

To: The Marketing Committee



Dear Marketing Committee Members,

Thank you for requesting a copy of our October 2007 Member Survey.

In the survey, which asked respondents to rank the importance of ADP Clean & Safe services, the number one priority for respondents remains "Assisting businesses in dealing with inebriates," followed closely by "Discouraging panhandling" and "Cleaning sidewalks of trash & debris."

When asked about ADP-sponsored events, we were very excited to see that all respondents felt ADP-sponsored events "Increases vitality Downtown" and "Positions Downtown as a cultural center." A majority of respondents indicated that their customers and/or employees attend the events.

In ranking the importance of several issues on which ADP advocates for Downtown, the majority of respondents ranked "Homeless/Inebriate" issues as their top priority, closely followed by "Parking," and "Year around walkability" as the third most important issue.

A majority of respondents indicated that they provide parking for their employees, while only half provide parking for customers. Parking complaints from employees were evenly mixed while parking complaints from customers were high. And when asked about the parking facing Downtown, both employees & customers indicated "Lack of spaces" followed by "Cost."

This survey provides excellent insight to the services provided by ADP, the areas in which ADP could improve, and the issues facing Downtown as a community going forward.

It is our goal to address these issues and concerns in the coming year and reach out to member business and property owners again in the very near future for further input.

Sincerely,

Chris Schutte

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October 2007 - Member Survey

Total Surveys Completed - 58

**ADP Ambassadors perform the following services. Please rate each role's importance to you:
(1 being most important and 6 being least important)**

	Number	Percentage
Greet locals and visitors		
1. Very Important	6	11%
2. Important	8	14%
3. Somewhat Important	5	9%
4. Neutral	5	9%
5. Somewhat Unimportant	8	14%
6. Least Important	21	38%
Clean sidewalks of trash & debris		
1. Very Important	20	36%
2. Important	16	29%
3. Somewhat Important	9	16%
4. Neutral	8	14%
5. Somewhat Unimportant	4	7%
6. Least Important	0	0%
Assist businesses in dealing with inebriates		
1. Very Important	28	50%
2. Important	10	18%
3. Somewhat Important	6	11%
4. Neutral	8	14%
5. Somewhat Unimportant	3	5%
6. Least Important	0	0%

	Number	Percentage
Provide information to public		
1. Very Important	13	23%
2. Important	7	13%
3. Somewhat Important	6	11%
4. Neutral	1	2%
5. Somewhat Unimportant	16	29%
6. Least Important	9	16%
Clear snow from sidewalk aprons		
1. Very Important	22	39%
2. Important	8	14%
3. Somewhat Important	8	14%
4. Neutral	11	20%
5. Somewhat Unimportant	3	5%
6. Least Important	3	5%
Discourage panhandling		
1. Very Important	26	46%
2. Important	8	14%
3. Somewhat Important	5	9%
4. Neutral	7	13%
5. Somewhat Unimportant	4	7%
6. Least Important	6	11%

ADP hosts the following events. Please indicate in the appropriate column (s) if your customers and/or employees attend events, an event increases business to your location, and if you believe events help to position Downtown as a cultural center and/or add to Downtown's vitality.

	Number	Percentage
Summer Concert Series		
Customers attend	14	25%
Employees attend	19	34%
Increases traffic to my business	6	11%
Positions Downtown as cultural center	28	50%
Increases vitality Downtown	38	68%

	Number	Percentage
July 4 Celebration		
Customers attend	13	23%
Employees attend	19	34%
Increases traffic to my business	5	9%
Positions Downtown as cultural center	25	45%
Increases vitality Downtown	35	63%

	Number	Percentage
Crystal Gallery of Ice		
Customers attend	11	20%
Employees attend	19	34%
Increases traffic to my business	5	9%
Positions Downtown as cultural center	22	39%
Increases vitality Downtown	30	54%

	Number	Percentage
Christmas Tree Lighting Ceremony		
Customers attend	12	21%
Employees attend	18	32%
Increases traffic to my business	8	14%
Positions Downtown as cultural center	25	45%
Increases vitality Downtown	37	66%

	Number	Percentage
New Years Eve Celebration		
Customers attend	11	20%
Employees attend	15	27%
Increases traffic to my business	7	13%
Positions Downtown as cultural center	25	45%
Increases vitality Downtown	36	64%

