



# Downtown Business Owners' Survey

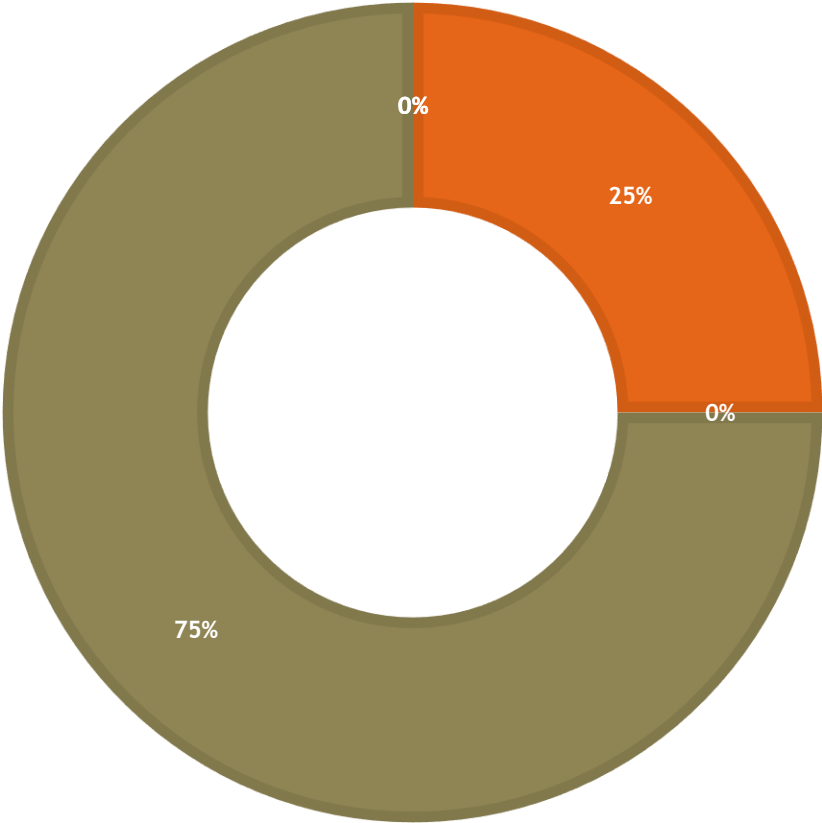
End of 2021

# About the Survey

- ▶ The survey questions were created by Eatonton Main Street.
- ▶ The survey responses will assist the Eatonton Main Street Advisory Board in setting their priorities for 2022.
- ▶ The survey was distributed to the downtown business owners via email from December 6, 2021 through January 7, 2022.
- ▶ Out of more than 80 business owners, only 4 responses were received.
  - ▶ 2 of those responses were the same business owner.
  - ▶ In 2020, there were 13 responses to the survey.

