

# Superior Business Improvement District

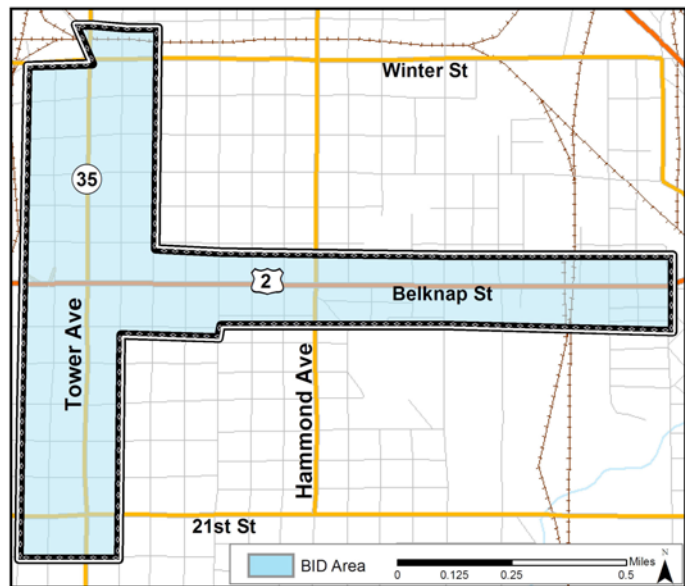
Dear Neighbor:

The Superior Business Improvement District (BID) is asking for your input in planning a vibrant future not only for the BID but for our Community as a whole.

The enclosed survey allows you to tell us about your shopping behaviors and describe the types of businesses you might support if they were available in the BID. Your participation will be the cornerstone of a marketing plan designed to help expand existing, and attract new, businesses to Superior.

- **Why should I fill out this survey?**
- To help us determine a plan to revitalize the BID based on your shopping, service and dining needs.
- **Do I have to fill in all the questions?**  
The more information you provide, the more accurate and useful our analysis will be. All information is confidential.
- **How is "the BID" defined:** The map to the right illustrates the BID boundaries.
- **How do I return my survey?** Please return it electronically, or you may download and print a copy from <http://www.superiorbid.com>, and mail it to:  
The Superior BID  
1401 Tower Ave. Ste 302  
Superior, WI 54880
- **What is the deadline?** Please return the survey by March 31, 2008.

**Map: The Superior BID**



If you have additional questions, feel free to call Kaye Tenerelli at (715) 394-3557.

This project is a cooperative research effort sponsored by the Superior BID and the UW-Extension. We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available via local media and the Superior BID website <http://www.superiorbid.com/>

Thank You.

# Consumer Survey



1. Please rank these business areas in order of your shopping preference, with 1 as your first choice and 6 as your last choice.

_____ Downtown Superior	_____ Miller Hill Mall	_____ South Tower
_____ Mariner Mall	_____ Downtown Duluth	_____ Canal Park
_____ Other: _____		

2. What of the following attracts you to a shopping/business area? Mark (●) ONE for EACH.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A variety of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The look and feel of a business area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent stores over chains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping after 5pm on weekdays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping on weekends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety (personal, pedestrian and transportation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How often do you come to the Superior BID for the following? Mark (●) ALL that apply.

	One or more times / Week	One to Two times / Month	Occasionally or Rarely	Never
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping, Non-Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taverns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post Office/Library/Gov't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services (Hair, insurances, accountant, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automobile dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passing Through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. If any, what specific store(s) draw you to the following shopping areas?

Downtown Superior	_____
Mariner Mall	_____
South Tower	_____
Miller Hill Mall	_____
Downtown Duluth	_____
Canal Park	_____
Other _____	_____

# Consumer Survey



5. If you do not shop in the Superior BID for the following goods, indicate why you shop elsewhere. (leave blank if you do not purchase) Mark (●) ONE reason for each store type.

	Selection	Service	Quality	Price	Hours
Automotive Dealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automotive Parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Materials/Hardware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crafts / Hobbies/Sewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics /Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture / Appliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts (including florists, jeweler, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optical goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical instruments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Care ( Spa Products / Cosmetics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pharmacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specialty food (health, natural, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spirits & Wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Name five types of businesses you would like to see come to the Superior BID. (Name a specific store type, i.e. coffee shop, family clothing store, bakery, etc.):

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

7. What two types of restaurants you would most like to see in the Superior BID: Mark (●) TWO categories.

- |                                    |   |  |   |
|------------------------------------|---|--|---|
| <input type="radio"/> Asian        | <input type="radio"/> Coffee Shop       | <input type="radio"/> Italian              | <input type="radio"/> Organic / Healthy |
| <input type="radio"/> Bakery       | <input type="radio"/> Delicatessen      | <input type="radio"/> Late Night Eat/Drink | <input type="radio"/> Seafood           |
| <input type="radio"/> Banquet Room | <input type="radio"/> Family Restaurant | <input type="radio"/> Mexican              | <input type="radio"/> Steakhouse        |
| <input type="radio"/> Barbecue     | <input type="radio"/> Fast Food         | <input type="radio"/> Middle Eastern       | <input type="radio"/> Vegetarian        |
| <input type="radio"/> Brew Pub     | <input type="radio"/> Greek             | <input type="radio"/> Pancake              | <input type="radio"/> Other _____       |

8. Name a community similar to Superior that you feel has a vibrant and attractive downtown we can learn from: \_\_\_\_\_

\_\_\_\_\_

# Consumer Survey



**9. Imagine the Superior BID in ten years. How appealing are these future scenarios?**

The BID is...	Very Appealing	Okay	Not Appealing	Don't Know
The center of employment with the addition of new office employers and businesses that serve the daytime population.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An attractive place to call home with new apartments, condos and townhouses that appeal to a wide variety of residents from students to retirees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An aesthetic bend of greenspace, natural elements, pedestrian-level amenities with an historic flavor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A meeting place and the center of community activities with a mix of coffee shops, brew pubs, cultural and recreation spaces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A niche place where thrift stores, used merchandise, and neighborhood convenience retail stores are within walking distance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A destination retail center attracting people from a distance with a mix of retailers that focus on a specific niche like home furnishings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Please share any alternative scenarios you may have:* \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**10. Please provide any additional comments to help us improve the Superior BID:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Please Tell Us a Little About Yourself:**

What is your home zip code: \_\_\_\_\_ Work zip code: \_\_\_\_\_ Number living in your household: \_\_\_\_\_

What is your age? 18 or under 18-24 25-44 45-64 65 and over | Gender? Male Female  
     |

What is your household's annual income? Mark (●) ONE

- Less than \$15,000                       \$35,000-49,999                       \$100,000-149,999
- \$15,000-24,999                           \$50,000-74,999                           \$150,000-199,999
- \$25,000-34,999                           \$75,000-99,999                           \$200,000 or more

How would you describe your current job? Mark (●) ONE.

- Mgn't/Financial                       Services                                   Production                               Looking For Work
- Professional                           Farm/Forestry/Fishing                   Transportation                           College Student
- Sales                                       Construction                               Stay-at-home                          Name of college: \_\_\_\_\_
- Admin. Support                       Installation/Maint,                       Retired