



2012 CENTERTOWN SURVEY SUMMARY

BUSINESS RECRUITMENT & RETENTION COMMITTEE

**GRAND HAVEN MAIN STREET DOWNTOWN
DEVELOPMENT AUTHORITY**

NOVEMBER 8, 2012

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INTRODUCTION

In early 2012, the DDA established a goal of working more effectively to include Centertown businesses in DDA activities. In keeping with this goal, the DDA's Recruitment & Retention Committee developed a 2012 Work Plan designed to identify outreach initiatives for Centertown and to enable the R&R Committee to work with the other DDA Committees to implement innovative techniques for drawing customers from Downtown to Centertown and vice versa.

The Work Team needed input from Centertown business owners on how they viewed Centertown, what they would like to change, how Centertown could be improved, and their position on several key issues. To obtain this input, a questionnaire was developed (see Exhibit A – Survey Questionnaire) that contained key questions for which the R&R Committee was seeking answers.

SURVEY METHODOLOGY

The R&R Committee thought it was very important to obtain the input of virtually every Centertown business owner, and set a goal of trying to secure 100% Centertown business owner participation (see Attachment B – Businesses Surveyed). Face-to-face delivery of the questionnaires to business owners was essential and was accomplished by each R&R Committee member taking responsibility for delivering the surveys to and retrieving them from 7 or 8 Centertown businesses. Beginning the week of 9/10/12, each participating committee member was asked to call the Centertown business owners on their list and set up a time for a brief face-to-face meeting with each of them, at which time the survey would be gone over to make sure the business owner understood the questions. The business owner was then asked to take the 10 minutes required to complete the survey and have it available for pick up in the next day or two. To preserve confidentiality, signing the completed survey was optional and a blank envelope was provided in which the business owner could seal the completed survey. Many surveys were retrieved using a slotted box that contained other surveys in sealed envelopes to maintain confidentiality, although this method of retrieval was not felt to be necessary by some business owners.

SUMMARY OF SURVEY RESULTS

- Of the 59 surveys delivered to Centertown businesses, 58 or **98% were retrieved.**
- Retail and service businesses comprised the majority of the 58 businesses surveyed. Those owning and those renting their business premises were almost evenly split, and just under two-thirds of them have been in business in Centertown for 10 years or more.
- Many types of new businesses having the best chance to succeed were suggested to support existing businesses in Centertown. Retail establishments and restaurants led the list (see full list on page 5)
- By a margin of more than 2 to 1, the businesses surveyed prefer to be identified as “Centertown” businesses rather than “Downtown” businesses.
- Many thoughts on how to increase the number of shoppers coming to Centertown from Downtown and vice versa were offered. Prevalent among them were the need for more retail businesses, better Centertown signage and wayfinding maps, better promotion of events and more publicity in the GH Tribune, more and improved parking, and enhancing the appearance and quality of buildings, sidewalks, and streets in Centertown.

- 36% of business owners surveyed support extending snowmelt to Centertown. Of those that do support doing so, what they would be willing to pay annually ranged from \$0/yr. to \$1200/yr.
- 47% of those surveyed felt the City should clear snow from Centertown sidewalks, while 29% thought business owners should be responsible for their own snow removal and 24% thought the DDA should be responsible for it.
- 54% of those surveyed would like the zoning ordinance covering Centertown revised to allow seasonal rentals for residential units – 5 times the 11% opposed to this change.
- 54% of those surveyed want the City to develop a Master Design Plan for Centertown compared with 19% that do not. The rest did not express an opinion.
- 40% of the 58 businesses responding to this survey identified either themselves or their business.
- The many suggestions on how to improve Centertown and responders' general comments are shown on pages 12 & 13 respectively later in this report.