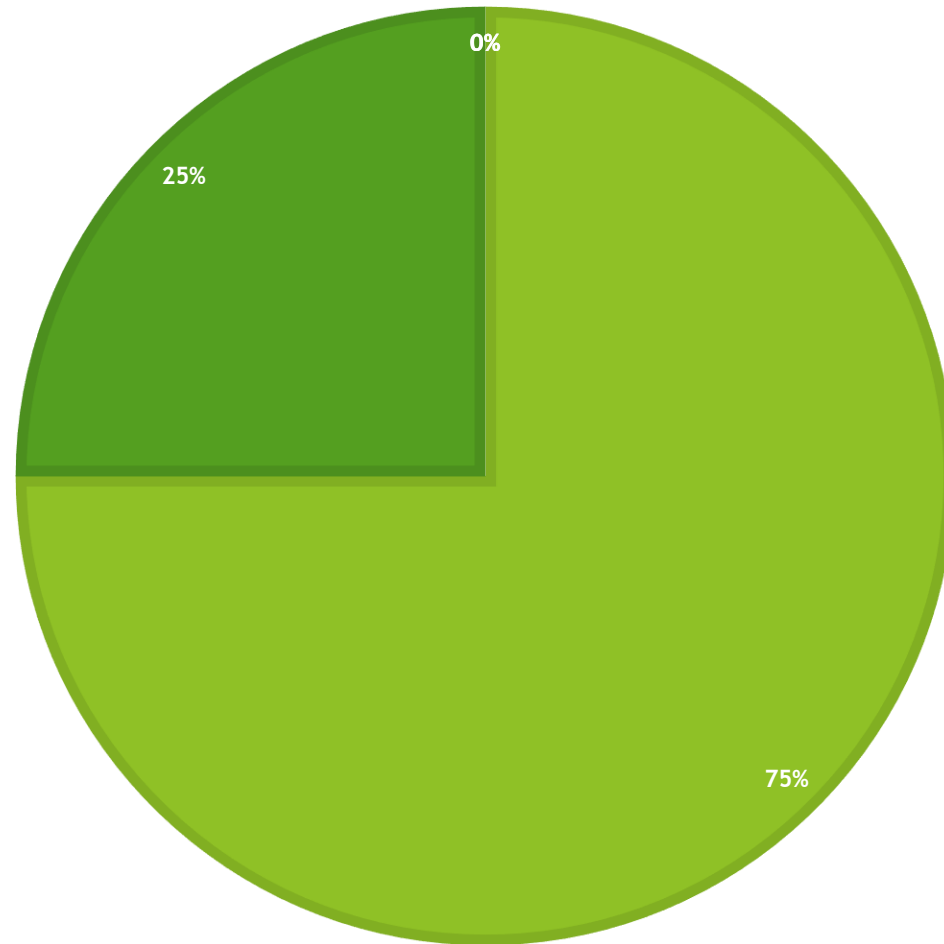
# HOW LONG HAS YOUR BUSINESS BEEN OPEN IN DOWNTOWN EATONTON?

■ Less than 1 year   ■ 1-4 years   ■ 5-9 years   ■ 10-14 years   ■ 15-19 years   ■ 20+ years



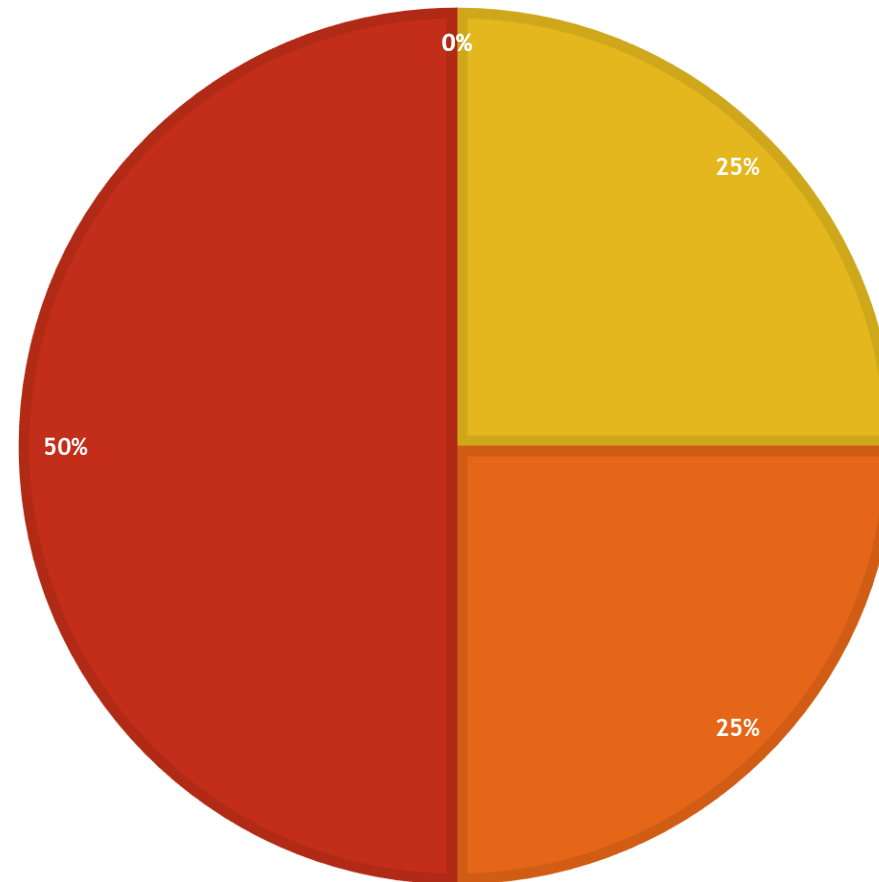
## THERE ARE TOO MANY EVENTS IN DOWNTOWN EATONTON.

