



**DOWNTOWN OSHAWA BUSINESS IMPROVEMENT ASSOCIATION
MEMBERSHIP SURVEY 2010**

To the Respondent:

Thank you for taking a few minutes to answer these important questions about your business and the services provided by your Oshawa Business Improvement Association (BIA). Your answers, combined with those of other businesses in the central business district (map included), will provide valuable insight into potential new and ongoing initiatives, and will help in developing the BIA's next 4 year business plan (2010 to 2013).

Understanding membership needs and wants drives the success of any business association. A Membership Survey is the key to keeping pace with the changing needs of our downtown, gauging member satisfaction and finding what changes are necessary to meet the demands of the business district.

Everyone who completes the survey will be entered into a draw for a chance to win:

Canon PowerShot 10.0MP Digital Camera

Features:

- High Definition 10.0 MP CCD for superior image quality and clarity
- 10x Optical Zoom (36-360mm f/2.8-4.3) and Canon's proprietary Optical Image Stabilization get you up close to the action
- Canon's exclusive DiG!C 4 Image Processor offers amazing speed and advanced technologies such as Red-eye Correction, Face Detection and Motion Detection for easy photography
- Large 3.0" dust and scratch resistant anti-reflection wide viewing angle LCD screen
- Smart Auto Technology (Scene Detection) intelligently selects the proper camera settings based on 18 predefined shooting situations for worry-free photography



Note: It is not necessary to provide your name unless you wish to be included in the draw.

Please note that your responses will be professionally tabulated and a summary of the results will be provided online for your review.

SECTION A: ABOUT YOUR BUSINESS

Prior to today, were you aware that you are a member of the Oshawa Business Improvement Association?

- Yes
- No

In the past 2 years, how involved have you or your business been in the BIA?

- Involved
- Somewhat involved
- Not involved

How long has your organization been in business in downtown Oshawa?

- 1 to 5 years
- 5 to 8 years
- 8 to 10 years
- 10 to 15 years

If you've been in business longer than 15 years, please indicate how long: _____

How has the recent economic downturn affected your sales?

- Increased sales
- No change
- Decreased sales

What type of business or organization do you have?

- Educational
- Financial
- Shop (Retail)
- Dine
- Health & Beauty
- Entertainment
- Services
- Other (please specify): _____

Do you own property in the BIA?

- Yes
- No

If you own property in the BIA, please answer the following:

Regarding your property(s), in the next 4 years, is it your general intention to:

- Maintain
- Redevelop
- Sell
- Don't Know

Do you also operate the current business at one or more of your properties?

- Yes
- No

If you answered yes in the previous question, in the next 4 years, is it your intention to continue doing business in the BIA?

- Yes
- No

If no, why not?

SECTION B: BIA MANDATE AND EFFECTIVENESS

Over the past 4 years, how have the following aspects of the BIA environment improved?

	Improved	No change
Crime prevention (shoplifting, break-ins, drug trafficking)	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness and street beautification	<input type="checkbox"/>	<input type="checkbox"/>
Security and personal safety	<input type="checkbox"/>	<input type="checkbox"/>
BIA relationships and influence with City staff and Council	<input type="checkbox"/>	<input type="checkbox"/>
Business attraction	<input type="checkbox"/>	<input type="checkbox"/>
Business retention	<input type="checkbox"/>	<input type="checkbox"/>

Indicate how satisfied you are with the following:

	Satisfied	Not satisfied	Don't know
Promoting the neighbourhood and businesses to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing information to BIA members (E-blasts, meeting notices, Media releases, event notices, member-to-member sales and info)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating physical improvements to the BIA, such as street banners and beautification projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship of festivals and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Representing the interests of businesses to City Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing networking opportunities for BIA members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reducing and negotiating Fair property tax assessments with the appropriate authorities like MPAC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall, how satisfied are you with the BIA, based on the BIA handbook (included in this survey) and your participation and/or involvement as a business member?

- Satisfied
- Not satisfied

Please provide your input.