R&R COMMITTEE RECOMMENDATIONS

Based on the information gleaned from the 58 returned surveys, it is recommended that:

- This summary report and recommendations be provided to the DDA Board, City Council, City Staff, all participating businesses, and the Chamber of Commerce.
- The R&R Committee review the recruitment suggestions provided by those surveyed and consider making appropriate revisions to the business types targeted for Centertown recruitment. (Ref. Q4)
- The business area located in mid-town Grand Haven on Washington and Seventh Streets continue to be referred to as Centertown. (Ref. Q5)
- The DDA Board and its standing committees adopt and implement appropriate suggestions provided for increasing the number of shoppers frequenting Centertown. (Ref. Q6)
- The DDA Board provide the survey's snowmelt results to City Staff and not promote snowmelt for Centertown at this point in time. Note: The DDA should not discourage Centertown businesses choosing to further pursue snowmelt by surveying businesses on their own particular street (Washington or Seventh) if they wish to do so, but should remain neutral. (Ref. Q7)
- The DDA Board petition the City to perform and cover the cost of snow removal on Centertown sidewalks and City owned parking lots early in the morning before businesses open. (Ref. Q8)
- The DDA Board petition the City to review and possibly change the zoning ordinance(s) covering Centertown to permit seasonal rental of residential properties located there. (Ref. Q9)
- The DDA Board petition the City to develop, in partnership with Centertown businesses and the DDA, a Master Design Plan for Centertown and implement it. (Ref. Q10)

- The DDA adopt and implement those appropriate survey participant suggestions and comments received that are within their ability to accomplish for the improvement of Centertown and work with the City to do the same. (Ref. Q11 & Q12)

SURVEY PARTICIPANT DEMOGRAPHICS

58 of 59 surveys distributed were retrieved. That is a retrieval rate of 98%

Q1. Business Types: 57 (98%) of 58 of the participants responded.

Breakdown: Retail	21	36%	Entertainment	0	0%
Service	15	26%	Non-Profit	2	3%
Professional/Office	7	12%	Other	4	7%
Financial/Banking	1	2%	No Indication	1	2%
Food & Beverage	7	12%			

Retail and service businesses comprised roughly 2/3's (62%) of all Centertown businesses surveyed.

Q2. Premises Owned or Rented: All 58 (100%) of participants responded.

Breakdown:	Owned	28	48%
	Rent	30	52%

The breakdown between those businesses that own their premises and those that are renting is about evenly split.

Q3. Length of Time Located in Centertown: All 58 (100%) of participants responded.

Breakdown:	< 1 year	6	10%	10-20 years	9	16%
	1-4 years	14	24%	21+ years	21	36%
	5-9 years	8	14%			

The majority of Centertown businesses surveyed (30 or 52%) have been in Centertown for 10 years or more, and 21 (36%) of them have been there for over 20 years, confirming that Centertown has a stable business environment.

Longevity Breakdown by Business Type:

<1 year:	(4) Retail; (1) Professional/Office; (1) Food/Beverage
1-4 years:	(4) Retail; (2) Service; (3) Professional/Office; (1) Financial/Banking; (2) Food/Beverage; (1) Other; & (1) No Response
5-9 years:	(2) Retail; (1) Service; (1) Professional/Office; (1) Food/Beverage; (2) Non-Profit; & (1) Other
10-20 years:	(3) Retail; (4) Service; (2) Food/Beverage
21+ years:	(8) Retail; (8) Service; (2) Professional/Office; (1) Food/Beverage; & (2) Other

INDIVIDUAL SURVEY QUESTION ANALYSIS

Important: Please keep in mind that not all survey respondents answered all of the questions.

QUESTION 4: PREFERRED BUSINESSES FOR CENTERTOWN?

44 (76%) of survey participants provided input to this question. Listed below is a summary of their suggestions for the question: What type of new businesses, located in Centertown, would help your business and/or have the best chance to succeed in Centertown?

Retail General (14 suggestions):

Retail (4); Non-seasonal Retail (1); Other Retail (1); Shopping (1); More Retail(1); High End Retail (1); Retail Shops (2); Retail Shopping Cluster (1); Home Retail (1); Heavy Foot Traffic Businesses (1)

Retail Specific (33 suggestions):

Retail Food: Grocery Store/Deli (1); Corner Grocery (1); Full Service Grocery (1); Specialty Food Store (1); Neighborhood Market (1); Bodega Grocery (1).

