

## Constant Contact Survey Results

**Survey Name:** Saugatuck City Survey

**Response Status:** Partial & Completed

**Filter:** None

Feb 10, 2009 9:22:45 AM

### 1. In devoting time and financial resources to the Short Term items, prioritize the activities with 1 being the most important. - Comments

#### Answer

Monitor and enforce speed limits of incoming/outgoing traffic on Holland and Lake Streets. Consider use of electronic speed monitor during peak weekend times.

Sidewalk signs showing where public restrooms are located

Getting the city employees and those of the merchants to park in the parking lots or take the shuttle so that our CUSTOMERS have parking on the streets during the season. This is the Number 1 complaint of our customers!!!

To many police officers on the pay role in winter time.

All of those are important. Recycling is part of our trash service which is why I put it last as it is taken care of. Holiday lighting is important but of course not as important as keeping our town clean.

very difficult question- some services are very time specific

Street repair

late night security

A bathroom facility on Culver by the park. Free parking in the city lot. Don't gouge the tourists to support our already overfunded extracurricular school activities.

Control the drunks that come out from Wally's at 2 a.m. and trash the streets

ALL of the above are really vital to the health of the community. These are things that we have become so accustomed to having and wouldn't be missed until they are gone! The shuttle service really works. Officer Bob is a treasure and makes the visitors & folks feel safer. Of course clean rest-rooms, streets, etc are a given! We are a "summer" business so snow removal and Holiday lights would be lower on the list, but not for those year-around businesses. We all recycle.

I feel the recycle bins are very very important!!!!

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Parking lot run professionally by city or contractor not high school

### 2. If necessary to keep the shuttle service operating, a \$1.00 fee would be assessed per passenger. Choose one. - Comments

#### Answer

The shuttle should be free always. We have a big enough parking problem in this city and it wouldn't be right to charge for the shuttle. If they NEED the money, charge for parking at the high school like they do downtown and take a cut out of that for gas/interurban fees.

I agree with user fees.

could become costly for those on fixed income.

I feel that the shuttle is very important for our customers. It should also run back and forth to Douglas. If you are going to institute a fee, you should have a wider range of travel. Ski resorts offer shuttle service free. We should too but a fee is better than NO service

Most people would not object to \$1. However, isn't part of that expense covered by our business licenses???

IT WOULD BE A BETTER SELL IF IT COULD BE \$1 FOR A ROUND TRIP.

Parking lot revenue should be diverted to fund the parking shuttle!!! We are already taxed for the schools on several levels

Encouraging people to park legally is the priority. What about a fee to park at the high school and focus on having employees not park on city streets when working.

I feel paying per person is too discouraging for people who are parking legally. Maybe a per car fee is more practical and a portion could go to the interurban.

### 3. With regard to Holiday Lighting, which style do you prefer? Check one. - Other responses

#### Answer

Colored Lights

waste of money

either one

something new?

BOTH!

Cheapest and most coverage

### 3. With regard to Holiday Lighting, which style do you prefer? Check one. - Comments

#### Answer

I prefer the White Twinkle lights, but only if they are done nicely. Some years they looked thrown on and strands would fall off and hang in the street/sidewalk.

Looks elegant. Probably easier to maintain.

Either on is fine with me. They both looked nice

If we use the white lights only we could use more lights to highlight more than just the businesses on Butler Street. This is a great advantage to any business to have the city supply Holiday lighting.

Cost/expense is priority

It was spectacular.

both have been attractive, but sometimes a change is a good thing, too. Perhaps its time for a new design!

Love the snowflakes and here lot's of great comments from visitors.

Have received many positive comments over the last to holiday seasons.

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### 4. Understanding that financial resources are part of the consideration, please prioritize the location of Holiday Lighting within the business district. - Comments

#### Answer

all imperative!

Should be placed where most people will see them.

I have a shop that stays open every day year around. It is nice to decorate side streets where businesses are putting for the effort.

It might be nice to rotate where you put the most lights so that all businesses can benefit from having the city supply holiday lighting.

### 5. With regard to Holiday Lighting, given that financial resources are limited, which of the following is most important? Check one. - Comments

#### Answer

Both of these are equally important. The lighting shouldn't be sparse and it should have class.