Customer Trends

	Number
Which months are your busiest?	
Not much change	3
January	3
February	1
March	2
April	3
May	6
June	10
July	10
August	12
September	6
October	4
November	8
December	10
Other response	19

	Number
Which months are your slowest?	
Not much change	1
January	14
February	14
March	8
April	5
May	1
June	2
July	5
August	2
September	1
October	6
November	6
December	8
Other response	20

Communications & Marketing Questions

	Number	Percentage
How do you receive information from ADP?		
Email Updates	21	38%
Annual Newsletter	15	27%
ADN Advertising	5	9%
ADP Web Site	2	4%
Other	2	4%

	Number	Percentage
Which vehicles does your business use for marketing?		
Print advertising	37	66%
Radio, Television	17	30%
Web	36	64%
MySpace	0	0%
Direct Mail	21	38%
Other	20	36%

Which vehicle is most effective for your business?		
Direct Mailing	5	9%
Print	4	7%
TV	2	4%
Web	6	11%
Word of Mouth	4	7%
Yellow Pages	2	4%

How do you measure your marketing success?		
Foot traffic	6	11%
Number of customers	16	29%
Sales/Revenues	20	36%
Other	4	7%

Customer Demographics

	Number	Percentage
What percentage of your current customers are LOCALS?		
100	10	18%
90	13	23%
80	0	0%
70	2	4%
60	4	7%
50	4	7%
40	2	4%
30	1	2%
20	3	5%
10	1	2%
0	3	5%

	Number	Percentage
What percentage of your current customers are TOURISTS?		
100	2	4%
90	3	5%
80	1	2%
70	3	5%
60	2	4%
50	3	5%
40	3	5%
30	3	5%
20	1	2%
10	8	14%
0	10	18%

	Number	Percentage
What age are your current customers?		

	Number	Percentage
Average income for your current customers?		

18 - under	1	2%
19 - 24	2	4%
35 - 34	5	9%
35 - 44	16	29%
45 - 54	25	45%
55 - 64	10	18%
65 - older	6	11%

less than \$35,000	6	11%
\$35,000 - \$50,000	11	20%
\$50,000 - \$75,000	15	27%
\$75,000 - \$100,000	14	25%
\$100,000 and higher	12	21%
All income levels	3	5%

Perceptions of Downtown/Business Climate

	Number	Percentage
Does your downtown location affect your ability to attract and retain employees?		
No	15	27%
Yes	16	29%
Does your downtown location affect your ability to attract and retain customers?		
No	10	18%
Yes	30	54%

	Number	Percentage
How do you view cleanliness downtown?		
Very Clean	9	16%
Fairly Clean	40	71%
Needs Improvement	8	14%
What impact do public inebriates, transients and vagrants have on your business?		
None at All	3	5%
Hardly	8	14%
Somewhat	31	55%
Very Much	15	27%
How do you view downtown safety?		
Not Safe	7	13%
Relatively Safe	42	75%
Very Safe	7	13%

	Number	Percentage
Has your business health changed over the last two years?		
Declined	6	11%
Stayed the same	22	39%
Improved	23	41%

Number	Percentage
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What are major concerns about doing business in Downtown?		
Drunks & crime	7	13%
Parking	19	34%
Better sidewalks / amenities	2	4%
Traffic	3	5%
Vandals/inebriates/panhandlers	2	4%

Advocacy Issues

ADP advocates for programs and issues important to the vitality of Downtown. Please rate each program or issue on a scale of 1-5 with 1 being the most important and 5 being the least important.

	Number	Percentage
Parking		
1. Very Important	33	59%
2. Somewhat Important	8	14%
3. Neutral	5	9%
4. Somewhat Unimportant	2	4%
5. Least Important	0	0%

	Number	Percentage
Wayfinding (e.g. directional signs, info. kiosks)		
1. Very Important	3	5%
2. Somewhat Important	9	16%
3. Neutral	16	29%
4. Somewhat Unimportant	9	16%
5. Least Important	7	13%

	Number	Percentage
Building/Façade Appearance		
1. Very Important	6	11%
2. Somewhat Important	15	27%
3. Neutral	10	18%
4. Somewhat Unimportant	5	9%
5. Least Important	5	9%

	Number	Percentage
Traffic		
1. Very Important	13	23%
2. Somewhat Important	12	21%
3. Neutral	11	20%
4. Somewhat Unimportant	5	9%
5. Least Important	2	4%