Clothing Store: Men's Clothing (2); Consignment Clothing (1); Clothing Store (2)

Wine: Wine & Cheese Shop (1); Wine (1); Food & Wine (1)

Other: Hardware Store (4); Bakery (2); Floral Shop (2); Gift Shop (2); Music Shops (1); Art Shops/ Galleries (1); Fashion Businesses (1); Herb/Olive Oil Shop (1); Ice Cream Shop (1); Juice Bar (1); Major Hobby Retailer (1), Shoe Store (1); Save-O-Lot Store (1)

Restaurants (11 suggestions):

Restaurants (5); Sit-Down Restaurants (1); Grill Bar/Restaurant (1); Pizza Place (1); Small Pub & Grill (1); Ethnic/Vegan Restaurant (1); Medium Priced Restaurant (1)

Health Related Businesses (8 suggestions):

Health Food Service (1); Fitness Exercise (3); Yoga (1); Medical Service (1); Pharmacy (1); Health-based Restaurant (1)

Specialty Shops (4 suggestions):

Boutiques (1); Specialty Retail (1); Specialty Stores (1); Vintage Shops (1)

Destination Businesses (12 suggestions)

Destination type businesses (2); Service (1); Professional (1); Professional Services (2); Hospitality Businesses (1); Plumbing Business (1); Bath Business (1); Construction Business (1); Home Rentals (1); Light Manufacturing (1); Financial/Bank (1)

Entertainment (2 suggestions):

Arcade (1); Night Life (1)

Other (4 suggestions):

Mall (1); Family Owned Businesses (1); Businesses – More People (1); Outside Areas (1)

QUESTION 5: CENTERTOWN OR DOWNTOWN?

57 (98%) of the 58 surveys retrieved provided an answer to the question: “Would you prefer that Centertown continue to be known as and referred to as Centertown or Downtown?”

The results: Prefer Centertown 40 or 70%
 Prefer Downtown 4 or 7%
 Don't Care 13 or 23%

<u>Factor</u>	<u>Centertown</u>		<u>Downtown</u>		<u>Total</u>
Business Type					
Retail	13	62%	8	38%	21
Service	12	86%	2	14%	14
Professional/Office	4	57%	3	43%	7
Financial/Banking	1	100%	0	0%	1
Food & Beverage	6	86%	1	14%	7
Entertainment	0	0%	0	0%	0
Non-Profit	2	100%	0	0%	2
Other	2	50%	2	50%	4
No Business Type Given	<u>--</u>		<u>1</u>		<u>1</u>
Totals	40		17		57
Own Vs. Rent					
Own	18	67%	9	33%	27
Rent	<u>22</u>	73%	<u>8</u>	27%	<u>30</u>
Totals	40		17		57
How Long in Centertown					
<1 year	4	67%	2	33%	6
1-4 years	8	57%	6	43%	14
5-9 years	4	50%	4	50%	8
10-20 years	9	100%	0	0%	9
21+ years	<u>15</u>	75%	<u>5</u>	25%	<u>20</u>
Totals	40		17		57

QUESTION 6: HOW TO INCREASE SHOPPERS IN CENTERTOWN?

38 (66%) of the 58 surveys retrieved supplied information on the question: “What are some things that would increase the number of shoppers visiting Centertown after shopping Downtown and vice-versa?”

The most repeated ideas included the need for more retail businesses, better Centertown signage and wayfinding maps, better promotion of events and publicity in the GH Tribune, more and improved parking, and improving the appearance and quality of buildings, sidewalks, and streets in Centertown.

Below are all individual responses provided in answer to Question 6:

