



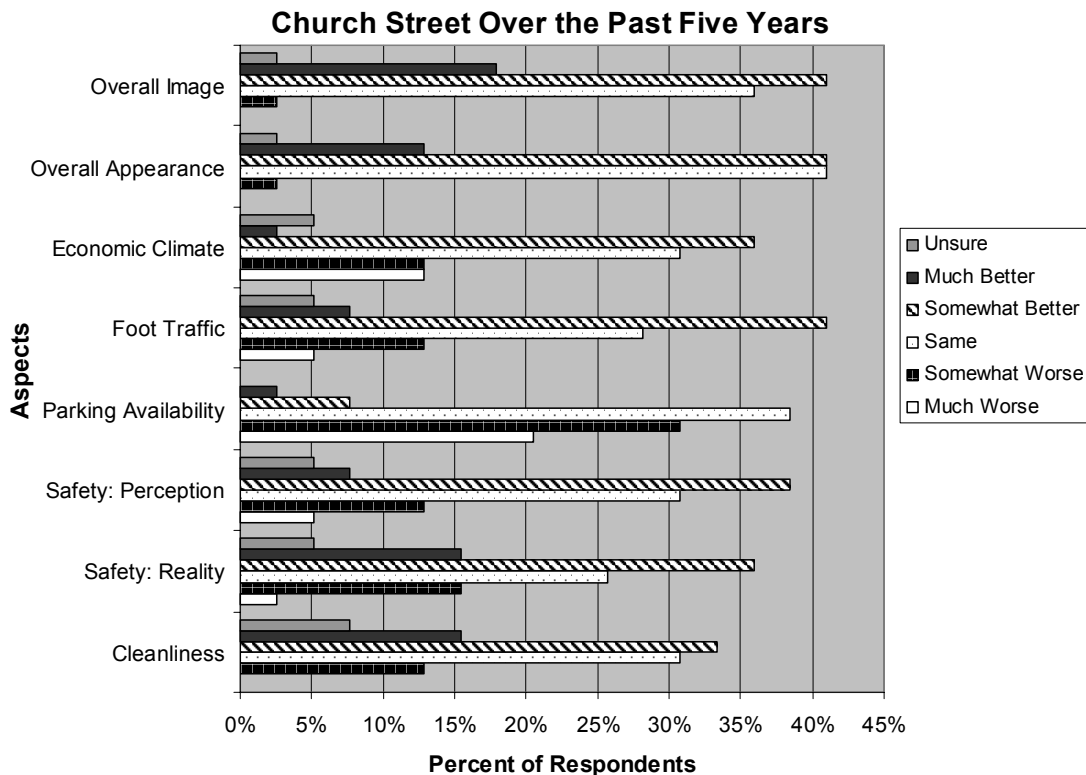
October 5, 2007

**TO: All Marketplace Business Owners and Managers
FROM: Kimberly Bookless, Market Research Coordinator
RE: 2007 Merchant Survey Results**

The *Church Street Marketplace Merchant Survey* was conducted for two weeks in September. This was our opportunity to gather opinions from the owners and managers of Marketplace businesses on the current state of Church Street, the quality of our services, and what areas need future emphasis. We heard back from 39 establishments and gathered some invaluable input. One response was received after deadline, at which time results had already been tallied. We appreciate the input from those of you who responded. Please review a summary of survey results and our proposed plan of action for areas requiring improvement.

The Church Street Marketplace Over the Past Five Years:

In order to determine how the Marketplace has changed over the past five years we asked respondents to consider the change in the following eight characteristics: cleanliness, safety (reality), perceived safety, parking availability, foot traffic, economic climate, overall appearance, and overall image. Business owners specified whether they thought each aspect had become better, slightly better, slightly worse, worse or had remained the same. Some respondents were unsure. The following graph summarizes these responses.



Interpretation of Results

Results indicated that the majority of respondents believe image, economic climate, foot traffic, perceived safety, actual safety, and cleanliness have improved over the past five years. Responses regarding appearance were mixed and responses regarding parking availability indicated no change or negative change.

Additional Comments

Many businesses who indicated that parking availability has become worse, noted that an increase in parking availability is necessary to maintain consumer interest downtown. Additional comments included a desire for employee parking discounts or the addition of an employee parking garage.

Although most businesses believe that cleanliness, overall image and appearance has slightly improved or remained the same, many commented that glass awnings above businesses need to be cleaned more regularly. Furthermore, some businesses would be pleased to see the addition of flowers and vegetation on the street as well as an improved fountain area.

Response to Results

The Marketplace is doing its best to respond to the comments and areas of concern that the survey has indicated. To address parking availability the Marketplace has begun to (ADDITIONAL INFORMATION WILL BE ADDED AS RECEIVED).

