

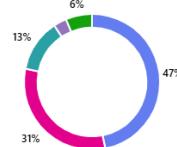
Responses Overview Active

1. Business Name

32
Responses

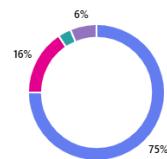
3. Type of Business

● Retail	15
● Restaurant/Food & Beverage	10
● Service (e.g. salon, financial, etc.)	4
● Arts/Entertainment	1
● Other	2



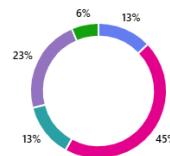
4. Are you the owner, manager, or employee?

● Owner	24
● Manager	5
● Employee	1
● Other	2



5. Have street closures (e.g., for events or activities) affected your business?

● Positively	4
● Negatively	14
● No noticeable impact	4
● Mixed impact	7
● Not applicable/ Not sure	2



6. Please briefly describe how street closures have impacted your business (positively or negatively):

28 Responses

Latest Responses

"hard for people to reach us"
 "Both businesses are destination businesses -- people drive to them on purpose a... "
 "People park at the mall, walk through, and then spend money"
 ...

9 respondents (32%) answered events for this question.



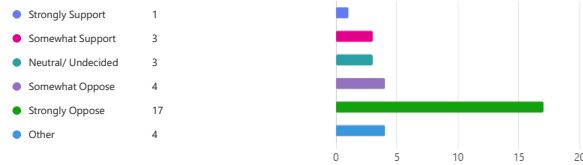
7. Have you ever been informed in advance about planned closures affecting your location?



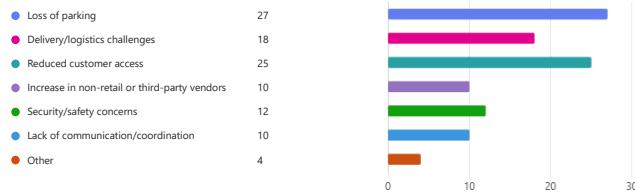
8. Do you feel your business is currently included in planning or coordination for downtown events?



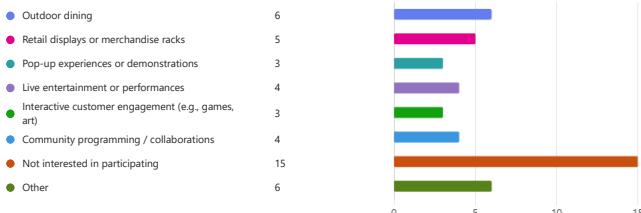
9. If 4th Street were to be closed to vehicles (temporarily or permanently), how would you feel about it?



10. What concerns do you have about any activity which impedes traffic on 4th Street? (Select all that apply)



11. If 4th Street were closed to vehicles and open only to foot traffic, how would you envision using that space for your business? (Select all that apply)



12. What resources or support would you need to successfully activate outdoor space in a foot traffic area?

9
Responses

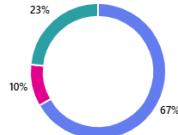
Latest Responses
"Time to coordinate"
...

2 respondents (22%) answered time for this question.

marketing people night market County or City Rosa
Time to coordinate large events jewelry store outdoor space
booths Tenant improvement money from County
time participation of stores Wednesday night
Police/EMT improvement money
Santa Bathrooms

13. Are you interested in participating in a co-design workshop to shape future street activation plans with other 4th Street businesses?

● Yes 20
● No 3
● Maybe 7



14. What would you like the City to know as it considers the future of 4th Street and street closures in general?

25
Responses

Latest Responses
"Bad for business -- folks' attention on events not business buildings back drop. T... "
"If it's done smoothly, we can prepare and communicate with the community to b... "
...

10 respondents (40%) answered downtown for this question.

footprint to the streets Sidewalks and streets business owners
Courthouse Square street closure City people activity downtown
business access downtown is better mix of businesses
parking downtown business 4th street businesses are upset
downtown is better mix of businesses
Bad for business things other than the businesses