1. Signage saying what's to visit in CT w/ a list of stores, cafes, etc. But there has to be something here to visit.
2. More retail/restaurants.
3. Look fresh; any new painting on buildings, clean sidewalks & streets, updates on close-by homes, etc.
4. Signs off US31 help both DT & CT; Gateway; Snowmelt; New streets/sidewalks.
5. Better consistency & quality of CT buildings & businesses; landscape also.
6. Include CT in promos for DT. Shoppers in CT are local people whereas the DT shoppers are more tourists. Promote our business in local events.
7. Area map on each corner like at a mall. All businesses listed within the map, color coordinated for shopping, restaurants, etc.
8. Our specialty shops that we have in the area could use another clothing store.
9. A parking ramp half way between DT & CT where the too big City Hall is. Use the land for something to bring in shoppers and revenue into both DT & CT.
10. Signage (Centertown); parking.
11. I like it as is besides men's clothing.
12. Heated sidewalks.
13. Creating a shopping district instead of having company stores; move towards community stores; examples: Bekins vs. ABC Warehouse; Seven's Paint vs. Sherman Williams; etc.
14. State of the art wayfinding kiosks.
15. City transit routes; advertising/signage relating to both areas and what they offer.
16. More retail on 7th.
17. More popular specialty stores; small grocery store, there is none west of US31.
18. A discount passport book of businesses and coupons to be used at CT businesses. They should be available all over town. Especially Downtown.
19. Centertown seems to die down around 6/7 pm. A bit of nighttime traffic would help everyone. JW's top deck w/ music used to be busy. I'm sure they still are, but as a younger member of this community, it was really cool.
20. Unique persona – we are artsy, alternative, classy. We are focused on health, education, & artistic expression.
21. DT is for entertaining tourists. Period. CT is community based products and services.
22. Promotion; Events; Identity; Parade Route.
23. Left turn lanes off from Beacon Blvd.
24. Articles in the Tribune continue to mention all events as occurring “Downtown.” People need to know we are here and they need to be informed of what businesses are here in Centertown.
25. A destination restaurant and clothing store.
26. Reason to come to Centertown. Many of our guests come for several days – after Downtown and the beach many will go to Holland or Saugatuck for the day. We try to have things to keep them here.
27. Store hours
28. More gift retail – Centertown is destination retail, i.e. paint, electronics, auto parts. Not a place for wandering in and out shopping.
29. More parking spaces, many of the customers have parking issues.
30. More events like the Taste of CT. I personally hope to invite employees of DT businesses to our store so they can personally share with their customers about our presence. I would like to do some advertising DT and perhaps there is room for them to advertise here.
31. Retail; promotions
32. Not sure.

- 33. Coffee shops and outdoor restaurants. Less busy traffic.
- 34. Family friendly businesses with adequate parking.
- 35. More shops.
- 36. All day parking. Ongoing beautification.
- 37. Under consideration.
- 38. Buildings & surroundings such as street fixtures, planters, sidewalks maintained.

QUESTION 7: SNOWMELT?

55 (95%) of the 58 surveys retrieved provided an answer to the question: “Would you like the snowmelt system to be extended to include Centertown (Washington Ave. and 7th Street) if the cost to property/business owners to do so is reasonable?”

The results: Yes 20 or 36%
 No 35 or 64%

<u>Factor</u>	<u>Yes</u>		<u>No</u>		<u>Total</u>
Business Type					
Retail	9	45%	11	55%	20
Service	5	33%	10	67%	15
Professional/Office	2	33%	4	67%	6
Financial/Banking	0	0%	1	100%	1
Food & Beverage	2	29%	5	71%	7
Entertainment	0	0%	0	0%	0
Non-Profit	1	50%	1	50%	2
Other	<u>1</u>	25%	<u>3</u>	75%	<u>4</u>
Totals	20		35		55
Own Vs. Rent					
Own	10	36%	18	64%	28
Rent	<u>10</u>	37%	<u>17</u>	63%	<u>27</u>
Totals	20		35		55
How Long in Centertown					
<1 year	3	50%	3	50%	6
1-4 years	3	27%	8	73%	11
5-9 years	2	25%	6	75%	8
10-20 years	3	33%	6	67%	9
21+ years	<u>9</u>	43%	<u>12</u>	57%	<u>21</u>
Totals	20		35		55

13 of the 20 giving a YES answer provided what they felt was a reasonable annual fee to pay for snowmelt. The answers provided ranged from \$0 to \$1200.

QUESTION 8: SIDEWALK SNOW REMOVAL?

49 (84%) of the 58 surveys retrieved provided an answer to the question: “Should Centertown business owners be responsible for shoveling snow from their own sidewalks or should this service be supplied by the City or DDA?”

The results: City 23 47%
 DDA 12 24%
 Shovel Own 14 29%

<u>Factor</u>	<u>City</u>	<u>DDA</u>	<u>Shovel Own</u>	<u>Total</u>
Business Type				
Retail	7 41%	5 29%	5 29%	17
Service	8 57%	2 14%	4 29%	14
Professional/Office	2 40%	1 20%	2 40%	5
Financial/Banking	1 100%	0 0%	0 0%	1
Food & Beverage	2 29%	3 43%	2 29%	7
Entertainment	0 0%	0 0%	0 0%	0
Non-Profit	1 100%	0 0%	0 0%	1
Other	<u>2</u> 50%	<u>1</u> 25%	<u>1</u> 25%	<u>4</u>
Totals	23	12	14	49
Own Vs. Rent				
Own	9 35%	11 42%	6 23%	26
Rent	<u>14</u> 61%	<u>1</u> 4%	<u>8</u> 35%	<u>23</u>
Totals	23	12	14	49
How Long in Centertown				
<1 year	1 20%	2 40%	2 40%	5
1-4 years	6 55%	3 27%	2 18%	11
5-9 years	3 60%	2 40%	0 0%	5
10-20 years	4 44%	1 11%	4 44%	9
21+ years	<u>9</u> 47%	<u>4</u> 21%	<u>6</u> 38%	<u>19</u>
Totals	23	12	14	49

QUESTION 9: SEASONAL RESIDENTIAL RENTAL ZONING AMENDMENT?

