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Downtown Merchant Survey

In late July and early August, 2003 Parks and Recreation Department hand distributed surveys downtown businesses regarding the Town's street fairs to forty (40) merchants. 75% (29) responded to the survey. A copy of the survey and results are included with this memo. While merchants seem to agree the street fairs represent the community, results also indicate that 58% of those surveyed believed the street fairs attract business to the downtown district. However, results differ on whether the business attracted is a profitable business, showing an even split of 41% disagree with the notion there is profitable business generated by the fairs, while 48% support the notion of increased business and profits.

62% of the businesses responding to the survey are retail, while 38% are either service or hospitality oriented.

86% remain indicated that they remain open during the street fairs.

With regards to the event layout, 86% supported the idea of vendor booths placed back to back down the center of Franklin Street.

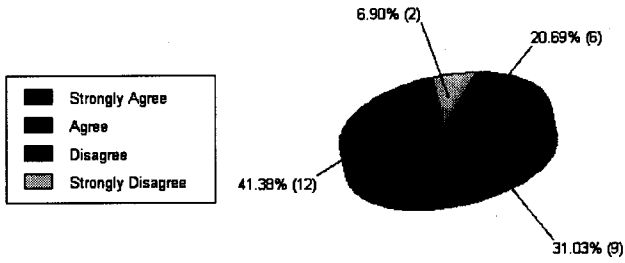
Arts & Crafts are considered the most successful component of the fair, while the community aspect of the events ran a close second. 43% of those surveyed have attended the street fairs 8 years or more. 55% of those surveyed support a change in location while 45% indicated a desire that the location remain on Franklin Street.

University Mall

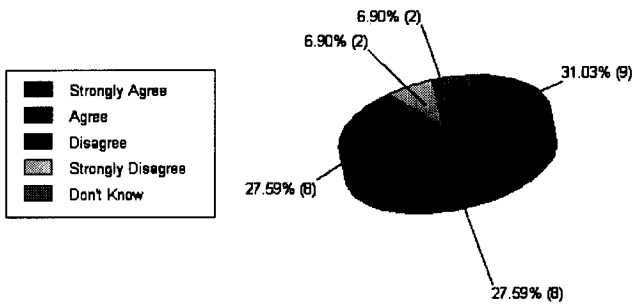
A response was requested from Lynda McNutt and Associates, the marketing firm representing University Mall, with regards to considering Estes Drive as a potential site for Apple Chill. The mall manager will propose it to the owners of the mall next week, but she did not sound as if they would support the event location. The property staff all had serious reservations about the event. Allen Foster, of McNutt & Associates informed our office that "it doesn't look like University Mall would be in supportive of the location."

QUANTITATIVE

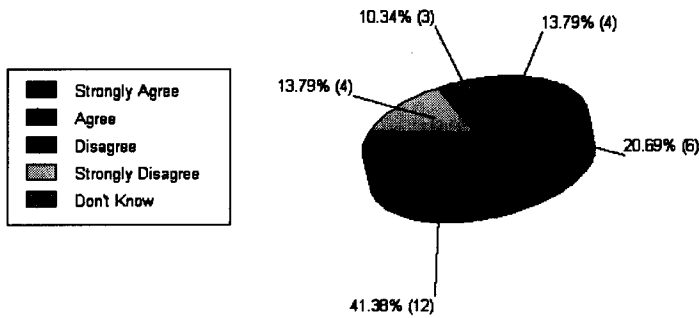
Do you think the street fairs support downtown businesses and merchants?



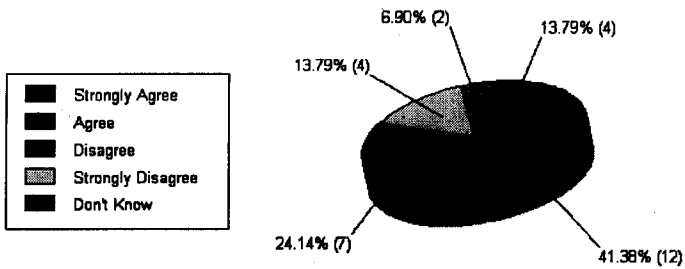
Do you feel the street fairs bring business to the Downtown Chapel Hill area?



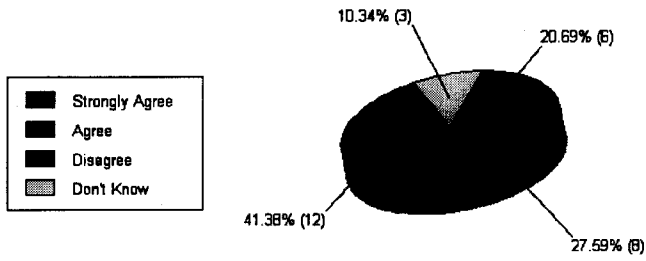
Are your interests represented in the street fairs?



