

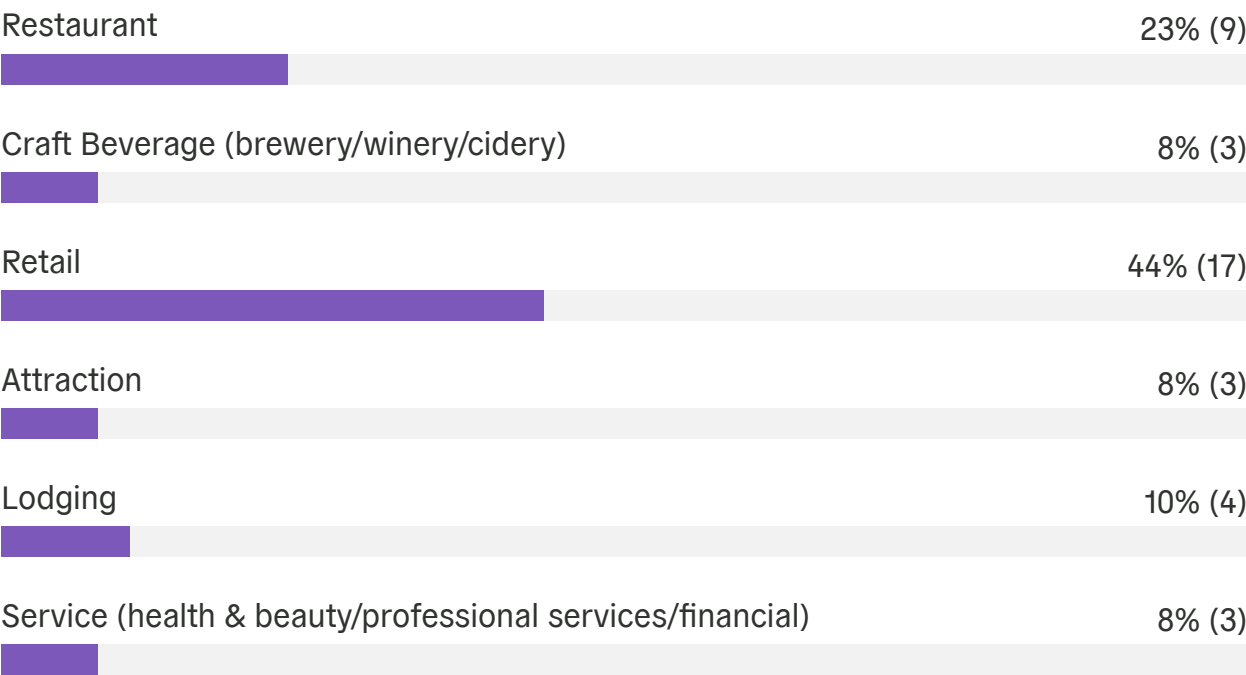


Shop & Dine Out in Downtown Business Survey

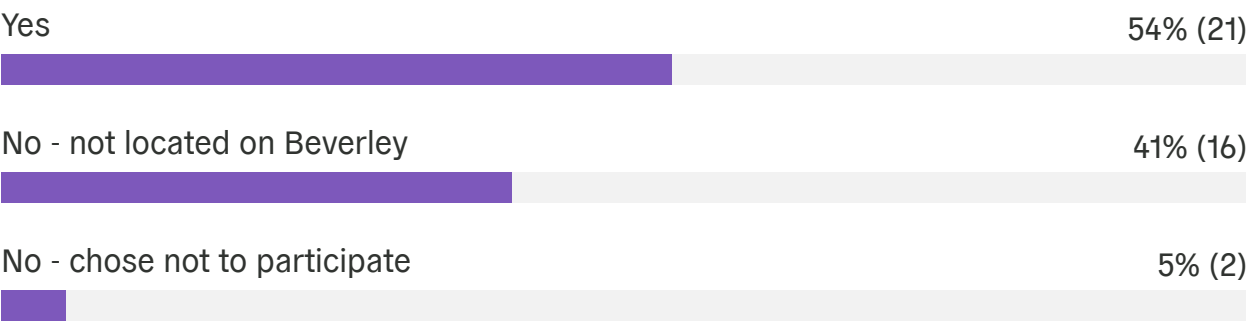
Survey Results
INTERIM

02/15/2022

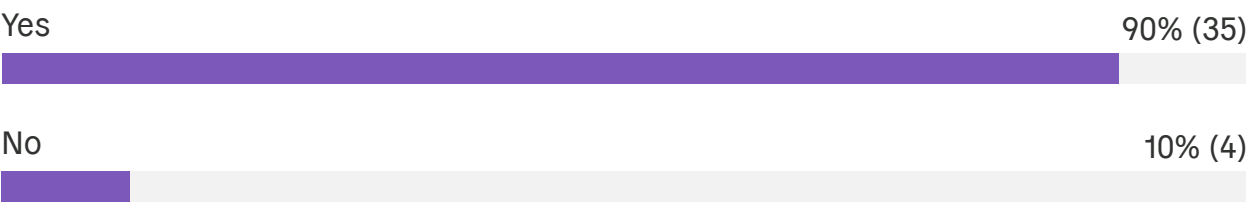
What type of business do you operate in downtown Staunton?