54 (93%) of the 58 surveys retrieved provided an answer to the question: “Would you support a change in the zoning ordinance covering Centertown to allow seasonal residential rentals?”

The results: Yes 29 54%
 No 6 11%
 Don't Care 19 35%

<u>Factor</u>	<u>Yes</u>		<u>No</u>		<u>Don't Care</u>		<u>Total</u>
Business Type							
Retail	13	65%	3	15%	4	20%	20
Service	4	27%	3	20%	8	53%	15
Professional/Office	3	50%	0	0%	3	50%	6
Financial/Banking	1	100%	0	0%	0	0%	1
Food & Beverage	3	43%	0	0%	4	57%	7
Entertainment	0	0%	0	0%	0	0%	0
Non-Profit	1	100%	0	0%	0	0%	1
Other	<u>4</u>	<u>100%</u>	<u>0</u>	<u>0%</u>	<u>0</u>	<u>0%</u>	<u>4</u>
Totals	29		6		19		54

Own Vs. Rent							
Own	16	59%	4	15%	7	26%	27
Rent	<u>13</u>	<u>48%</u>	<u>2</u>	<u>7%</u>	<u>12</u>	<u>44%</u>	<u>27</u>
Totals	29		6		19		54

How Long in Centertown							
<1 year	3	50%	2	33%	1	17%	6
1-4 years	6	50%	0	0%	6	50%	12
5-9 years	5	71%	0	0%	2	29%	7
10-20 years	4	44%	1	11%	4	44%	9
21+ years	<u>11</u>	<u>55%</u>	<u>3</u>	<u>15%</u>	<u>6</u>	<u>30%</u>	<u>20</u>
Totals	29		6		19		54

QUESTION 10: NEED FOR A CENTERTOWN MASTER DESIGN PLAN?

52 (90%) of the 58 surveys retrieved provided an answer to the question: “Would you like the City to develop a Master Design Plan for Centertown?”

The results: Yes 28 54%
 No 10 19%
 Don't Care 14 27%

<u>Factor</u>	<u>Yes</u>		<u>No</u>		<u>Don't Care</u>		<u>Total</u>
Business Type							
Retail	11	61%	4	22%	3	17%	18
Service	6	43%	3	21%	5	36%	14
Professional/Office	3	50%	0	0%	3	50%	6
Financial/Banking	1	100%	0	0%	0	0%	1
Food & Beverage	4	57%	1	14%	2	29%	7
Entertainment	0	0%	0	0%	0	0%	0
Non-Profit	1	50%	1	50%	0	0%	2
Other	<u>2</u>	50%	<u>1</u>	25%	<u>1</u>	25%	<u>4</u>
Totals	28		10		14		52
Own Vs. Rent							
Own	17	65%	5	19%	4	15%	26
Rent	<u>11</u>	42%	<u>5</u>	19%	<u>10</u>	39%	<u>26</u>
Totals	28		10		14		52
How Long in Centertown							
<1 year	2	33%	2	33%	2	33%	6
1-4 years	7	58%	0	0%	5	42%	12
5-9 years	5	63%	1	12%	2	25%	8
10-20 years	6	67%	3	33%	0	0%	9
21+ years	<u>8</u>	47%	<u>4</u>	24%	<u>5</u>	29%	<u>17</u>
Totals	28		10		14		52

QUESTION 11: FIRST THING CENTERTOWN NEEDS?

43 (74%) of the 58 surveys retrieved provided an answer to the question: “What is the first thing that should be done to improve Centertown?”

