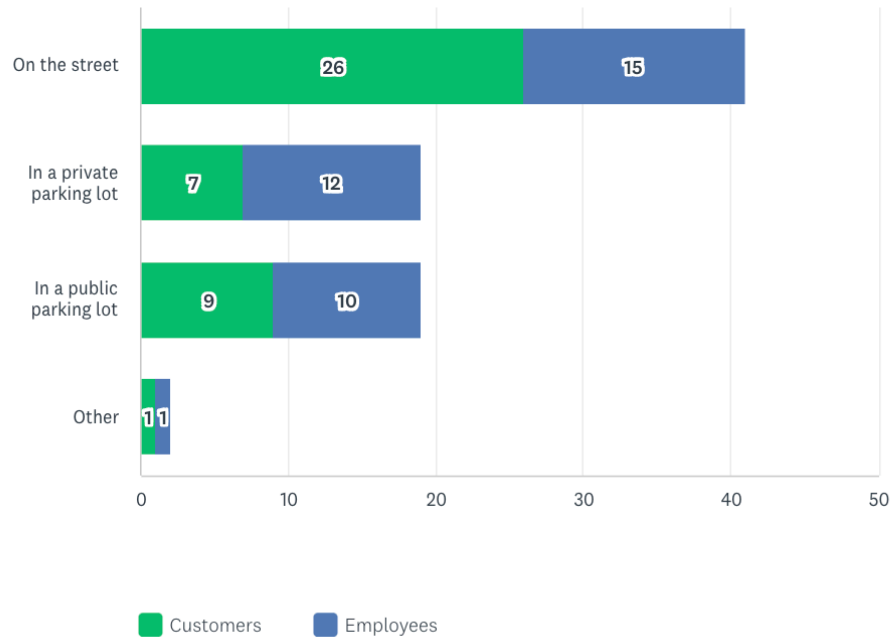
ANSWER CHOICES		RESPONSES	
sq. ft. Sales Space	<a href="#">Responses</a>	68.42%	13
sq. ft. Production Space	<a href="#">Responses</a>	47.37%	9
sq. ft. Office Space	<a href="#">Responses</a>	63.16%	12
sq. ft. Storage Space	<a href="#">Responses</a>	52.63%	10
sq. ft. Unused Space	<a href="#">Responses</a>	15.79%	3
sq. ft. Total Space	<a href="#">Responses</a>	84.21%	16

Q15



### Where do your constituents typically park?

Answered: 28   Skipped: 0

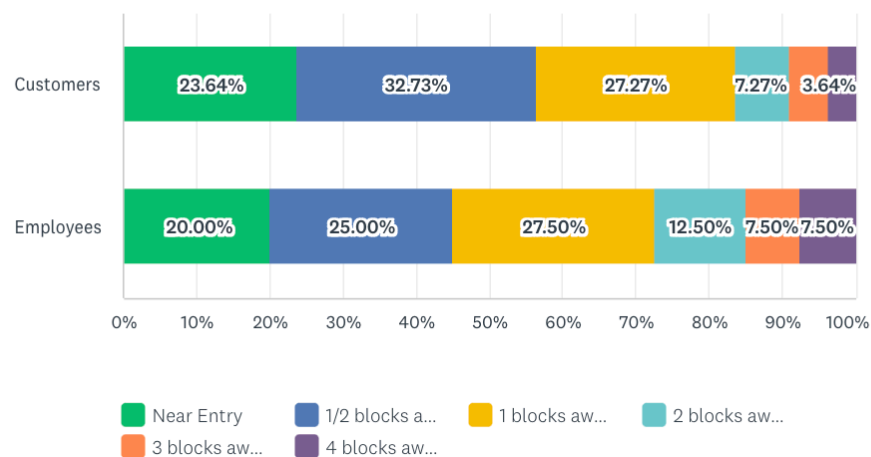


Q16



### How far do customers typically have to park from your business?

Answered: 27   Skipped: 1





Q18



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

Answered: 28 Skipped: 0

ANSWER CHOICES		RESPONSES	
Full-time year-round	Responses	78.57%	22
Part-time year-round	Responses	64.29%	18
Seasonal	Responses	35.71%	10

Q19



What are the hours of operation for your business?