Did you participate in Shop & Dine Out in Downtown in 2021?



Do you want Shop & Dine Out in Downtown to continue in 2022?

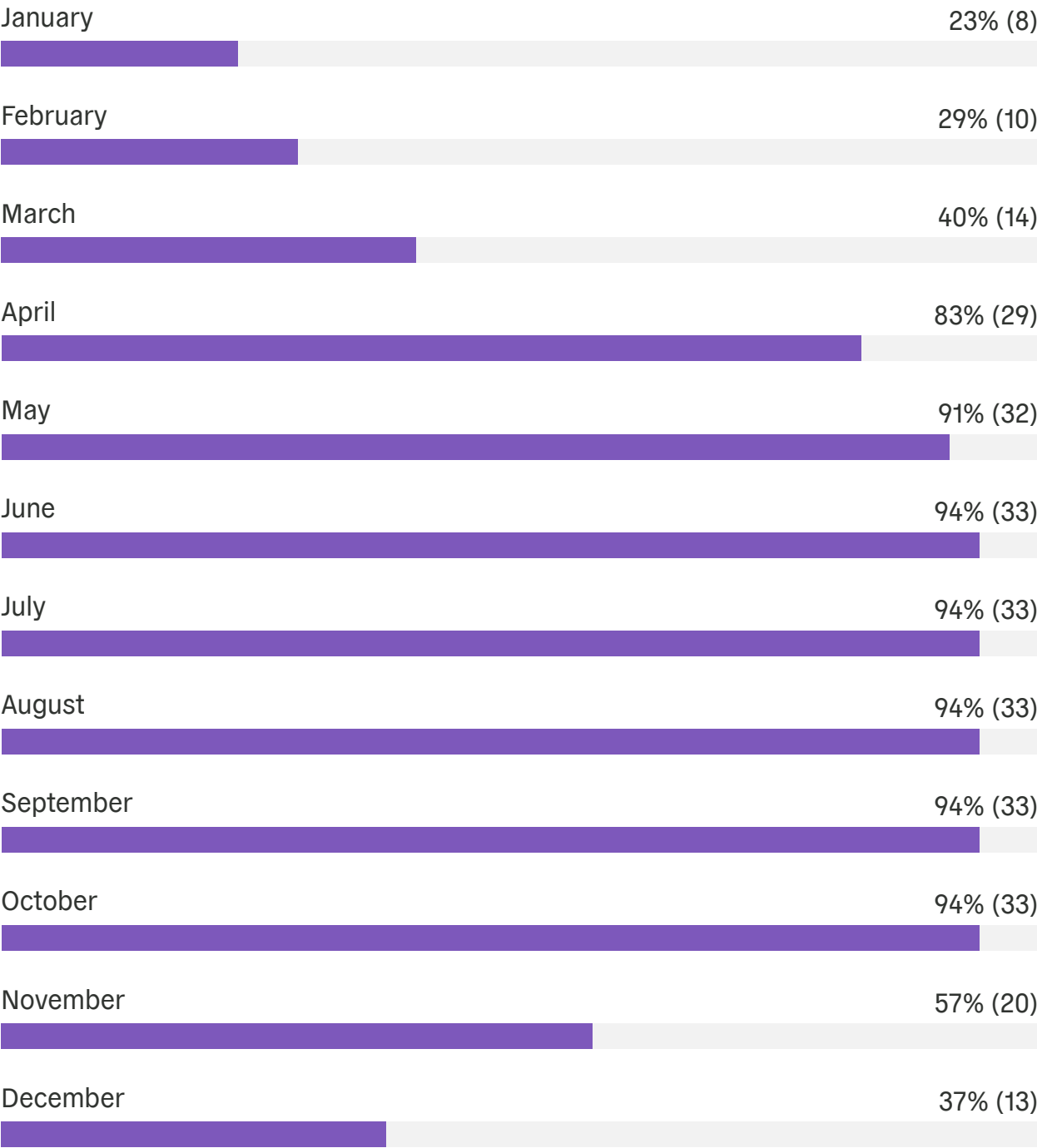


Why not?

- unfair advantage for downtown only
- Open the streets.
- Until all of "downtown" is included...not just Beverley.

It's all about restaurants and not retailers.

I think Shop & Dine Out in Downtown should occur in the following months:



What suggestions do you have to improve Shop & Dine Out in Downtown?