Below are all individual responses provided in answer to Question 11:

1. Shops! Holland area, Heartside in Grand Rapids would be good models.
2. More shopping. Retail/restaurants.
3. Paint old buildings. Allow more signs.
4. Snowmelt/Streetscape (wish). Clean up parking lots. Better/replace sidewalks/trees/flowers.
5. Make the Steinbachs sell all their properties to private owners so they take better care of them & fix them up.
6. Landscaping/signage/parking lots – all about image & making access convenient.
7. Include Centertown in events that involve Downtown – instead of leaving Centertown out like an afterthought.
8. Sign before you get to the 7th and Washington light indicating which lanes allow straight through & which are left only. Pavement paint isn't enough.
9. Encourage façade improvements with business owners.
10. Displays.
11. Advertising that we are here and all we have to offer.
12. Signage
13. I like it.
14. Tell J. Steinbach to clean up his buildings!!!
15. Streetscaping.
16. Spiffing up of streetscape – get rid of weeds, trash, clean up & repair of empty buildings; add flowers, trees, etc.....more art on buildings.
17. Streetscaping.
18. Gateway signs, planters, etc. to have the same look/feel as Washington Ave.
19. Refer to it as Downtown.
20. An archway on 7th St. by the Coast Guard boat letting people know they are entering Centertown. Parking!!!
21. Perhaps another city parking lot.
22. More street lights.
23. Unsure.
24. An arch and all the accoutrements provided downtown. Better, distinctive lighting.
25. Actual infrastructure maintenance; enough benign neglect!
26. More events and advertising the events.
27. Enforce codes on books to clean up run down and under-improved properties – “need a sparkle and be a showcase.”
28. New sidewalks.
29. Update facades.
30. The Tribune features a local business each week. This brings many new customers in. People need information like that from the DDA. Tell them we are here!
31. Update some of the older store fronts.
32. Address areas of concern identified in walkthrough with City.
33. Aesthetic improvements; uniformity with Downtown features.

34. This is the start – organize the plan well. Need to find people who are interested in investing in this area and able to take some “risk.” Continue to make Centertown look like it “goes” together.
35. Improved sidewalks – banners on lightpoles?
36. I think it is nice now, as do most of my out of town customers. Parking is always an issue. Not enough.
37. Lighting.
38. Bike lanes, bike parking, trash cans with recycling options – need recycling options; more trees. There are simple trash cans with recycling above the basket that are easy and clean.
39. No complaints.
40. Slow down the traffic!
41. Increase year-round foot traffic.
42. Centertown should be in charge of Centertown. Flowers.
43. Promote Centertown with all advertising & promos tied in with the City.

QUESTION 12: ADDITIONAL COMMENTS?

24 (41%) of the 58 surveys retrieved provided a response to the opportunity to provide additional comments.

Below are all individual comments provided in answer to Question 12:

1. The only way to get people in area downtown included are little independent shops – able to buy something – reasonably priced – chain store like Molehole, Childs, etc.
2. Grants for facades huge help in Centertown – plus new investments (private business owners have done.) Need to work on general maintenance – to keep Centertown cleaned up!
3. Enforcement of building code violations in a timely manner or financially encouraging others to improve the buildings. The public parking lot immediately east of my store is not snow plowed by City crews until late in the morning after a snowfall – much too late for the many cars that park there. The storm drain in the street at the cross walk in front of my store has been asphalted over, resulting in pooling rain water there. And the City cares for one landscaped plot in front of the City parking lot but not the others – they look bad. Why the inconsistency?
4. The businesses in Centertown are stable! Honor that with the support of the DDA. Include these businesses in the promos of Grand Haven area.
5. Allow 15 min. only parking on north-bound side of 8th Street (at Washington).
6. Being that many buildings are different (setbacks, parking, etc.) it would be nice if somehow sidewalks, signage, etc. could become uniform to help tie in the area. Not sure it’s realistic to try, but it does seem to be lacking in a cohesive feeling in Centertown.
7. Include references to Centertown shopping/dining experiences on DDA websites, etc. How do we become a “featured” listing?
8. Sidewalk snow removal was a promise made to Centertown area when taxes were taken for DDA.
9. To further my response to new businesses that would help CT (#4) and things that would increase the number of shoppers visiting CT (#6), I believe CT could use a “full service” grocery to include popular foods and a variety of fresh meats and vegetables and fruits.
10. We desperately need more parking in Centertown. This is a main thing holding (us back).
11. If MDOT proposes ending the access to US31 from 7th St., what will be the City’s position? This should be in the forefront of future planning and part of public discussion. If 7th St. cannot support viable retail perhaps space could be used for government support offices, senior services, Chamber functions, extension services, etc. – a “support services” district.