SECTION C: BIA RENEWAL

The BIA's 4 year mandate is coming up for renewal (November 2010, Election of Officers, as per the Municipal Act) and your Board of Directors is seeking your input in determining key priorities and activities that the BIA should focus. In terms of new or ongoing activities of the BIA, indicate how important do you think the following activities are:

Safety and Security:

	Important	Not Important	Don't Know
Funding other means to promote security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liaison with police department and city of Oshawa staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti removal program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community art as a medium to deter crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing:

	Important	Not Important	Don't Know
Increase the profile of Oshawa as a place to do business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve physical cleanliness and beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging specific businesses to locate to Oshawa, to promote a complete community and vital retail sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calendar of Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BIA-wide advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mural program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New business marketing and welcome packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information packages to explain the role and purpose of the BIA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

City/Regional Relations:

	Important	Not Important	Don't Know
Representing BIA members' needs with City Council and staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Influencing decision-making with other levels of government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Member Business Relations:

	Important	Not Important	Don't Know
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Directory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member to member events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Moving Towards Sustainability:

	Important	Not Important	Don't Know
Working with City of Oshawa to address traffic and parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revitalizing Oshawa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Sponsorships and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The BIA currently uses your membership fees to promote the downtown core and to attract visitors. Such promotions included the annual Side Walk Sale, Autofest and Shop & Win. If the BIA were to consider increasing your membership fee (refer to the Handbook, re: tax levy) so that it can take on more projects to promote the downtown, which level of increase would you consider?

- 1% per year
- 3% per year
- 5% per year

Please answer the following questions regarding the Annual General Meeting:

Do you attend the AGM's where programs, budgets, events and by-laws are discussed and adopted?

- Yes
- No

If you did not attend, please state why:

- Time of meeting
- Interest
- Other (please specify): _____

If you do attend, please provide input you would like to share with the Board (recommendations, concerns, etc.):

Indicate any of the outreach and planning meetings listed below that you participate:

	Yes	No
Safety	<input type="checkbox"/>	<input type="checkbox"/>
Clean-up	<input type="checkbox"/>	<input type="checkbox"/>
Re-branding	<input type="checkbox"/>	<input type="checkbox"/>
Commercial vacancy	<input type="checkbox"/>	<input type="checkbox"/>
Mixed Media Initiatives	<input type="checkbox"/>	<input type="checkbox"/>
Events	<input type="checkbox"/>	<input type="checkbox"/>
Financial	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D: STREET BEAUTIFICATION

We currently partner with the City of Oshawa in the downtown floral program for \$5,000.00 per year. Do you support this seasonal program?

- Yes
- No

Comments:

Would you support a winter floral program?

- Yes
- No

Comments:

Would you support allocating additional funds to improve landscaping options?

- Yes
- No

Would you support allocating funds to conduct an annual cleaning of commercial laneways and alleys?

- Yes
- No

Is our current graffiti removal program working for you and your business?

- Yes
- No

Have you ever had to call for graffiti to be removed?

- Yes
- No

What kind of visual improvements would you like to see throughout the downtown? For example, new facades, awnings, more consistent signage, a downtown theme, colour structure, etc?

SECTION E: MIXED MEDIA CAMPAIGN

In 2008, the Board launched a \$50,000.00 Mixed Media Campaign which included a new downtown website, a new logo, an award winning commercial and significant event and branding advertising in print, radio and television. The campaign continued in 2009 primarily in event and branding advertising. This campaign was funded by allocating monies from a reserve account.

Do you feel this campaign impacted your business?

- Yes
- No

Comments:

Do you feel that the Board should pay for all of the advertising for the downtown merchants?

- Yes
- No

Comments:

Would you be interested in a shared cost for advertising?

- Yes
- No

Comments:

Do you advertise your business on a regular basis or just once in a while?

- Yes
- No

If you answered yes, please indicate whether you advertise:

- Rarely
- Sometimes
- Not at all

Please comment (indicate which medium you use):

Do you support the continuation of the mixed media campaign as part of the annual budget, which represents funds of \$35,000 to \$50,000 annually?

- Yes
- No

Comments:

Do you think Facebook, Twitter, etc. are better options for advertising dollars for the downtown?

- Yes
- No

Comments:

SECTION F: DOWNTOWN WEBSITE

The Downtown website is a fairly basic site. Please comment on how you think it could be enhanced and/or utilized in a more positive manner.

Yes

No

Comments:

Do you use the downtown website to advertise your business?

Yes

No

Comments:

Do you have a website of your own that is (or can be) linked to the downtown website?

Yes

No

Comments:

Are you on the list to receive notices, event bulletins, etc. from the Board office? Please provide your email address if you want to be included.

Yes

No

Email address: _____

Would you support the cost of the downtown website being completed with a professional virtual tour?
Approximate cost \$4,000.00 with live video.

- Yes
- No

Comments:

Would you participate in a downtown “blog” pertaining to Board activities (which would be monitored by an Administrator)? A blog is defined as: an online diary; a personal chronological log of thoughts published on a web page.