Answered: 25 Skipped: 3

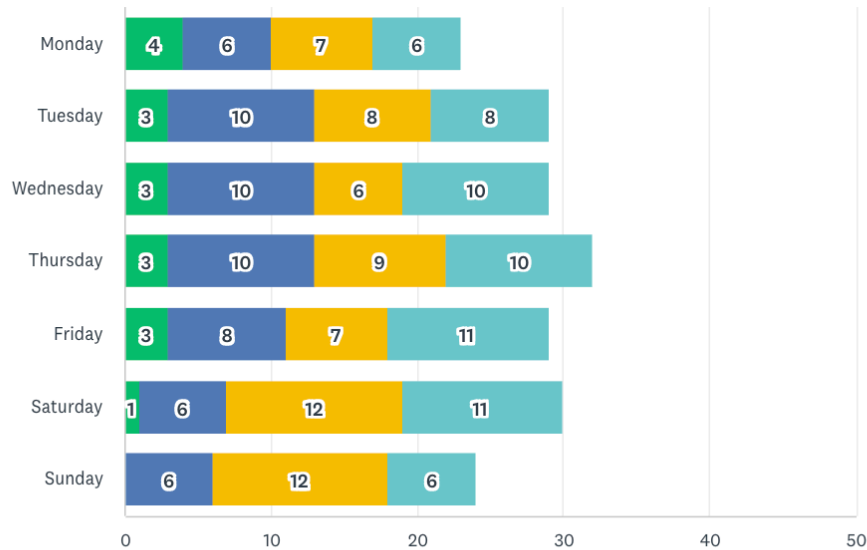
ANSWER CHOICES		RESPONSES	
Friday from	Responses	84.00%	21
Monday from	Responses	80.00%	20
Saturday from	Responses	84.00%	21
Sunday from	Responses	72.00%	18
Thursday from	Responses	92.00%	23
Tuesday from	Responses	84.00%	21
Wednesday from	Responses	88.00%	22

Q20



During a typical week, what are the seven busiest times for your business?

Answered: 26 Skipped: 2

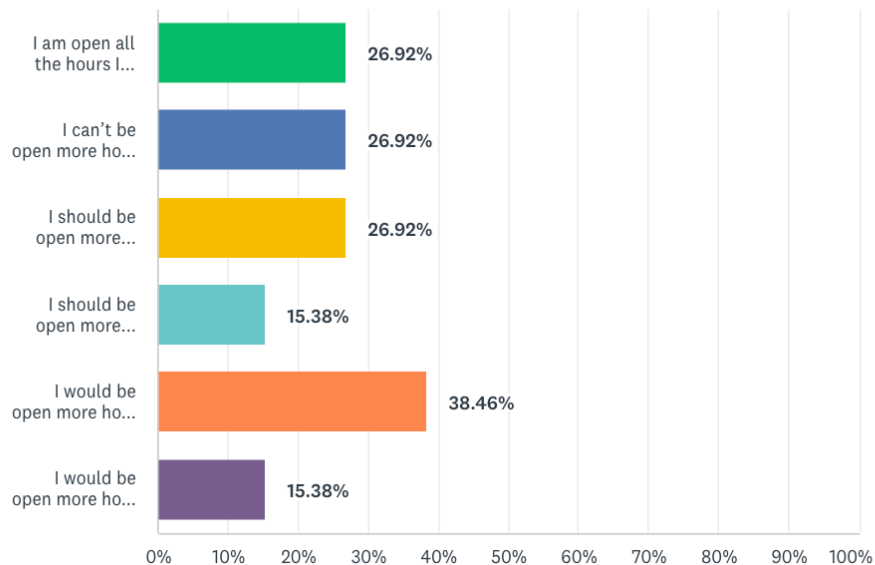


Q21



What are your thoughts on store hours?

Answered: 26 Skipped: 2

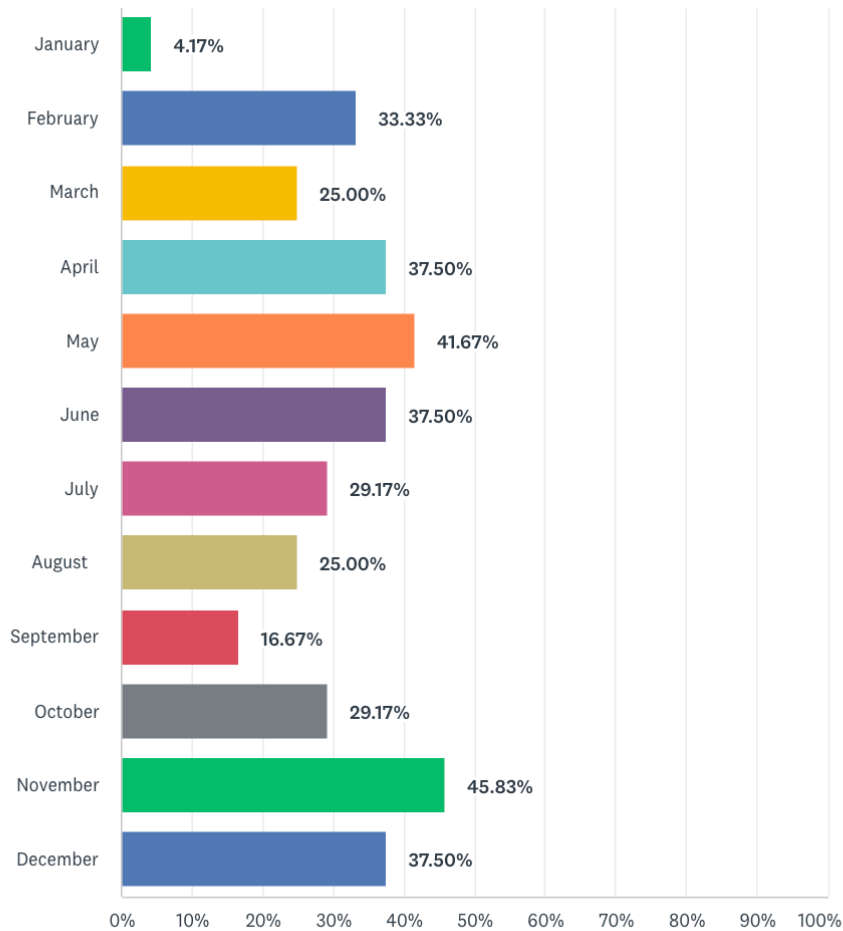


Q22



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

Answered: 24 Skipped: 4

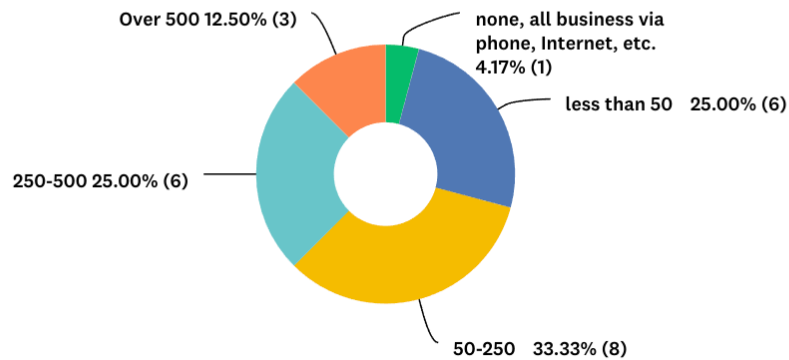


Q23



How many customers/clients visit your business per week during the summer months of May to October?

Answered: 24 Skipped: 4

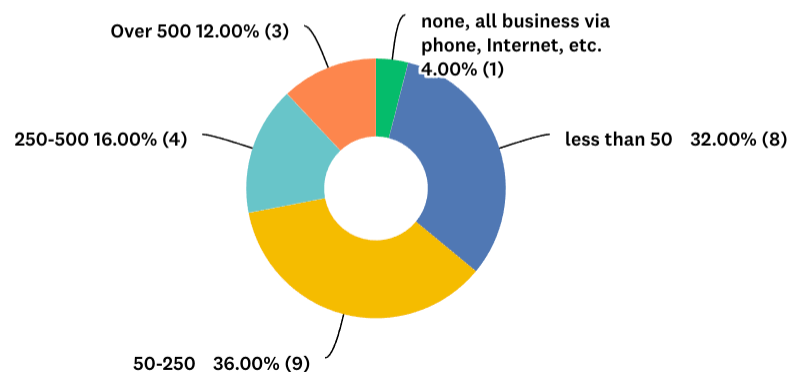


Q24



How many customers/clients visit your business per week during the winter months of November to April?

Answered: 25 Skipped: 3

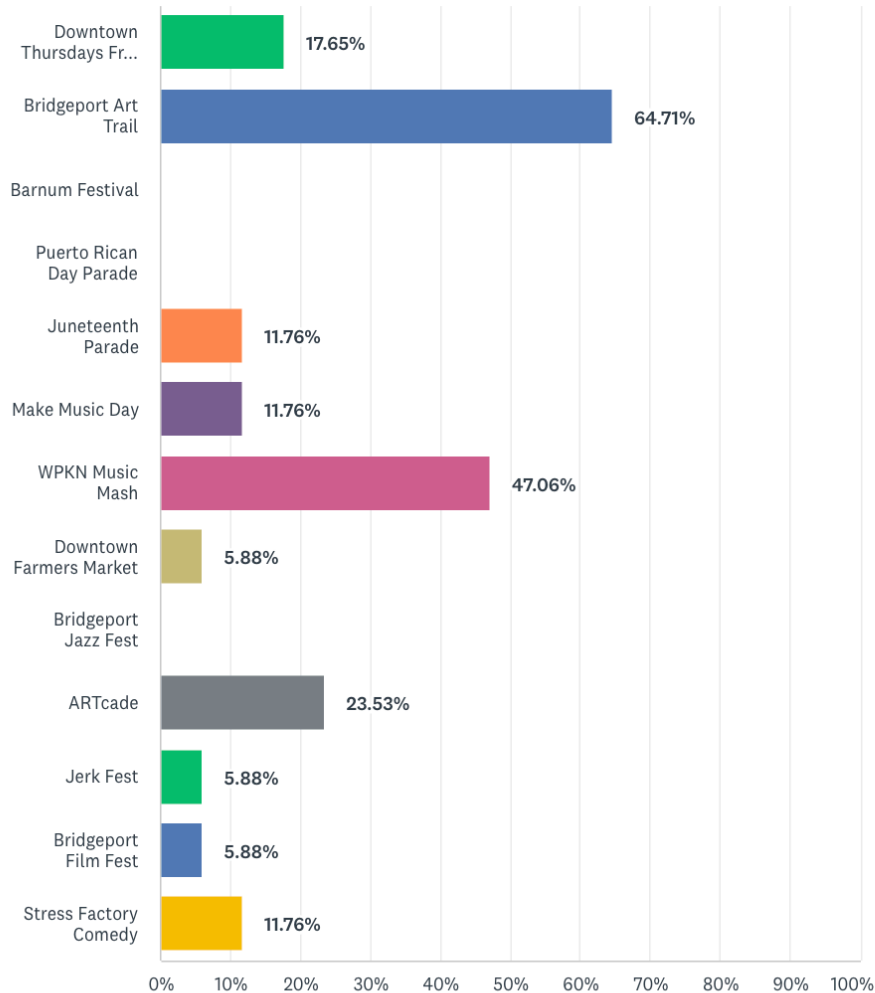


Q25



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?

Answered: 17 Skipped: 11



Q26



Approximately where do your customers come from each of the following zip codes? Total should equal 100%

Answered: 19 Skipped: 9

ANSWER CHOICES		RESPONSES	
% Bridgeport	<a href="#">Responses</a>	89.47%	17
% Norwalk	<a href="#">Responses</a>	57.89%	11
% New Haven	<a href="#">Responses</a>	57.89%	11
% Stamford	<a href="#">Responses</a>	52.63%	10
% Hartford	<a href="#">Responses</a>	36.84%	7
% Shelton	<a href="#">Responses</a>	42.11%	8
% Ansonia	<a href="#">Responses</a>	42.11%	8
% Fairfield	<a href="#">Responses</a>	57.89%	11
% Monroe	<a href="#">Responses</a>	31.58%	6
% Stratford	<a href="#">Responses</a>	68.42%	13
% Other (specify)	<a href="#">Responses</a>	47.37%	9
% Other (specify)	<a href="#">Responses</a>	10.53%	2

Q27



What percentage of the annual advertising budget for your business is spent with each of the following media? (if the answer is zero, please enter 0)

Answered: 19 Skipped: 9

ANSWER CHOICES		RESPONSES	
% Newspapers	<a href="#">Responses</a>	68.42%	13
% Magazines	<a href="#">Responses</a>	68.42%	13
% Radio	<a href="#">Responses</a>	73.68%	14
% Television	<a href="#">Responses</a>	57.89%	11
% Direct Mail/Catalogs	<a href="#">Responses</a>	63.16%	12
% Window Displays	<a href="#">Responses</a>	57.89%	11
% Billboards	<a href="#">Responses</a>	63.16%	12
% Internet	<a href="#">Responses</a>	94.74%	18
% Local Service Organizations	<a href="#">Responses</a>	57.89%	11
% Other (specify)	<a href="#">Responses</a>	57.89%	11

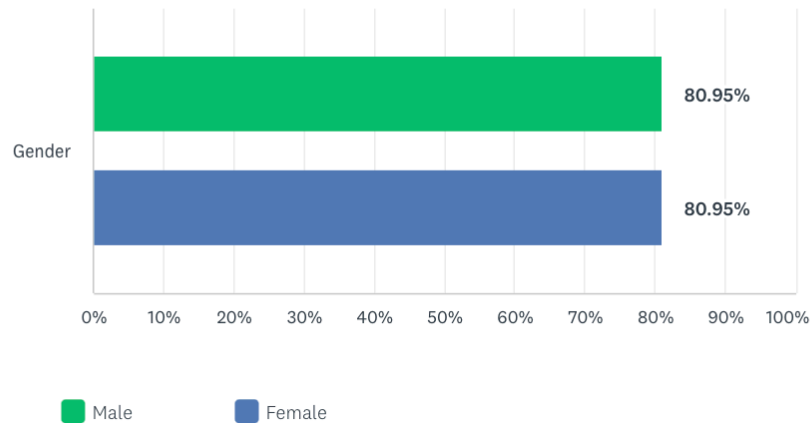


Q28



Please describe the target market of your business.

Answered: 21 Skipped: 7

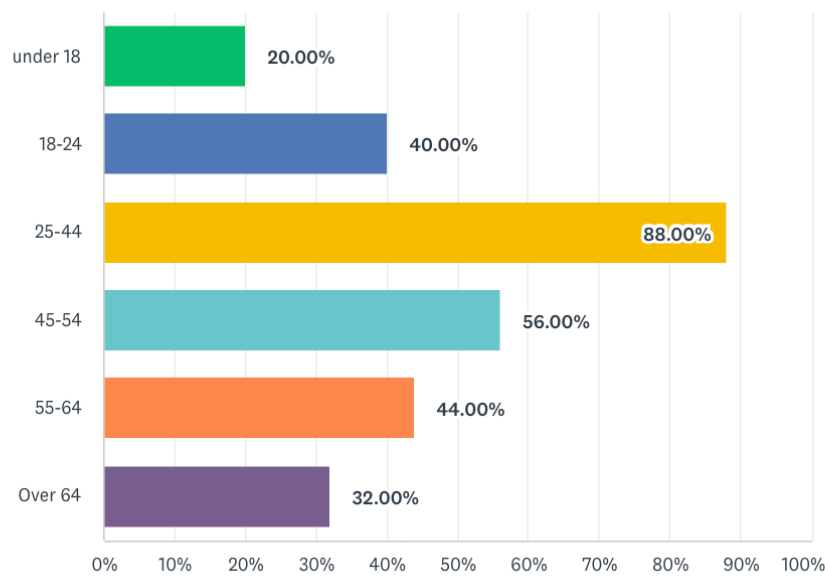


Q29



Please describe the target market of your business.