12. High hopes for Centertown. The people & businesses here are great!
13. Make sure Centertown has its own unique identity that is on par with Downtown – we do not want to be their sloppy seconds like we are now.
14. Keep commitments for sidewalk maintenance, seating.
15. Keep communicating and get the pillar businesses active.
16. By the way, the flowers on Washington & Beacon are getting a great response. Christmas lights year round.
17. (1) A recent Tribune article mentioned the DDA had a survey done and the conclusion was that Grand Haven needs an electronics store “Downtown.” HELLO! There are 2 of us in Centertown! Please don’t spend any more money on these surveys. (2) Whenever “Downtown” is mentioned you should automatically mention “Centertown.” People don’t know we are here.
18. I do not have any comments.
19. Create more awareness of Centertown with print ads, feature articles, etc.
20. Thanks to those who have made and are making businesses work in Centertown.
21. I am very pleased with the work the DDA has done in the City. We are rarely able to participate but find the events to be worthwhile. Also, more trees please.
22. As a professional office, we do not expect much in the way of “foot traffic.” We would be interested in seeing any “Master Plan” concepts.
23. Like Centertown how it is.
24. We are willing to help & make affordable improvements without being dictated to or by government and/or State.

EXHIBIT A
Main Street DDA Business Survey



The Grand Haven Main Street DDA is conducting a survey of Centertown business owners. Your answers will provide direction for projects and initiatives that directly impact your business.

This is a confidential survey. Please place the completed survey in the envelope provided. This survey should not take more than 5-10 minutes. A Grand Haven Main Street DDA program volunteer will visit you in two to three days with a container having collected surveys into which you can deposit yours to maintain confidentiality. If you have any questions please contact the Grand Haven Main Street DDA office at 616.844.1188. Thank you for your time and participation!

1. What is your **primary** business type?
A. ___ Retail D. ___ Financial/Banking G. ___ Non-Profit
B. ___ Service E. ___ Food & Beverage H. ___ Other (specify: _____)
C. ___ Professional/Office F. ___ Entertainment

2. Do you own or rent your business location?
A. ___ Own B. ___ Rent

3. How long has your business been located in Centertown?
A. ___ Less than 1 year B. ___ 1 to 4 years C. ___ 5 to 9 years D. ___ 10 to 20 years E. ___ 21+ years

4. What type of new businesses, located in Centertown, would help your business and/or have the best chance to succeed in Centertown?
A. First Choice: _____
B. Second Choice: _____
C. Third Choice: _____

5. Would you prefer that Centertown continued to be known as and referred to as:

Centertown	Downtown	Don't Care
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6. What are some things that would increase the number of shoppers visiting Centertown after shopping Downtown and vice-versa?

7. Would you like the snowmelt system to be extended to include Centertown (Washington Ave. and 7th Street) if the cost to property/business owners to do so is reasonable?

Yes No

If yes, what would you be willing to pay annually to have it? \$_____/year
(Continue on back)

8. Should Centertown business owners be responsible for shoveling snow from their own sidewalks or should this service be supplied by the City or DDA? If the latter, which one?

DDA (contract to remove snow prior to most businesses opening for the day)

City (will get done sometime within the day)

9. Would you support a change in the zoning ordinance covering Centertown to allow seasonal residential rentals?

Yes No Don't Care

10. Would you like the City to develop a Master Design Plan for Centertown?

Yes No Don't Care

11. What is the first thing that should be done to improve Centertown?

12. Additional Comments:

Name (Optional): _____

Thank you for your time and input!

Please place your survey in the privacy envelope provided. A Main Street DDA volunteer will pick it up within two to three days.

