

# Downtown Survey & Follow Up Meeting February 4, 2015

- 75 survey responses
- Numerous comments received
  
- Holiday lighting – Received \$1,250 in donations
- 6 total donations, 1<sup>st</sup> invoice \$1,389, and additional 2 hours of unbilled time
- Lights will be turned off end of February/beginning of March
- Approx. \$4,000 to remove lights

## Who Responded...

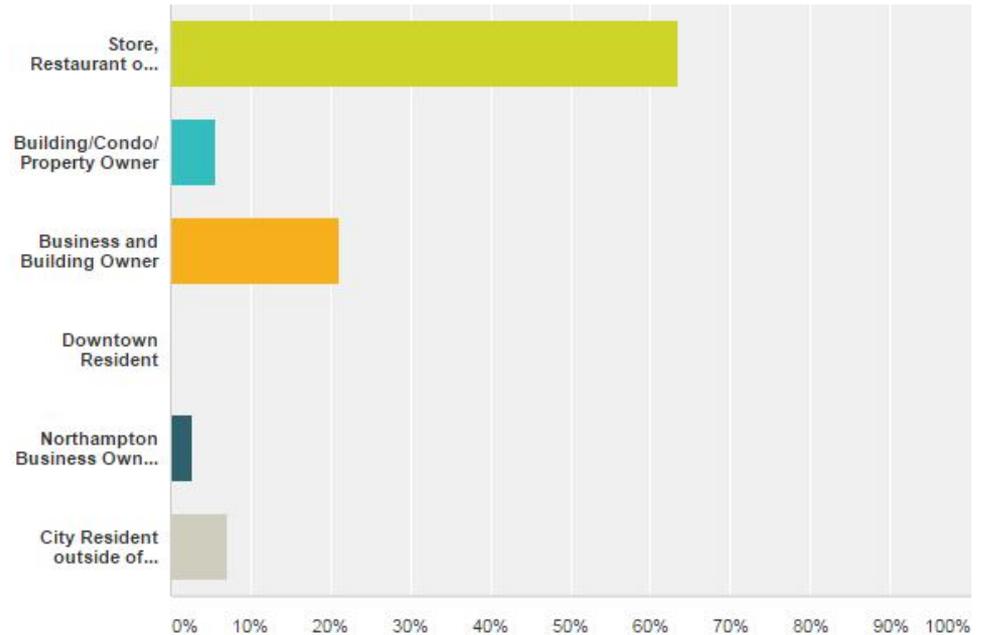
Approximately 64% of respondents were from the store, restaurant or business owner category.

The next highest category was business **AND** building owner at 21%

Building/Condo/Property owners were 5.63% of those responding.

## Please identify the role that best describes you

Answered: 71 Skipped: 4



Answer Choices	Responses
Store, Restaurant or Business Owner	63.38% 45
Building/Condo/Property Owner	5.63% 4
Business and Building Owner	21.13% 15
Downtown Resident	0.00% 0
Northampton Business Owner outside of downtown interested in downtown	2.82% 2
City Resident outside of downtown interested in downtown	7.04% 5
Total	71

# What's most important?

Highest ranked answer...