Answered: 25 Skipped: 3

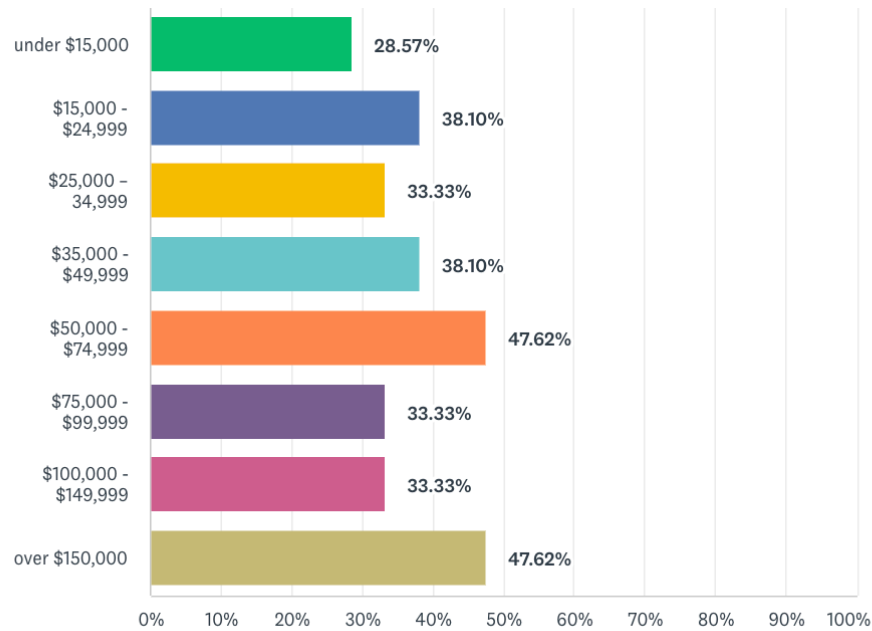


Q30



Please describe the target market of your business

Answered: 21 Skipped: 7

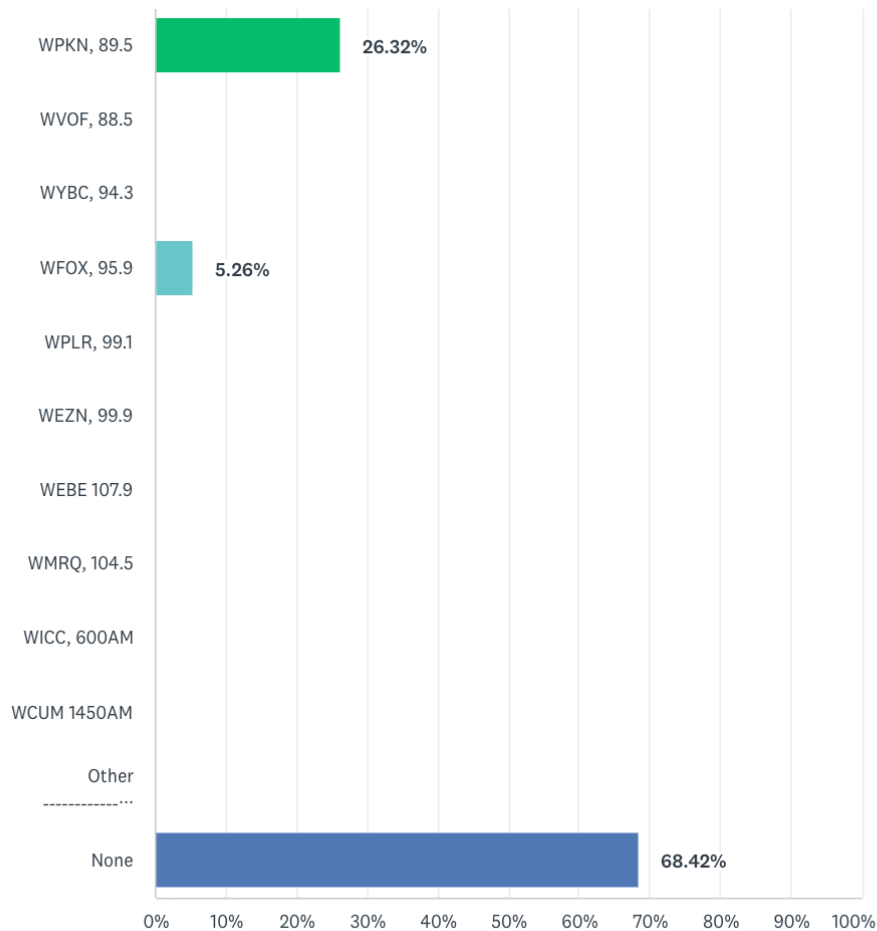


Q31



Which radio stations are included in the annual advertising budget for your business?

Answered: 19 Skipped: 9

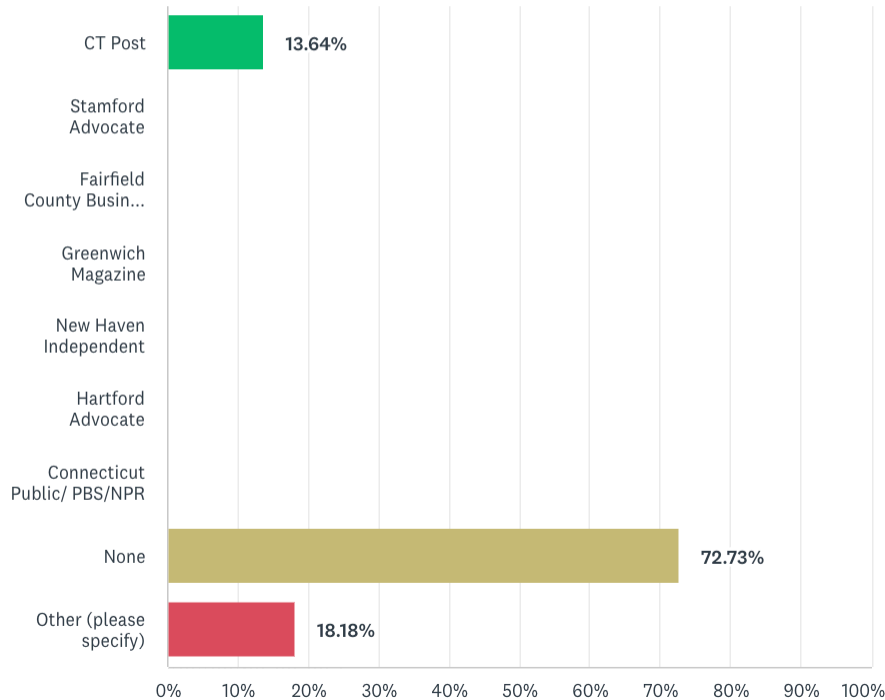


Q32



Which publications are included in the annual advertising budget for your business?

Answered: 22 Skipped: 6



Q33



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

Answered: 20 Skipped: 8

Soul food , mix cocktails, daily specials, catering, Brunch,

4/10/2022 10:18 AM

We are the only ones providing NBA sub-licensing opportunities to small and minority owned brands.

4/7/2022 5:09 PM

Identity Hospitality Culture Diversity Personality Quality

4/7/2022 4:31 PM

Arts for children with special needs, advanced art classes for teens, free classes for school aged children

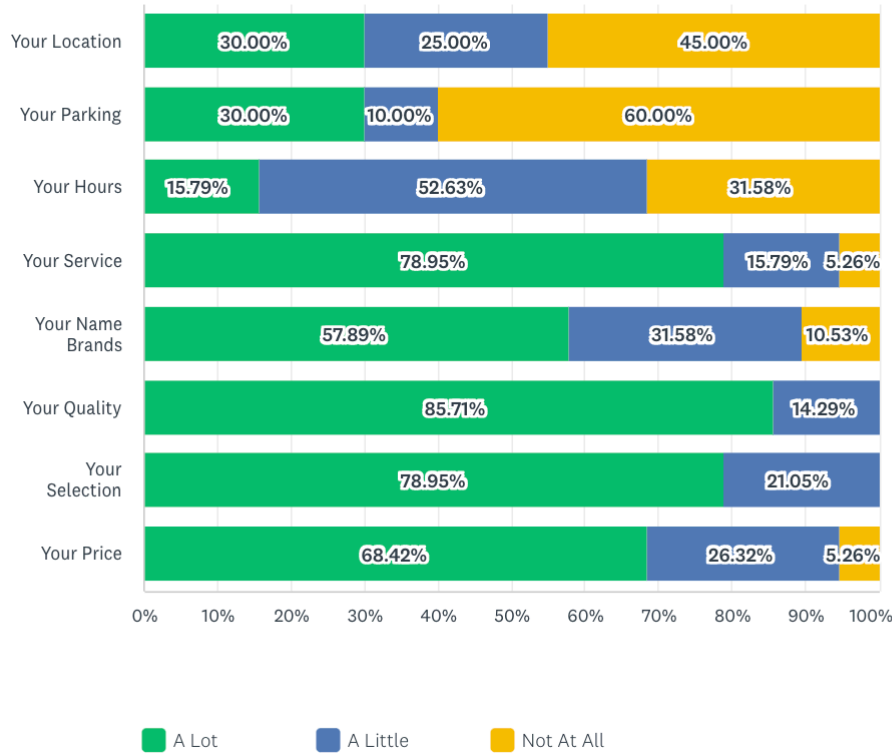
4/6/2022 11:17 PM

Q35



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

Answered: 22 Skipped: 6

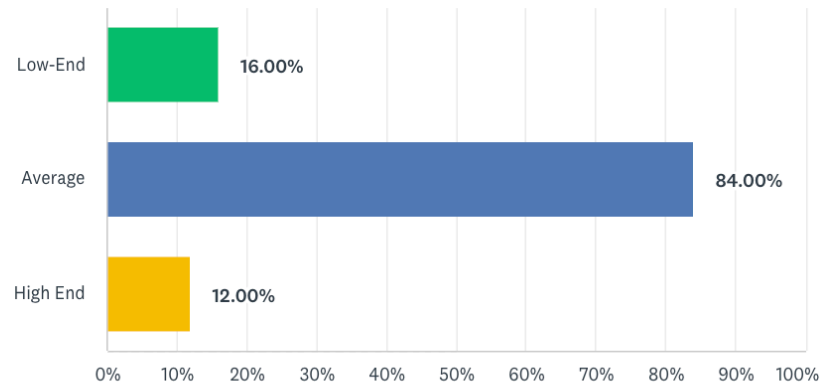


Q36



Relative to other businesses in your trade, what price point do you target?