EXHIBIT B - CENTERTOWN BUSINESSES SURVEYED

Business Name	First Name	Last Name	Address	Street	Classification
Rosebud Taxi Service	Chad	Boonstra	712	Columbus	Other
Greater O.C. United Way	Patrick	Moran	700	Fulton Street	Other
Jerry's Citgo Service	Jerry	Swiftney	5	North Beacon	Other
Citizens Bank	David	Garland	21	North Beacon	Other
Betten Wholesale Outlet	Josh	Schwartz	125	North Beacon	Retail
Arturo's Tacos	Arturo	Orduno	305	North Beacon	Restaurant
Mr. Scrib's	Marilynn	Grinwis	317	North Beacon	Restaurant
Lemon Creek Winery	Kait	Lemon	327	North Beacon	Retail
Tuffy Auto Service	EJ	Schattenberg	435	North Beacon	Other
Basic PCS/Sprint Store	Chad	Hutchison	445	North Beacon	Retail
Smokin', Mad, Love	Blair	Butterworth	5	North Seventh Street	Retail
J.W.'s Food & Spirits	Chris	Stevenson	6	North Seventh Street	Restaurant
Booked for the Season	Sherry	Bazuin	8	North Seventh Street	Retail
Seven's Paint & Wallpaper	Larry	Dahlman	12	North Seventh Street	Retail
Guitar Haven	Dave	Johnson	17	North Seventh Street	Retail
Lake MI Auto Parts	John	Steinbach	18	North Seventh Street	Retail
Compass Skate	Max	White	19	North Seventh Street	Retail
City Glass & Mirror	Vanessa	Gugino	100	North Seventh Street	Retail
Natalia's Design & Day Spa	Heidi	Dahlman	105	North Seventh Street	Retail
Hale's Barber Stylist	Ken	Saum	106	North Seventh Street	Other
The Needlesmith	Pat (she)	Fisher	109	North Seventh Street	Retail
Honey Hair Salon	Heidi		114	North Seventh Street	Retail
Kitchen Company, The	Kevin	Healey	115	North Seventh Street	Retail
Mary Lou's Hairstylists	Mary	North	200	North Seventh Street	Other
BC Chicken Shack	Bonnie/Cindy	Beebe/Baldus	207	North Seventh Street	Restaurant
Centertown Laundry Building	Mark & Jackie	Schaap	210	North Seventh Street	Other
Anthony's Kicked Up Catering	Anthony	Gonnella	211	North Seventh Street	Restaurant
Reliant Professional Cleaning	Pete	Murdoch	216	North Seventh Street	Other
Grimaldi Chocolates	Molli	Laham	219	North Seventh Street	Retail
Guinan, Hayes and Bisonet	Brook	Bisonet	219	North Seventh Street	Office
Rock N Road Cycle	Tim	Meyer	300	North Seventh Street	Retail
Studio JSD	Julie	Sanford	311	North Seventh Street	Retail
Dick's Towing & Recovery	Richard	Berg	321	North Seventh Street	Other
Rendezvous Restaurant	Bill	Peak	401	North Seventh Street	Restaurant
Boulevard Used Cars	Bruce	Boes	421	North Seventh Street	Retail

Blarney Castle	Pam	Bulson	1	South Beacon	Other
Washington Street Inn	Anthony	Ciccianti	608	Washington	Other
VZKF Funeral Home	Dale	VanZantwick	620	Washington	Other
Olmsted Design	Ron	Olmsted	623	Washington	Other
Joe's Barber Shop	Joe	Andaloro	633	Washington	Other
VerDuins, Inc.	Mike	VerDuin	633	Washington	Other
Great Lakes Risk Management			700	Washington	Office
Health Hutt	Brendan	McLaughlin	700	Washington	Retail
Lakeshore Pregnancy Center	Becky	Eminger	700	Washington	Other
Midwest Properties	Bill	Swano	700	Washington	Office
OAR	Tom	Mullens	700	Washington	Office
Richard Meads Accounting	Richard	Meads	700	Washington	Office
Sun Design	Doug	Bandydougert	700	Washington	Office
The Salon	Nancy	Grevel	700	Washington	Retail
Dewitt Electronics	Dave	DeWitt	705	Washington	Retail
Harbourfront Hobbies and Crafts	Roger	Brown	707	Washington	Retail
Morning Star Café	Lisa	Passinault	711	Washington	Restaurant
Bookman	John	Waanders	715	Washington	Retail
Lakeshore Yoga Center	Carey	Burns	715	Washington	Other
Chiropractic Health CTR	Dr. Brian	Roscoe	727	Washington	Office
Frame & Mat Shop	Dan	Borchers	728	Washington	Retail
Bekin's Appliances	Scott	Bekins	735	Washington	Retail
Keys Driving School	Tom & Barb	Keyes	800	Washington	Other