- Keep doing it! It's great for downtown residents like me.
- none
- Have the folks who complain about the closure of the street sit down in a forum with the business who participate in it so they can better understand how the positives of the event far outweigh the negatives.
- I feel like it's going well overall, but maybe also help promote the other businesses that are not located on Beverley. So that there is a better flow of traffic all over downtown and not just on Beverley during that time.
- Extend to other districts in the city

Better/more trash pickup. Streets cleaned once a week. Heaters/lights provided by city or at least at a discounted rate.

Move the farmers market to Beverly Street. on Saturday

Keep the streets closed so set up and breakdown is easier.

More street wide organized events, more seating, focus on retail as well, not only the restaurants.

Closing the street every weekend loses some of the appeal. I would prefer closing the street for more of event style promotions several times each season and on holidays where the city can really draw people to Beverley.

We love this idea and would love to find ways to bring more tourism from this to the birthplace!

Street wide special events

It was great!

I think it is wonderful just the way it is!

Encouraging and better managing more busking would make a huge difference to the street fair atmosphere. Also, more coordinated regular events this year would be fantastic!

Continue the weekend activities. Have it open during more months. I know the weather always plays into this but I think even if only Halloween weekend, Thanksgiving Weekend/Black Friday, and the weekend before Christmas would be great. More decorations downtown. I know for my shop I plan to look at adding more events, especially author events, and storytimes with crafts, for these weekends and doing promo's. I would like to see a punch/promo card type promotion that encourages people to shop not just downtown but the wharf area and downtown areas. Get enough punches get entered to win a prize package. I've seen this also done with a bingo card that was fun. I've also done scavenger hunts, and I know its hard to have people running in and out but it could be focused outside, or shop windows .

Allow non-profits to spill out onto street & sidewalks not just merchants & restaurants. No logical reason for this blatant discrimination. It would only add to the fun. Also allow for some amplification for music without having to apply for a costly & complicated special events permit.

Extend to Wharf

You've done great with it

More space down the center of Beverley for pedestrians travel. Stroller and wheelchair width at a minimum.

String lights over Beverley

More outdoor lighting.

I think the city should provide fencing, tables, and chairs, and rent 4-6 chunks of every block to whoever wants a chunk(s). That way businesses not on Beverly could participate.

I cannot say enough good things about Shop & Dine Out Downtown. I think closing the streets Friday afternoon- Monday morning (not everyday) is the perfect compromise between those who would like to see Beverley closed permanently and those who would rather not. Customers, especially out of town tourists, LOVED everything about it- the ability to eat outside without worrying about Covid, not having to worry about their children and traffic, and just the overall relaxed vibe. You know we are onto something when the "big city" folk are practically drooling over our low brow Southern charm. There are so many more things we could do to enhance the experience: string lights across the streets, musicians busking, special holiday stuff in the winter: roasted chestnuts, (contained) bonfires, strolling carolers, etc.- nothing that would compete or take sales away from local businesses that are there 24/7 though. I think it just makes sense to continue, pandemic or no pandemic for the overall experience for our customers and guests, AND because we had record sales ;) I also think that sidewalks

should not be blocked for ADA compliance and there needs to be a clearly designated & continuous right of way for emergency vehicles down the middle of the street.

Cross-promotion between businesses (i.e. shop at MADE and show receipt at Shen. Pizza for 10% off)

Include the wharf, Augusta, Central, Lewis

Discontinue. Closing Beverley really hurts.

nothing to improve! We enjoyed having the streets closed in the summer, business walk in traffic was great! Really helped to boost our gross sales

advertise in local tourism agencies

Close streets earlier to allow time for tow trucks to get cars out. Bigger signs so people know they cant park down here after certain time to get street cleared off quicker.

I think we could set a rule of thumb to use it on certain weekends and for certain weather in off months also.

Brick Beverley Street completely to assist with accessibility issues, plant trees, when Dine Out isn't happening there should only be two lanes of traffic and no parking on the street. This would allow businesses to set up more attractive patio options while still having the ability for delivery/traffic during the week.

Loosen the booze rules

Do a craft beer festival featuring Virginia Breweries. Do a wine festival featuring Virginia wines. (Sunspots?)

It would be great to somehow include the Wharf businesses. Can we create a corridor down Central (or something similar)?

Have sandwich boards made up to put up at the intersections with direction arrows to other businesses off of Beverley. (Says the gal on Central Ave with the running store... I'd chip in to have my name on one at the intersection of Central/Bev) It's a win win for both visitors and businesses, if a visitor discovers a shop that brings them back in 3-6 months (thats how often runners have to replace their shoes) then other downtowners benefit from their return visit too.

Install potted plants (weather permitting) and seating areas. Do creative street painting of streets.

it was ok

More advertising when it's about to happen from local TV And radio