■ 1 (Strongly Disagree) ■ 2 (Disagree) ■ 3 (Neutral) ■ 4 (Agree) ■ 5 (Strongly Agree)



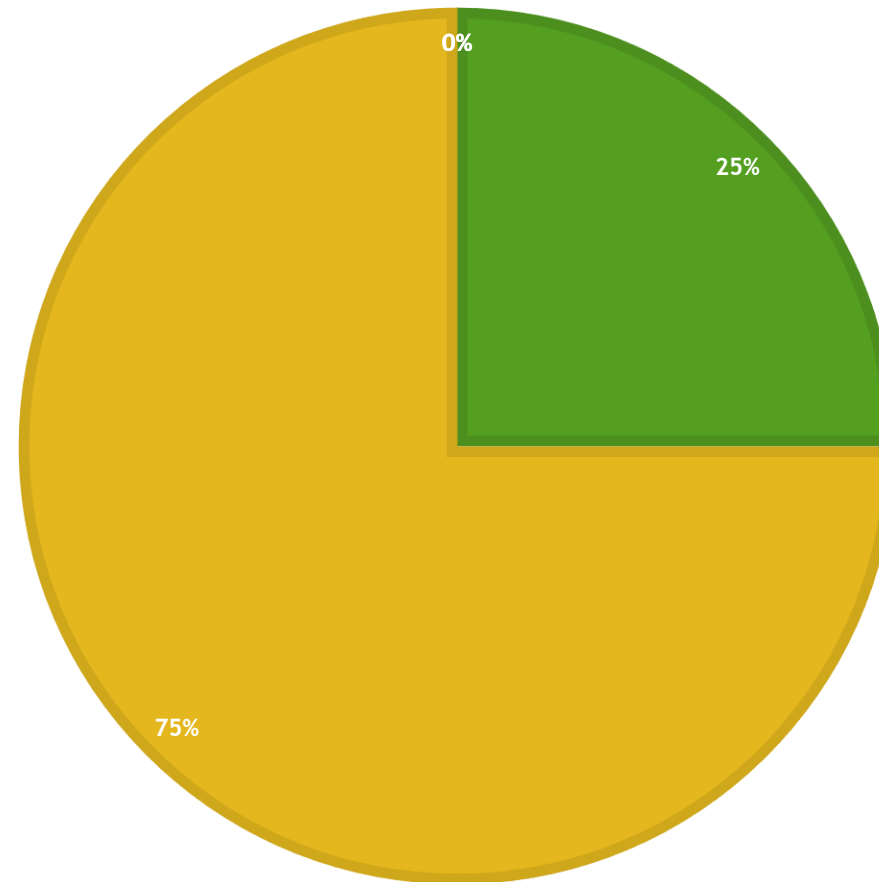
## THERE NEEDS TO BE MORE VARIETY OF BUSINESSES IN DOWNTOWN EATONTON.

■ 1 (Strongly Disagree) ■ 2 (Disagree) ■ 3 (Neutral) ■ 4 (Agree) ■ 5 (Strongly Agree)



