



Community Redevelopment Department (CRD) Park Ave. / Hannibal Square Merchant Survey

On January 6 and 7, 2009, the CRD hand delivered 120 surveys to all merchants along Park Avenue and Hannibal Square regarding the numerous events hosted by the city in an effort to gauge the impact these special events have on our local merchants. Just under fifty percent of merchants responded to questions which included:

- Business name and location
- Years in operation
- How could events be improved
- Which events were beneficial and which were not
- How business is affected by special events
- What type of events would they like to see

Findings:

- Over ninety percent of responses were positive regarding the city's special events and would like to see more events
- 10+ years average tenure of operation, with all respondents either retail or restaurants
- The number one event is the art festival, due to its large size, spread out venue, and mix of people it attracts, the second being the film events and the Christmas events.
- Twenty-five percent of merchants would like to see higher class events that bring high end visitors and fewer families.
- Eighty percent of merchants feel events do bring an increase in sales to local merchants for that day as well as an increase in shoppers, and window shoppers.
- Over ninety percent of merchants feel that events keep regular local customers away for that day due to the lack of parking and large number of crowds.
- Location of events is a concern with merchants in Hannibal Square complaining about events focusing primarily on Park Avenue and with Park Avenue merchants on the north and south sides complaining about events primarily happening in the middle of the avenue.
- Over eighty percent of merchants feel that the city needs to increase advertising about events, perhaps implementing a joint advertising effort between the city and the merchants.
- A majority of merchants would like to see a quarterly notice to all merchants providing information on upcoming events.
- The merchants' number one concern is parking, with closing Park Avenue as second.

Summary:

The results support the continuation and expansion of special events to support local merchants. There are also many opportunities for the city to work with the business community regarding notice and advertisement of events.

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