Holiday lighting a must and must be up through Winterfest!

More needs to done on Water Street

After the survey - the result should go to subgroup for final decisions on where to put resources

Something unique in a high-traffic area is better than a lot of average spread everywhere.

### 6. In devoting time and financial resources to city maintenance, the priority of activities should be as follows: (Rank in order of importnace with 1 being the most important. - Comments

#### Answer

removal of snow from intersections to avoid blind spots

The business owners should be able to help wth the watering of the plants in front of their business.

None

Parking for customers

Park maintainance.

Our town is looking a bit shabby. Maintenance is important! That includes trash pick up, which is hired out, cleaning bathrooms, street cleaning and street snow plowing

landscaping. Merchants should water the plants for the honor of having them on our streets.

Tree trimming to keep trees off the buildings and rooftops

city employees should be the face of saugatuck and be friendly to all visitors

Clean, clean, clean! Bathrooms and streets

More needs to done on Water Street

We need more focus on making ALL of Saugatuck pedestrian - friendly. Maybe a walk/bike path along Ferry/Park, past the chain ferry and up to Oval Beach...

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**7. In devoting time and financial resources to the Long Term items below, the priority of activities should be as follows: (Rank in the order of priority with 1 being the most important.) - Comments**

### Answer

Most lodging establishments and many businesses have free WiFi.

W-Fi City Wide. Why just the business district. Waste of money. Businesses will have their own internet connectivity anyway. Guests to the city will not and the guests are scattered throughout the city.

None

Create more CUSTOMER PARKING!

The cleanliness of the City is most important and long range planning should include plans and dollars to have the streets and sidewalks swept daily in season and at least weekly off season.

We need another bathroom. Not a big one but something at the south end. Couglin park is too far away. It needs to be right where the city owned property is by the docks or next to city hall. It is a crisis!

Roads

broken sidewalk repair

Tree trimming

enforce the no parking rules in fire lanes and handicapped spots

#1 South end restroom!

Pedestrian walk and bike paths, possibly to Oval Beach and along Park/Ferry Streets.

Same as #6 - More pedestrian friendly in ALL of Saugatuck - not just the the main shopping district. A walk/bike path from town, around to Center/Ferry/Park St, past the chain ferry to oval beach.

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**8. From time-to-time it has been suggested that the business district become a Principal Shopping District (PSD). A PSD, authorized by Public Act 120 of 1961, is intended to promote the development and redevelopment of a shopping district through the collection of revenue, levying of special assessment and the issuance of bonds in order to address maintenance, security, and operation of that district. A PSD provides businesses with the opportunity to come together and use their expertise, experience and financing to improve the marketing, infrastructure and operational aspects of their business area, each of which has an impact on their individual businesses. Under a PSD, eligible economic activities include conducting market research and public relations campaigns, developing and coordinating retail promotions, sponsoring special events, and maintaining streets, sidewalks and parking areas. 100% of the funds collected would be used for business district issues/projects. With this in mind, would you be interested in pursuing the development of a Principal Shopping District for the City of Saugatuck. - Comments**

### **Answer**

Consider a shared fee collected from business and lodging Use tax to provide money flow and development under the control of local business owner lodging owner decisions.

Whatever we study and plan, business owners will continue to operate the hours they want, our biggest problem downtown

Egaaddss. Not another TAX !

have to take current economic climate into account.

Saugatuck needs to stay competitive. I think this would help provide some dollars to improve the down town district. Look at Holland as an example.

research and opinions from OUTSIDE the community is vital to be competitive in todays marketplace.

As long as there is no out of pocket expense by business owners

Need more information in order to respond.

Assuming this means higher property taxes, pursuing grants sounds like a much better idea. Opinion may change if we see more cohesiveness in the community and government first.

If it means raising taxes again through a bond or any other means. Focus on grants and building a friendly, healthier community that is focused on tourism.

**10. 2008 sales compared to 2007 sales are: (Check one.) - Comments**

### **Answer**

Spring down, Summer up, Fall down, Winter down

down approximately 5% which isn't bad in this market

up for season down for winter

This was our best year ever, doubling the last "best" year.

DOWN 4 %