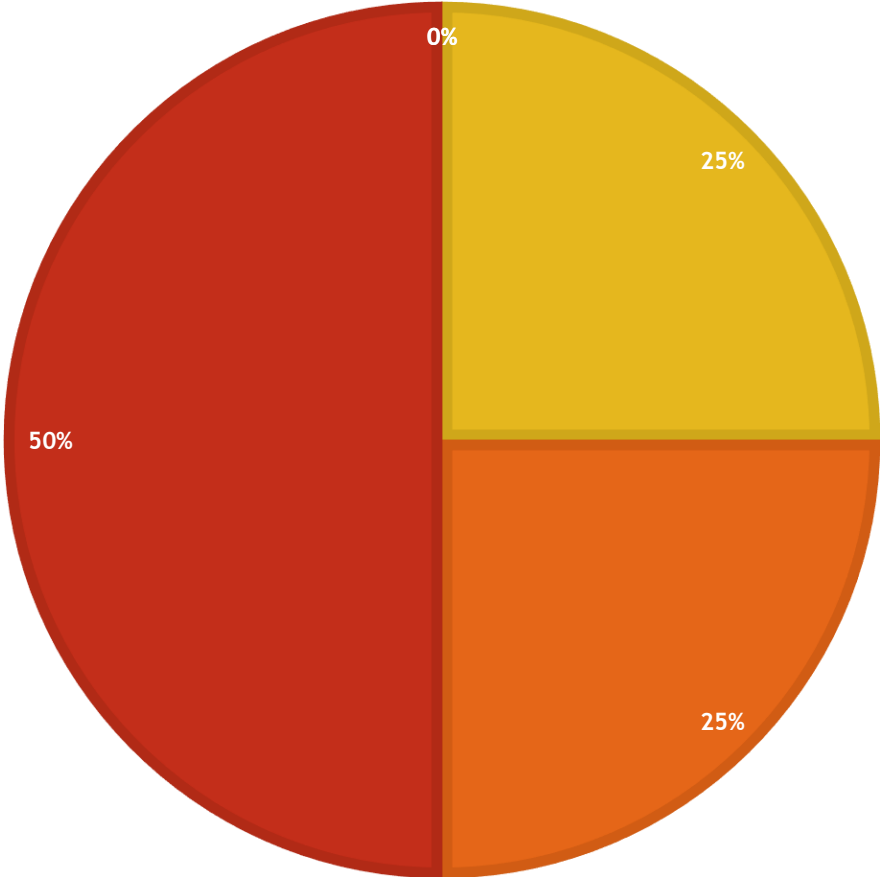
## I'M NOT SURE WHAT THE MAIN STREET PROGRAM IS ABOUT, AND I WOULD LIKE TO LEARN MORE ABOUT IT.

■ 1 (Strongly Disagree) ■ 2 (Disagree) ■ 3 (Neutral) ■ 4 (Agree) ■ 5 (Strongly Agree)



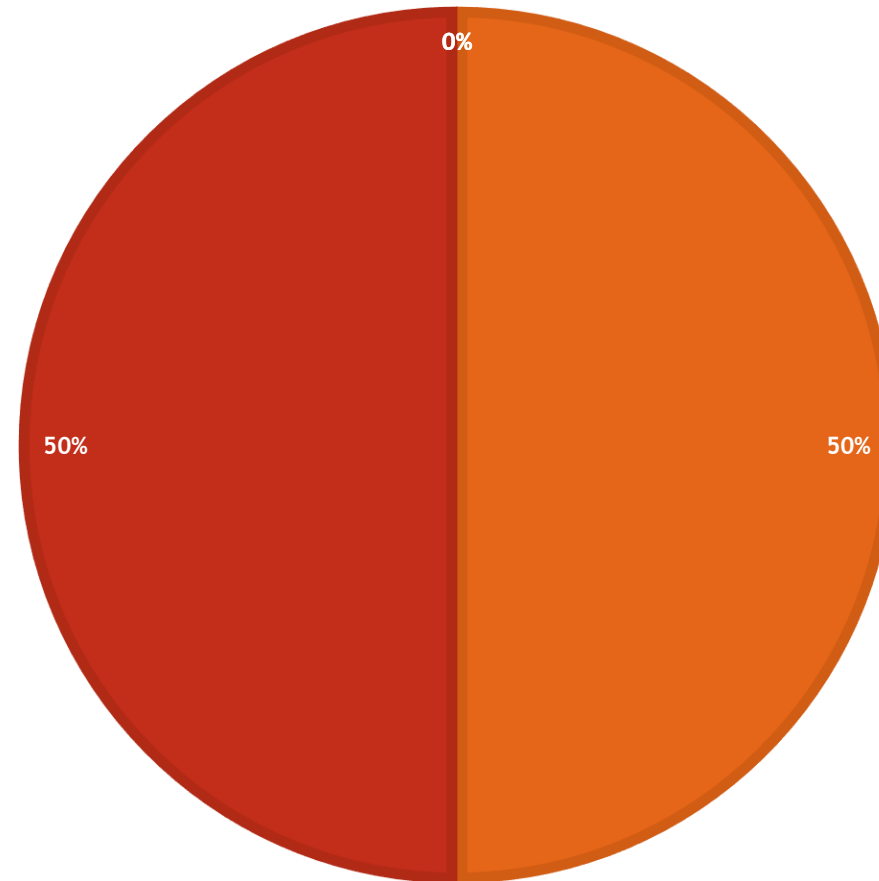
# I WOULD LIKE TO BE MORE INVOLVED AND ATTEND MEETINGS, BUT I JUST DON'T HAVE THE TIME.

■ 1 (Strongly Disagree) ■ 2 (Disagree) ■ 3 (Neutral) ■ 4 (Agree) ■ 5 (Strongly Agree)



## THE WEEKLY MERCHANT NEWSLETTERS HELP ME STAY INFORMED ABOUT WHAT'S GOING IN DOWNTOWN EATONTON.

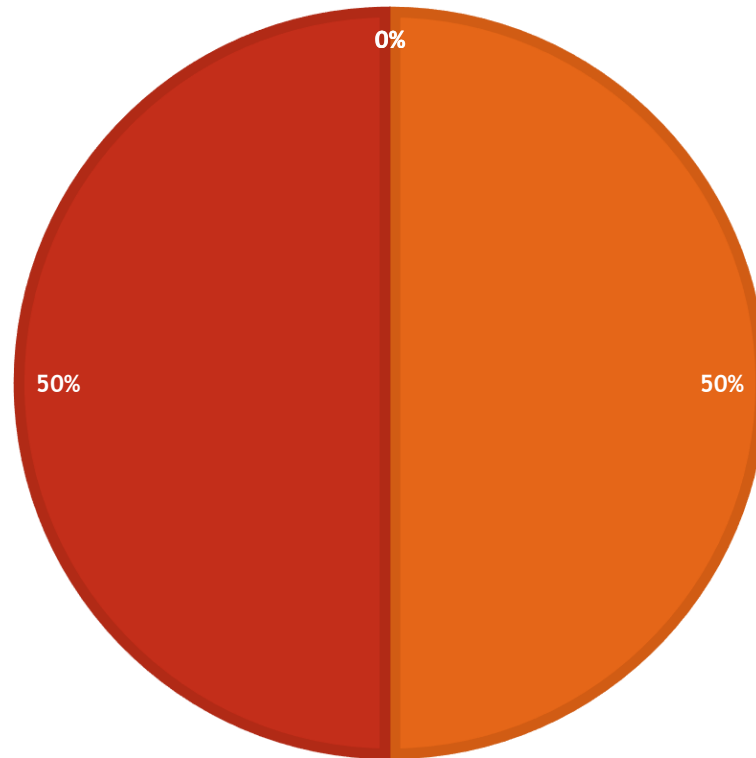
■ 1 (Strongly Disagree) ■ 2 (Disagree) ■ 3 (Neutral) ■ 4 (Agree) ■ 5 (Strongly Agree)



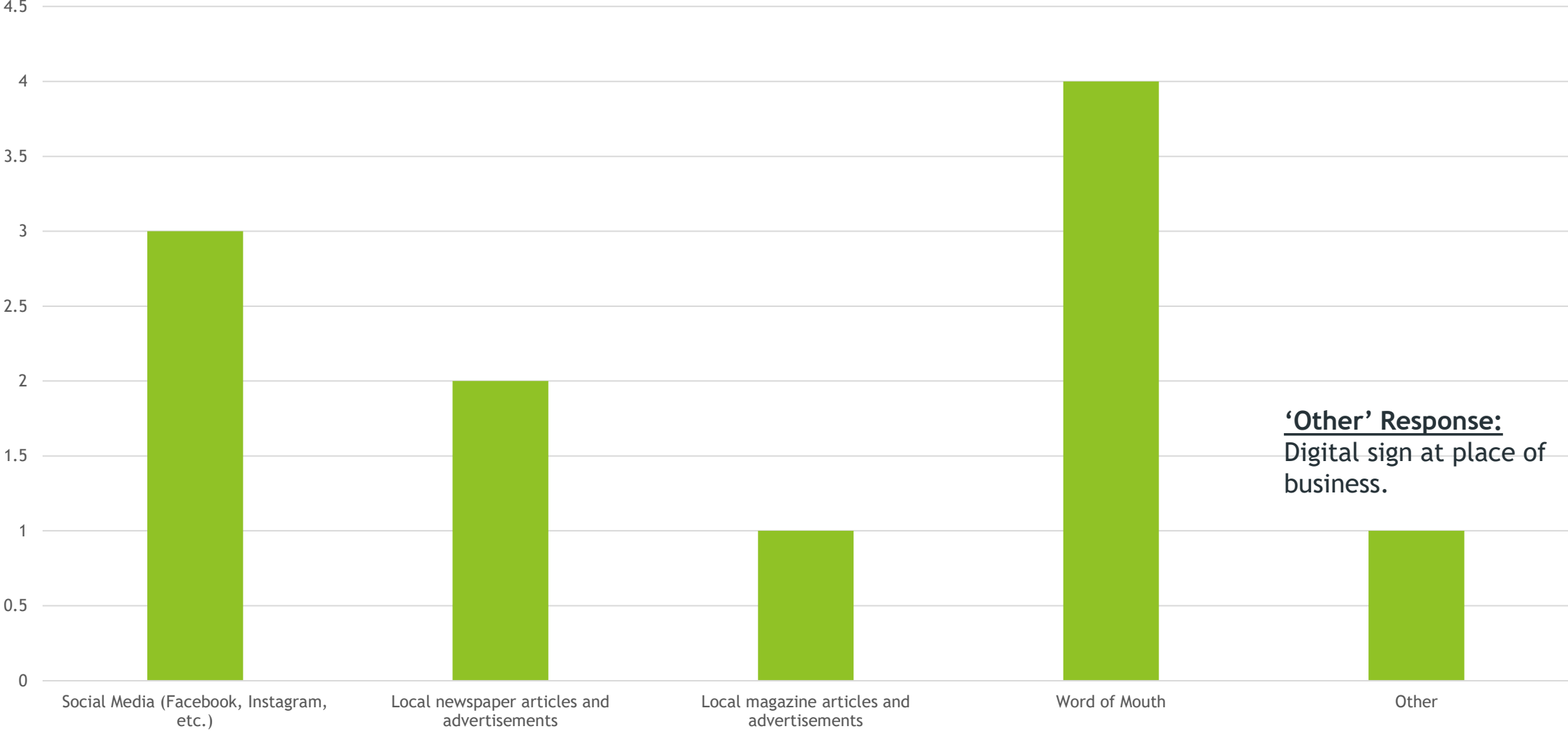


EATONTON MAIN STREET SHOULD INVEST MORE MONEY INTO MAKING DOWNTOWN EATONTON MORE AESTHETICALLY PLEASING (I.E. REGULARLY PRESSURE WASHING SIDEWALKS, MORE CHRISTMAS LIGHTS DURING CHRISTMAS, MORE FLOWERS IN THE SPRING, ETC.).