## Sidewalk sweeping and snow removal

*54 felt this was most important*

## Events

*44 felt this was most important*

## Holiday lights

*43 felt this was most important*

## Flower plantings

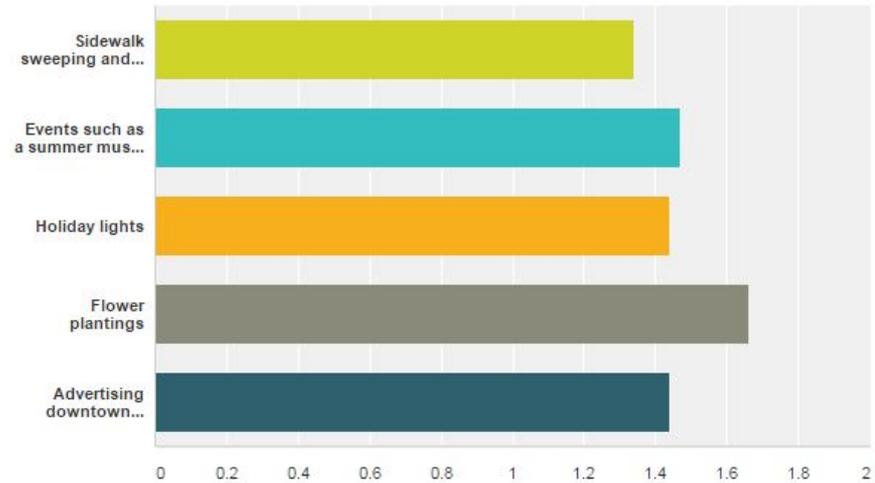
*34 felt this was somewhat important*

## Advertising

*45 felt this was somewhat important*

## How would you rate the following items?

Answered: 74 Skipped: 1



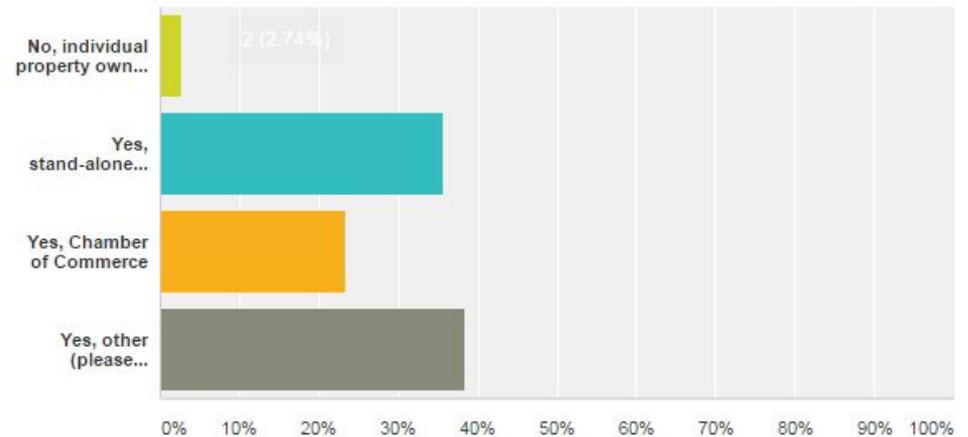
	Most Important	Somewhat Important	Not Important	Total	Weighted Average
▼ Sidewalk sweeping and snow removal	73.97% 54	17.81% 13	8.22% 6	73	1.34
▼ Events such as a summer music festival, sidewalk sales, chalk or ice art festivals, restaurant week	59.46% 44	33.78% 25	6.76% 5	74	1.47
▼ Holiday lights	58.90% 43	38.36% 28	2.74% 2	73	1.44
▼ Flower plantings	43.84% 32	46.58% 34	9.59% 7	73	1.66
▼ Advertising downtown Northampton to attract visitors	62.50% 45	30.56% 22	6.94% 5	72	1.44

# Coordination of Downtown Services

73 varying responses from the City, to the Chamber, to a combination and so on... the only consensus is that there is no easy answer.

Should there be an entity that coordinates some or all of the downtown services listed above?

Answered: 73 Skipped: 2



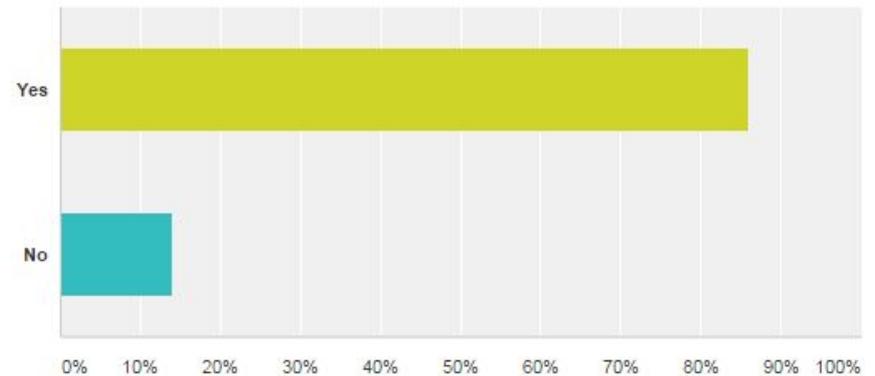
Answer Choices	Responses
▼ No, individual property owners and/or business owners can do it themselves	2.74% 2
▼ Yes, stand-alone downtown partnership	35.62% 26
▼ Yes, Chamber of Commerce	23.29% 17
▼ Yes, other (please specify) <a href="#">Responses</a>	38.36% 28
Total	73

## Who would commit to funding?

86% of those responding (62 out of 72 responses) said they would commit to supporting an entity.

If an entity assumed responsibility for those services, would you commit to supporting it financially?

Answered: 72 Skipped: 3



Answer Choices	Responses	
Yes	86.11%	62
No	13.89%	10
Total		72

# Next steps...

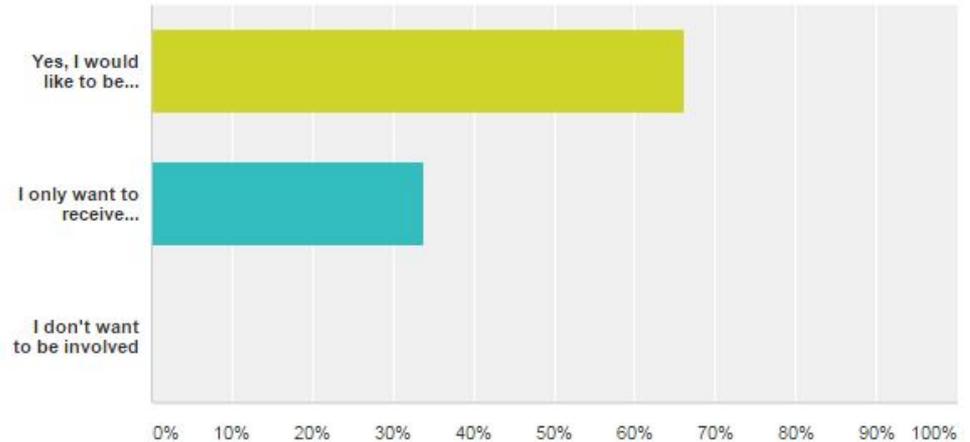
66% want to be actively involved in the next steps

33% want to hear what's happening but doesn't want to volunteer.

SO....

## Would you like to be part of the conversation going forward?

Answered: 71 Skipped: 4



Answer Choices	Responses
Yes, I would like to be actively involved, including volunteering on a committee	66.20% 47
I only want to receive updates, I don't want to volunteer	33.80% 24
I don't want to be involved	0.00% 0
Total	71