- Yes
- No

Comments:

Below are the percentages (2009 data) of the categories of the downtown. Indicate in the far right column, where would you recommend recruitment to balance the overall downtown?

Shop - 22%	<input type="checkbox"/>
Dine - 17%	<input type="checkbox"/>
Live - 16%	<input type="checkbox"/>
Play - 41%	<input type="checkbox"/>
Services - 41%	<input type="checkbox"/>

SECTION G: DOWNTOWN EVENTS

Of the following events, rate in order which one brings you the most return, with 1 being the best and 3 being the worst.

- Side Walk Sale (July) _____
- Autofest (August) _____
- Shop & Win (November/December) _____

Should any of the events above be discontinued?

Should any of the events above be expanded?

Below is the cost of running each event. What kinds of things would you like to see included in the above mentioned events that isn't already being done?

Event Cost (includes all advertising unless noted)

Side Walk Sale	\$11,000
Autofest	\$24,000 (can be less if we get sponsorship)
Shop & Win	\$11,000

Comments:

Do you think the Board should have a committee that works on event sponsorship?

What other events would you like to have in the downtown on an annual basis? (Examples: Buskerfest, Fall Festival, Santa Parade, etc.)

Are you in support of bringing the Jazz & Blues Festival back to the downtown core?

What kind of tourism events would bring more people into the downtown, in partnership with Durham Region tourism? (Example: promoting the 19 murals).

The University is fast becoming a community partner with the downtown.

Do you agree or disagree with the Board allocating funds towards a downtown student bursary program.

- Yes
- No

Comments:

Should the Board donate to the bursary through fundraising efforts only, or allocate money from the membership budget? (Approximate donation of \$2,000/year).

Yes

No

Comments:

SECTION H: GENERAL QUESTIONS

How can the Oshawa BIA improve their service to you?

The BIA is looking for better attendance at the monthly meetings. What could the Board consider doing to improve attendance?

Would you be interested in participating in focus groups, professional development seminars (i.e.: window dressing, customer service programs)?

- Yes
- No

Comments:

Please list any other membership seminars you would like to take through the Board:

Would you support an “Associate Membership” plan, allowing other businesses outside the district to join the BIA, for an annual fee?

- Yes
- No

Comments:

Would you like to see the boundaries of the BIA expanded to include such properties as:

	Yes	No
Memorial Park	<input type="checkbox"/>	<input type="checkbox"/>
General Motors Centre	<input type="checkbox"/>	<input type="checkbox"/>
Durham Consolidated Court House	<input type="checkbox"/>	<input type="checkbox"/>
Associate Members	<input type="checkbox"/>	<input type="checkbox"/>

Kiosk advertising via computer terminals is very popular. The Board is currently investigating the costs of terminals and customized software. Terminals would be set in the following places with a place to install more in the downtown businesses and possibly outside the district.

- YMCA
- GM Centre
- UOIT
- Court House
- Library
- Gallery, etc.

A large portion of the Mixed Media Campaign would be allocated to this initiative. Would you support this initiative?

- Yes
- No

Comments:

Gift Card programs specific to the downtown businesses only have been proposed for 2010. (Mastercard seems to be the choice of credit card for these programs). Would you like to move forward on this idea?

- Yes
- No

Is this an event driven initiative only (i.e.: swipe and win).

- Yes
- No

Do you participate in the parking token program for your customers?

- Yes
- No

Do your staff use on street parking?

- Yes
- No

Would you support an on-street parking survey with the downtown shoppers?

- Yes
- No

Indicate what kind of incentive would you like to see negotiated with the City?

Free After 3 (3pm to 6pm)	<input type="checkbox"/>
Reduced parking token program for merchants	<input type="checkbox"/>
Reallocation of a percentage of parking revenue towards downtown initiatives	<input type="checkbox"/>

SECTION I: BIA HANDBOOK

A copy of the BIA handbook has been included in this survey for you to read. Based on what is in the handbook, please provide comments pertaining to the efforts of the Oshawa BIA, 2006 – 2010:

Marketing:

Business Recruitment and Retention:

Streetscape Improvement and Other Amenities:

Seasonal Decorations (Floral Program, Banner Program, Holiday Lighting):

Special Events:

As a member of the Oshawa BIA, please indicate how you feel you benefit from having a BIA based on the following:

As a business operator:

As a property owner:

Municipal Council contributes to the BIA in many ways. What kind of issues would you like to see the Board bring forward to Council for discussion?

Please add any other comments here: