

Hello:

The Grand Street Business Improvement District would like to know your thoughts about our services. We're currently conducting a policy analysis concerning a new program "Storefront Improvement" to begin this upcoming fiscal year of 2008-2009.

To conduct this analysis, we are hoping that you would answer a short survey about your priorities and programs. We ask you to take five (5) minutes to fill out this hand-out that can be collected by the end of the day or week for your convenience. In addition, I will be making calls to Grand Street businesses from July 21-25 regarding the list of questions being asked (see below)- please feel free to answer these questions by email if you have time.

Thank you in advance for your time and help! Your input will be greatly appreciated.

Sincerely,  
Max Javier  
Executive Director

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#### BID SURVEY

1. Please list the top 5 priorities for your business in order 1 to 5 with 5 being the least importance? (Example: h. Special Events #5)

- a. Sanitation\_\_\_\_\_ b. Security/Policing\_\_\_\_\_ c. Holiday Lights/Banners \_\_\_\_\_
- d. Business Assistance and Development (promotions, advertising, workshops...) \_\_\_\_\_
- e. Storefront Improvement\_\_\_\_\_ f. Infrastructure Capital Improvements (such as sidewalks and curbs)\_\_\_\_\_
- g. Street Furniture/Amenities (such as lamp posts, trash receptacles, way-finding signs, street signs, planters, etc) \_\_\_\_\_
- h. Special Events\_\_\_\_\_ i. Neighborhood Advocacy\_\_\_\_\_

2. Can you describe mesh gates? (please circle one ) They are  
a. closed/sealed gates b. See through gates c. Plexiglas

3. Does your business have mesh (see through) gates?  
Yes No

4. If you were offered payment for half the costs, would you improve to mesh gates? If no, why?

5. To reduce costs, are you willing to participate in "power group" purchases for mesh gates?  
Yes No

6. Would you prefer to expand the storefront improvements program to include awnings?  
Yes No

7. How would rate the BID's programs from 1 (the highest) to 4 (lowest)?  
(Please circle rank for each program)

- a. Graffiti Removal: 1 2 3 4
- b. Street Cleaning/Sweeping 1 2 3 4
- c. Promotions/Advertising 1 2 3 4
- d. Holiday Lighting 1 2 3 4
- e. Business Advocacy 1 2 3 4

8. Would you contribute/participate in group advertisements (newspapers, direct mailing, magazines...)?  
Yes No

If no, why and what type of marketing/advertisement would you support?