

Rice Lake Survey

Respondents: 22 displayed, 22 total

Status: Closed

Launched Date: 12/16/2010

Closed Date: 01/10/2011

1. Org roles

		Response Total	Response Percent
Fundraising for specific downtown projects		4	18%
Fundraising for operations		2	9%
Volunteer recruitment		2	9%
Volunteer training		0	0%
Volunteer recognition		0	0%
Promoting the Main Street Program		14	64%
		Total Respondents	22

2. Org results

		Response Total	Response Percent
Growing the number of volunteers working to make the downtown better		2	9%
Strong Main Street committees		3	14%
Strong partnerships between organizations		4	18%
Increased number of financial contributors		0	0%
A healthy Main Street budget		3	14%
Successful grant applications		2	9%
Funding special projects		0	0%
Excellent public awareness of the program		3	14%
Excellent public awareness of the downtown		5	23%
Quality newsletter, websites, brochures, excellent social media participation, etc.		0	0%
		Total Respondents	22

3. Design roles

		Response Total	Response Percent
Provide design education and technical assistance		5	23%
Promote historic preservation		2	9%
Work with building owners on building projects		13	59%
Plan public improvements		2	9%
Conduct design review		0	0%

Total Respondents 22

4. Design results

		Response Total	Response Percent
A historically restored downtown		5	23%
Great public and private signage		6	27%
Excellent public spaces and structures		5	23%
Knowledge and awareness of preservation		2	9%
Increase in property values		1	5%
A clean downtown		3	14%
		Total Respondents	22

5. Promo roles

		Response Total	Response Percent
Development of image promotions		2	9%
Development of retail promotions		1	5%
Development of special events		1	5%
Bringing tourist to the downtown		11	50%
Creation of a strategic promotions calendar		1	5%
Development of a marketing strategy		5	23%
Creation of quality graphics and branding campaigns		1	5%
		Total Respondents	22

6. promo results

		Response Total	Response Percent
Establishment of downtown as the center of activity		7	32%
Well-attended special events		0	0%
Sales increase in downtown businesses		2	9%
Downtown business cohesion and participation		7	32%
Excellent media coverage in downtown		0	0%
Downtown maintains or develops an enticing image		5	23%
Downtown traffic		1	5%
Popular holiday events		0	0%
		Total Respondents	22

7. ER roles

		Response Total	Response Percent
Collect downtown market information		0	0%
Develop projects to retain businesses		6	27%
Develop business recruitment strategies		11	50%
Property development		1	5%
Create incentives for business/property development		4	18%
Report economic performance		0	0%
		Total Respondents	22

8. ER results

		Response Total	Response Percent
Excellent downtown business mix		2	9%
Vital, creative businesses and low vacancy rate		13	59%
Significant number of jobs created		1	5%
Downtown housing		1	5%
Retail sales increases		0	0%
Successful development of larger problem properties		5	23%
		Total Respondents	22