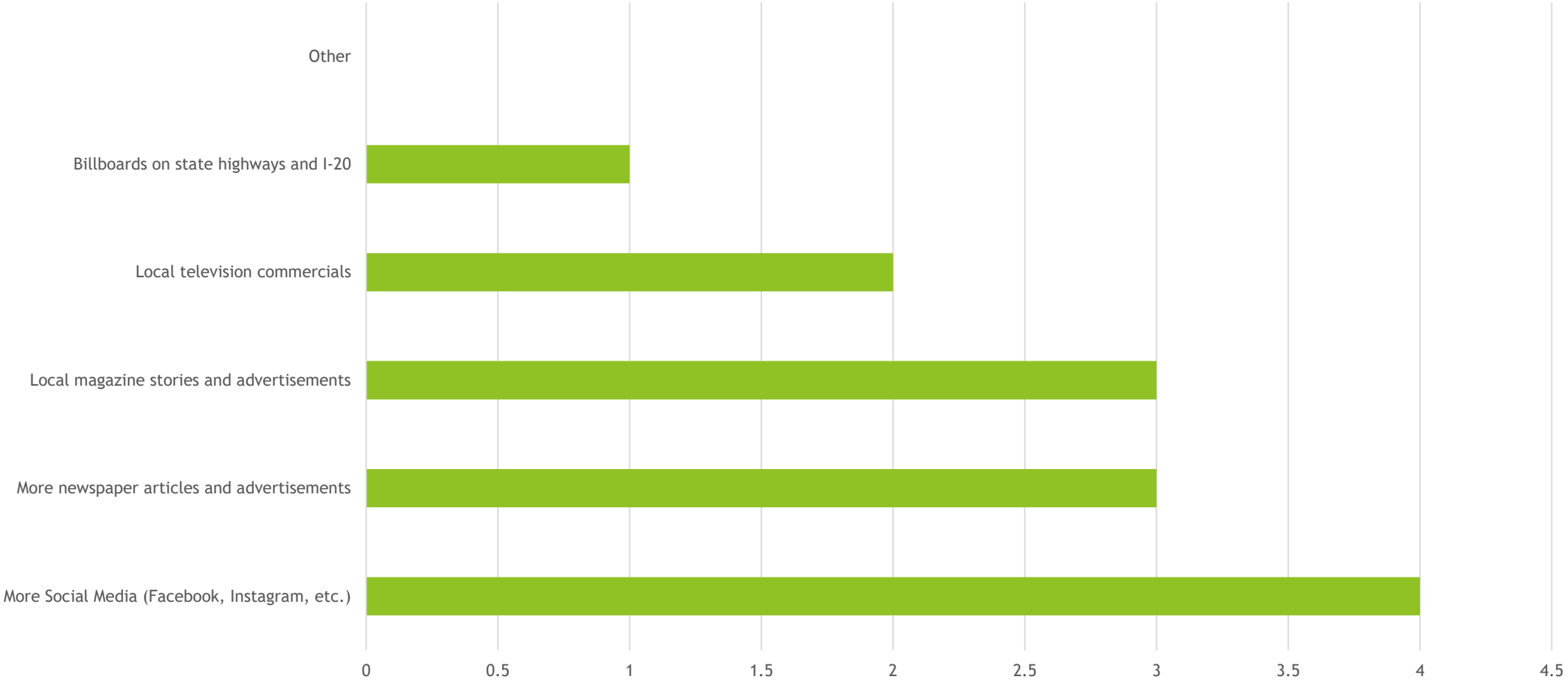
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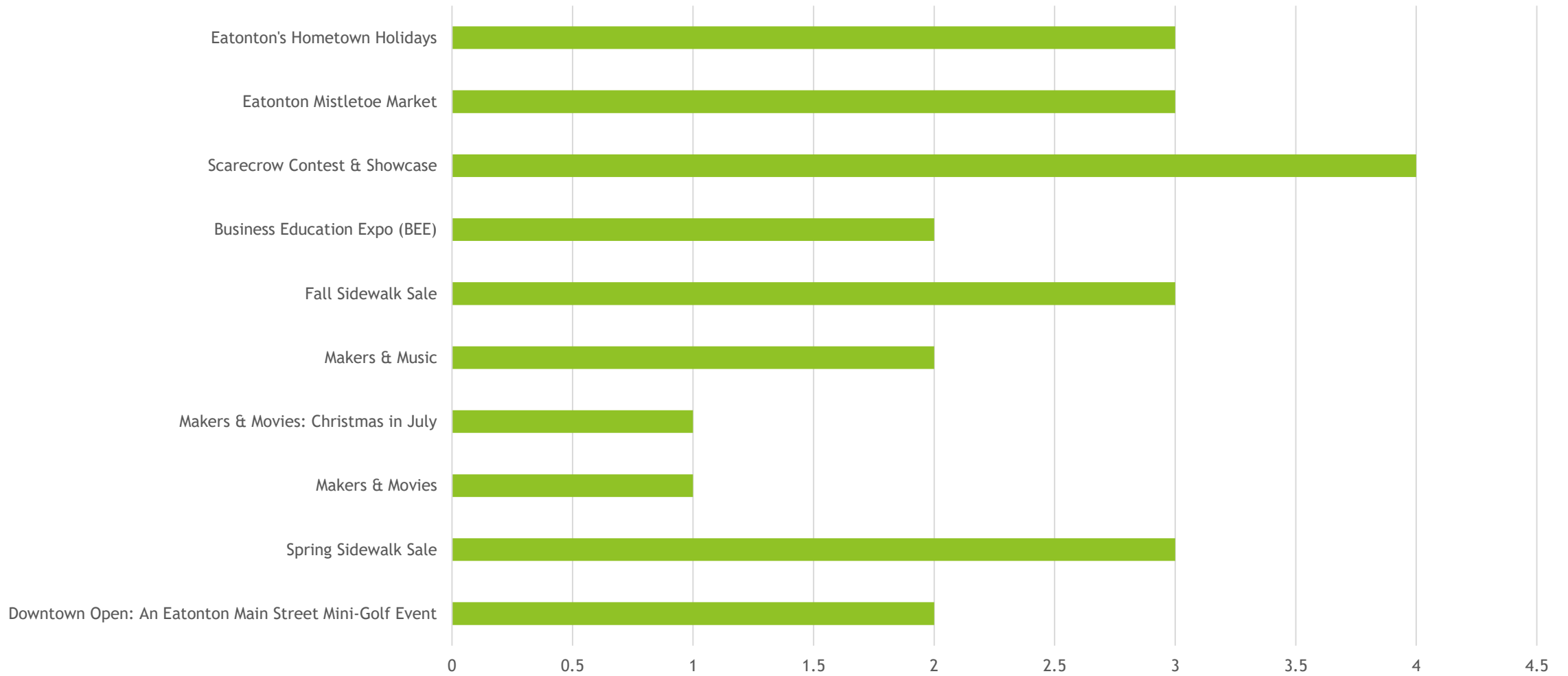
# What forms of advertising did YOU use in 2021?



