



**DOWNTOWN  
PRINCE  
GEORGE**

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

## **Downtown Prince George Business Walk 2019**

1. Are you familiar with Downtown Prince George and what we do?
  - a) Yes
  - b) No
  
2. Did you know that Downtown Prince George is an advocate for your business interests?
  - a) Yes
  - b) No
  
3. Are you aware of the Grants that Downtown Prince George offers? (Façade Grant, Micro Safety Grant, etc.)
  - a) Yes
  - b) NoIf Yes, which have you applied for/used \_\_\_\_\_
  
4. Have you sent us events/sales to post about or share on the Downtown Event Calendar, Love Downtown PG Newsletter or Social Media?
  - a) Yes
  - b) NoIf No, why not \_\_\_\_\_
  
5. Have you attended our Annual General Meeting and registered to be a voting member?
  - a) Yes
  - b) NoIf no, why not \_\_\_\_\_
  
6. Has your business been involved in a Downtown Prince George event? (Please check all that apply).
  - a) Downtown Summerfest
  - b) Downtown Winterfest
  - c) Downtown Fallfest
  - d) Plaid Friday
  - e) Downtown Holiday Shopping DrawWhy or Why Not? \_\_\_\_\_
  
7. Are there any barriers to success for your business in the Downtown?  
\_\_\_\_\_  
\_\_\_\_\_

8. Within the next 5 years do you plan on (please select which option **most** applies):

- a) Remaining the same (number of employees, sales, etc.)
- b) Expanding
- c) Downsizing
- d) Relocating
- e) Close/Sell Business

If Close/Sell option is selected, is there a succession plan for the business?

- i. Yes
- ii. No

9. In which of the following ways can DPG help your business thrive? Rate the following using this scale: 1 (**not** important), 2 (**slightly** important), 3 (**moderately** important), 4 (**very** important) 5 (**extremely** important):

- a. Marketing (Website, Event Listing, Event Calendar, Social Media feeds (Twitter, Facebook, Instagram), Print Advertising, Shop Local campaigns, etc.)
  - b. Learning and/or Networking Opportunities (social events for businesses, workshops about digital marketing, safety etc.)
  - c. Special & Seasonal Events (Downtown Summerfest, Plaid Friday, etc.)
  - d. Beautification (Downtown Clean Team, Banners on Street Poles, Street Furniture, Murals, Public Art Installations, Install Seasonal or Year-Round Decorative Lighting)
  - e. Safety (Liaison with the Downtown Safety Unit, Issuance of Crime Alerts, Downtown Ambassador/Patrol)
- Other (suggestions)

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10. What do you like most about doing business in Downtown Prince George?

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To be added to the Downtown Prince George email list, please provide your contact information below. (The email list will be used to share information/initiatives/policies and/or bulletins that may interest/affect your business)

Name: \_\_\_\_\_  
Position (Owner, Manager, etc.): \_\_\_\_\_  
Business Email: \_\_\_\_\_  
Business Phone: \_\_\_\_\_  
Business Mailing Address: \_\_\_\_\_

**Thank you for your participation in this survey.**

**The information we have collected will help to guide Downtown Prince George when prioritizing future activities and developing our action plan moving forward.**