Answered: 25   Skipped: 3

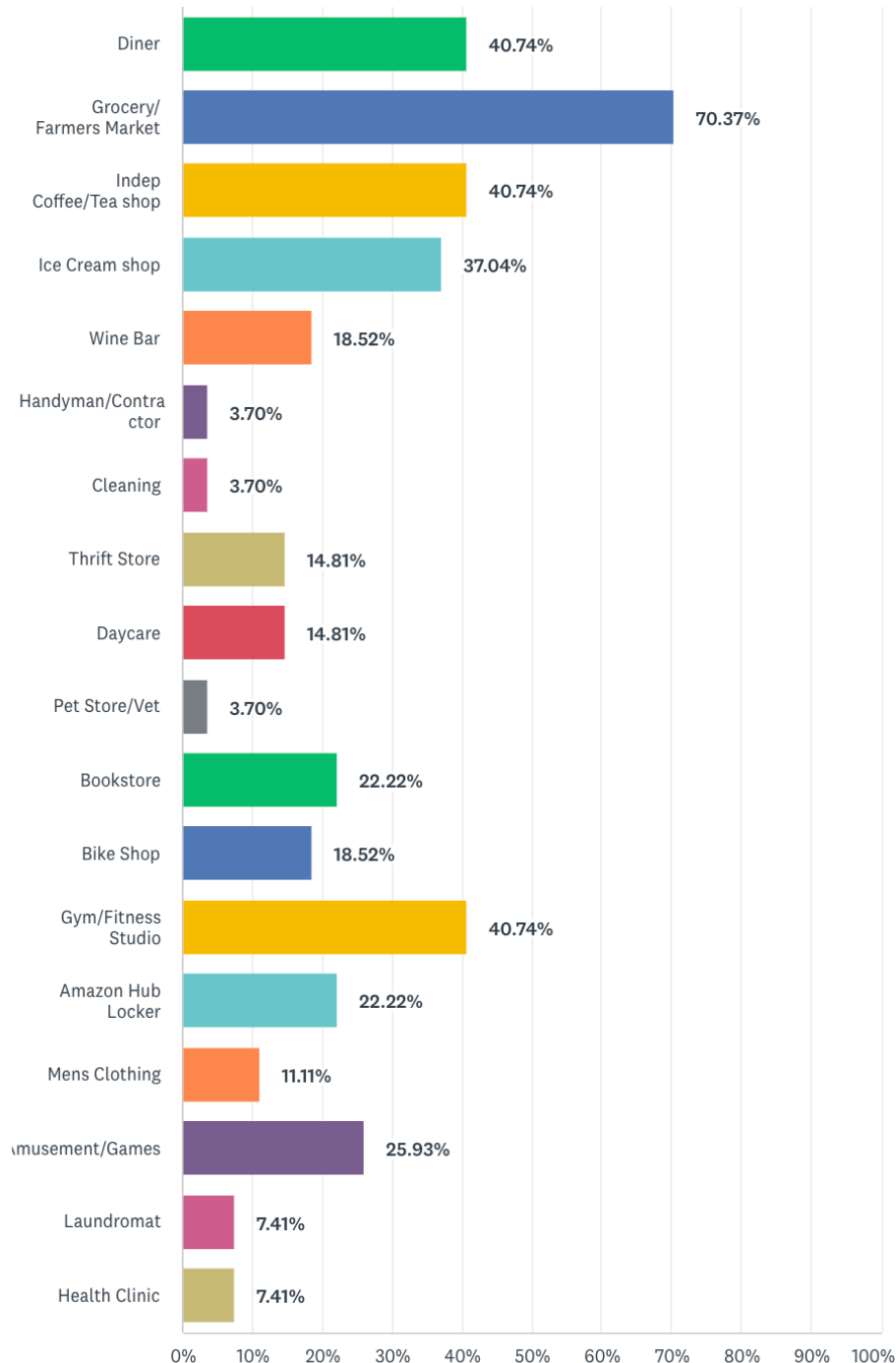


Q39



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

Answered: 27 Skipped: 1



Q41



With your business in mind, what four community assets would you most like to see developed?

Answered: 26 Skipped: 2