Current Marketplace Services:

In order to gather input on the quality of Marketplace services, we asked respondents to rate a variety of individual services on a scale of one to four (with one being poor and four being excellent). We received 2.8 as our overall rating. Respondents rated the Marketplace on the quality of 25 different services that fall into the categories of marketing, maintenance, licensing and administration and security. The following table lists the services and how they were rated.

Marketplace Services Ratings (1- Poor to 4- Excellent)							
Marketing	3.0	Maintenance	3.1	Licensing/Admin.	2.6	Security	2.4
Events	3.1	Sweeping	3.1	Vendors	2.6	Police Presence	2.0
Newsletters	3.3	Trash	3.2	Cafes	2.7	Parks Patrol	2.5
Communication	3.0	Amenities	3.1	Entertainers	2.5	Crime Prevention	2.9
Banners	3.1	Snow	3.1	Non Profits	2.3	Loitering	2.8
News Coverage	2.8	Graffiti	2.7	Sandwich Boards	2.5	Biking	1.8
Marketing	2.7	Courtesy	3.1	Courtesy	2.7	Courtesy	2.1
Courtesy	3.1						

Interpretation of Results

As the table indicates, most services in marketing and maintenance received a rating of about 3 out of 4. The majority of services in licensing/administration and security received ratings of about 2.5 out of 4. The lowest rated services were biking prevention (1.8), police presence (2.0), staff courtesy (2.1), and non-profit licensing (2.3). The highest rated services were quality of newsletters (3.3) and trash removal (3.2).

Additional Comments

Most respondents noted that loitering has become a distinct problem in the area, with the rocks and benches outside businesses contributing to the issue. Panhandling, biking and skateboarding have been identified as areas of increased concern as well. Respondents noted that regulations need to be more strictly enforced.

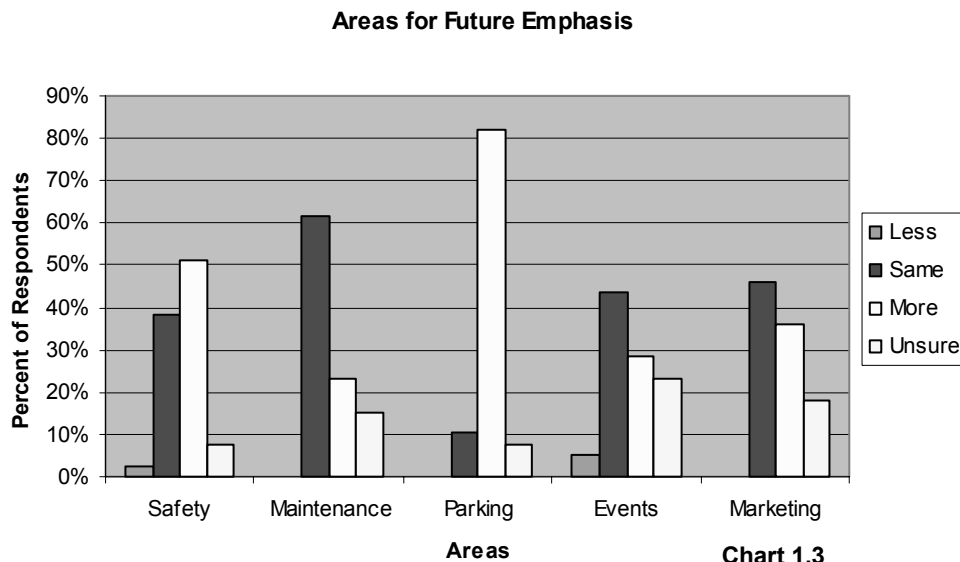
Many businesses commented that courtesy of staff in all areas, excluding police presence, has been overwhelmingly positive. The majority of respondents noted that maintenance, marketing, and licensing/administration staff are friendly, positive, and helpful.

Response to Results

In response to concerns about loitering and panhandling, the Marketplace is reviewing ...

Areas for Future Emphasis

After asking merchants to tell us how the Marketplace has changed over the past five years and to evaluate how it currently stands, we asked for input on where we should focus our attention in the future. We singled out five areas for potential future emphasis: safety, maintenance, parking, events and marketing. We then had respondents indicate whether they would prefer to see more, less or the same emphasis placed on these areas.



Interpretation of Results

Results show that the majority of business owners believe more emphasis needs to be placed on parking issues and safety. Most businesses were content with the current level events, marketing, and street maintenance.

Additional Comments

As noted in chart A., parking availability remains a significant concern among respondents. The Marketplace is doing everything we can to address these issues.

Many respondents commented that public restrooms are necessary downtown. The belief is that the mall restrooms are not sufficient for the quantity of visitors to Church Street.

Response to Results