# What forms of advertising would you like Eatonton Main Street to use in 2022 in order to bring more people to Downtown Eatonton?

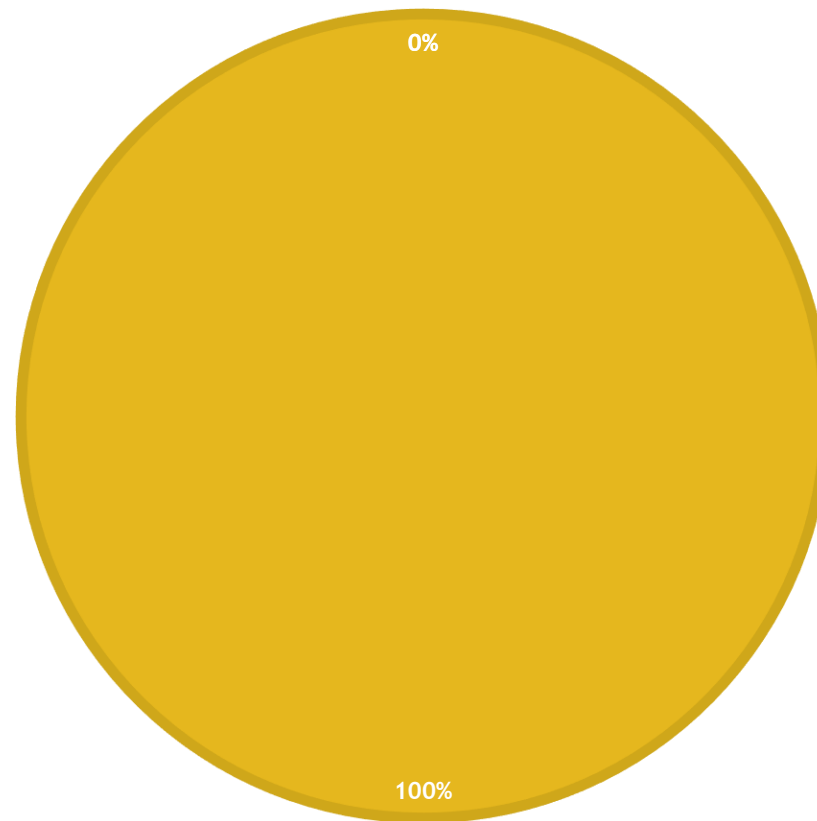


# Which Main Street sponsored events would you like to see like to take place in 2022?



# WOULD YOU LIKE ALL OF EATONTON MAIN STREET'S EVENTS TO TAKE PLACE ON THE COURTHOUSE LAWN INSTEAD OF THE CITY CENTER STAGE?

■ Yes ■ No ■ Some events can take place on the lawn, and some can take place at the stage.



# Additional Comments



- ▶ The sidewalk project done by the city has been a hindrance and nuisance to all segments of the community. It has gone on for years, disrupted businesses, and been a blight on our community. I don't know what happened but it has been a bad experience. And that is sad because it should have been a positive beautification project.
- ▶ I would like for the Christmas decorations to extend south of the courthouse. I love the new, professional lights, just wish they went a little further!