	Number	Percentage
Homeless/Inebriates		
1. Very Important	34	61%
2. Somewhat Important	7	13%
3. Neutral	4	7%
4. Somewhat Unimportant	2	4%
5. Least Important	2	4%

	Number	Percentage
Public Restrooms		
1. Very Important	14	25%
2. Somewhat Important	13	23%
3. Neutral	7	13%
4. Somewhat Unimportant	4	7%
5. Least Important	9	16%

	Number	Percentage
Diversity of experiences		
1. Very Important	5	9%
2. Somewhat Important	6	11%
3. Neutral	14	25%
4. Somewhat Unimportant	8	14%
5. Least Important	8	14%

	Number	Percentage
Year around walkability		
1. Very Important	22	39%
2. Somewhat Important	10	18%
3. Neutral	12	21%
4. Somewhat Unimportant	2	4%
5. Least Important	2	4%

	Number	Percentage
Business recruitment		
1. Very Important	12	21%
2. Somewhat Important	7	13%
3. Neutral	8	14%
4. Somewhat Unimportant	5	9%
5. Least Important	8	14%

	Number	Percentage
Resident recruitment		
1. Very Important	10	18%
2. Somewhat Important	11	20%
3. Neutral	4	7%
4. Somewhat Unimportant	7	13%
5. Least Important	9	16%

	Number	Percentage
Housing for the young professional		
1. Very Important	9	16%

	Number	Percentage
Marketing to tourists		
1. Very Important	5	9%

2. Somewhat Important	10	18%
3. Neutral	8	14%
4. Somewhat Unimportant	7	13%
5. Least Important	11	20%

2. Somewhat Important	6	11%
3. Neutral	11	20%
4. Somewhat Unimportant	5	9%
5. Least Important	14	25%

	Number	Percentage
Marketing to locals		
1. Very Important	8	14%
2. Somewhat Important	12	21%
3. Neutral	8	14%
4. Somewhat Unimportant	3	5%
5. Least Important	9	16%

	Number	Percentage
Small, regularly scheduled events		
1. Very Important	9	16%
2. Somewhat Important	8	14%
3. Neutral	9	16%
4. Somewhat Unimportant	9	16%
5. Least Important	6	11%

	Number	Percentage
Large, special events		
1. Very Important	10	18%
2. Somewhat Important	11	20%
3. Neutral	9	16%
4. Somewhat Unimportant	6	11%
5. Least Important	5	9%

Miscellaneous comments

- Bike lanes!
- Create a brand identity for the downtown experience
- CSP should run 24/7
- Parking MOST important & medium priced housing in & around Downtown
- More 15 minutes free parking spots & areas – so quick business can be done without needing an available parking spot i.e. quick short term come & go parking to do banking photo business, buy a hot dog, etc.
- More police -2
- Residential for retirees
- Security

Parking

	Number	Percentage
What type of parking is most convenient to your business?		
Metered, on-street	13	23%
Non-metered, on-street	7	13%
Garage	10	18%
Parking lot	23	41%

	Number	Percentage
Do you provide parking for your employees?		
Yes	37	66%
No	12	21%
Do your employees complain about parking?		
Yes	25	45%
No	25	45%
What issues do your employees have with parking?		
Inconvenient location	7	13%
Cost	16	29%

	Number	Percentage
Does free nights/weekends on-street parking benefit your biz?		
Yes	30	54%
No	19	34%

	Number	Percentage
Do you provide parking / validation for your customers?		
Yes	26	46%
No	26	46%
Do your customers complain about parking?		
Yes	33	59%
No	25	45%
What issues do your customers have with parking?		
Inconvenient location	10	18%
Cost	14	25%

Lack of spaces	22	39%
Safety	10	18%

Lack of spaces	32	57%
Safety	3	5%

Misc. Comments

- Two hour limit on meters, some meters are not accurate.
- DT Fire station parking impacts parking for several blocks.
- Non-patrons park in our private lot.
- handicapped access is poor
- We reserve for our customers only.
- There are still no spots available next to our business.
- Does not matter about cost if the spaces are not there.

- Get more street parking.
- Pretty good now free all day Sat/Sun at meters.
- Does not have to be free.
- Parking on Street should be more expensive or the 2 hour limit must be enforced.
- Most spaces are being used by employees.
- Garage must be more affordable for employees so they do not park on the street.