



Saugatuck/Douglas
Area Business Associat

Constant Contact Survey Results

Survey Name: Saugatuck City Survey

Response Status: Partial & Completed

Filter: None

Feb 11, 2009 12:45:04 PM

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The City of Saugatuck has asked SABA for guidance in prioritizing city services, both short and long term projects, which are of importance to the business community.

As the city's fiscal year runs from July 1 to June 30, we would like to supply them with a timely response, so the business community's input may be conveyed to them. The City will start the next budget planning process during the latter part of February.

With this in mind, please answer the following questions and complete the survey by Wednesday, February 11. If you have any questions about the survey, please contact Lisa Lungaro - 857-8398 or Marilyn Starring - 857-4261.

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

1 = Most important

Answer	1	2	3	4	5	6	7	Number of Response(s)	Ranking Score*
Officer Bob								39	4.3
Shuttle Service								39	3.6
Holiday Lighting								39	4.1
City Maintenance (Trash Pick-Up/Street & Bathroom Cleaning/Plant Water)								39	1.9
Snow Removal								39	3.2
Recycle Bins								39	4.7
Other (Please specify in comment section below)								39	6.2

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

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

Answer	0%	100%	Number of Response(s)	Response Ratio
Strongly Agree			17	34.6 %
Agree			11	22.4 %
Neutral			1	2.0 %
Disagree			9	18.3 %
Strongly Disagree			2	4.0 %
No Response(s)			9	18.3 %
Totals			49	100%

With regard to Holiday Lighting, which style do you prefer? Check one.

Answer	0%	100%	Number of Response(s)	Response Ratio
Current Snowflake Motif			18	46.1 %
White Twinkle Lights Only			14	35.8 %
Other			7	17.9 %
Totals			39	100%

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

1 = Most important

Answer	1	2	3	4	Number of Response(s)	Ranking Score*
Butler Street					38	1.1
Side Streets (Culver, Hoffmann, Main, Mason, Water)					38	3.1
Town Entrances					38	2.6
Parks & Rec Areas (Wicks, Coghlin, Tennis Court, Playground)					38	3.2

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

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

Answer	0%	100%	Number of Response(s)	Response Ratio
Style of decor			7	14.2 %
Placement of lighting through-out the city			32	65.3 %
No Response(s)			10	20.4 %
Totals			49	100%

In devoting time and financial resources to city maintenance, the priority of activities should be as follows:

(Rank in order of importance with 1 being the most important.

1 = Most important

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Trash Pick-Up						37	1.6
Bathroom Cleaning						37	1.9
Watering Plants						37	3.9
Street Cleaning						37	2.9
Other (Please specify in comment section below)						37	4.8

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

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.)

1 = Most important

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Restroom Facility - South End						39	1.8
Directional Signage in Business District						39	2.7
Sidewalk Lighting						39	2.4
Free Wi-Fi in Business District						39	3.7
Other (Please specify in comment section below)						39	4.3

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

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.

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Interested			9	18.3 %
Interested			9	18.3 %
Neutral			12	24.4 %
Disinterested			6	12.2 %
Very Disinterested			4	8.1 %
No Response(s)			9	18.3 %
Totals			49	100%

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The following questions were asked on our last survey. We are asking these questions strictly for SABA to compare to our 2004 and 2005 survey responses.

What type of business are you? (Check one.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Retail Store or Gallery			14	28.5 %
Restaurant or Bar			7	14.2 %
Lodging			11	22.4 %
Service			5	10.2 %
Industry			0	0.0 %
Non-Profit			2	4.0 %
Other			1	2.0 %
No Response(s)			9	18.3 %
Totals			49	100%

2008 sales compared to 2007 sales are: (Check one.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Up			8	16.3 %
Equal			8	16.3 %
Down			20	40.8 %
Not applicable			4	8.1 %
New business in 2008			0	0.0 %
No Response(s)			9	18.3 %
Totals			49	100%

Years in business: (Check one.)

Answer	0%	100%	Number of Response(s)	Response Ratio
5 or more			35	71.4 %
Less than 5			5	10.2 %
No Response(s)			9	18.3 %
Totals			49	100%

Gross annual revenue (Check one.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$100K			6	12.2 %
\$100K - \$150K			4	8.1 %
\$150K - \$250K			6	12.2 %
\$250K - \$500K			10	20.4 %
\$500K - \$1M			5	10.2 %
Greater than \$1M			7	14.2 %
No Response(s)			11	22.4 %
Totals			49	100%

Do you plan to be in business for the 2009 season? (Check one)

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			40	81.6 %
No			0	0.0 %
No Response(s)			9	18.3 %
Totals			49	100%

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Thank you for taking the time to complete this survey. SABA will publish the results to the membership at a later date.