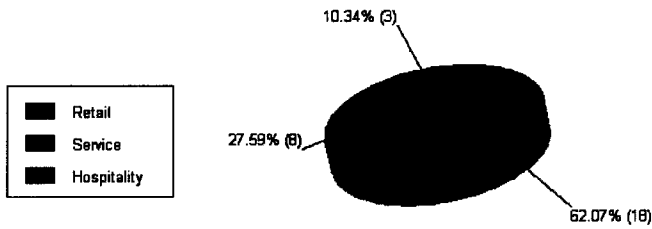
Do you feel the street fairs accurately represent the Chapel Hill community?



Do you feel the street fairs events positively impact the local economy?



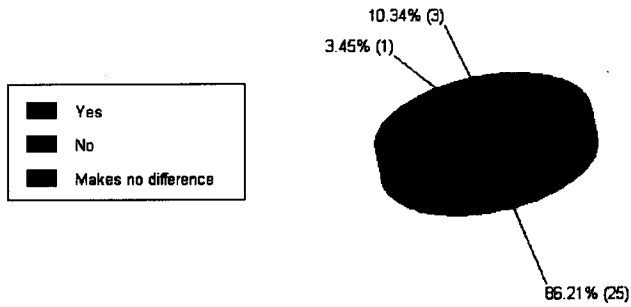
What type of business do you own and/or operate?



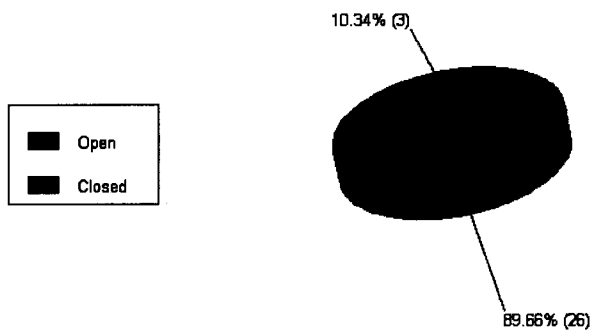
If the fair offered a "Taste of Chapel Hill" Food Court, would you participate as a food vendor in the fair?



Do you support a layout where vendor booths are centered in the middle of the street, leaving the sidewalks in front of merchant businesses open?

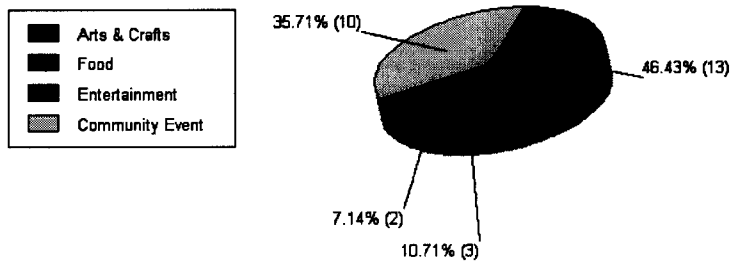


Are you open for business on the day of a street fair event?



QUALITATIVE

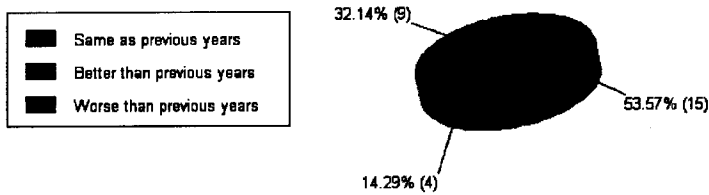
Which component do you think best represent the street fairs?



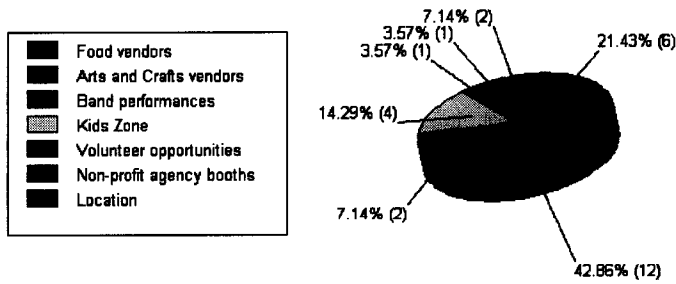
How many years have you attended Chapel Hill's street fairs?



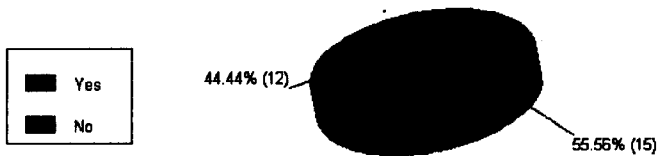
How do you rate this past years' (2003 Apple Chill) street fair?



What do you find most successful about the street fairs?



Would you support a different location, aside from downtown?



Tell Us What You Think?

Are there any other things you would like to see at street fairs?

I would like to see a Juried Arts and Crafts Section . When the town first began the street fairs , it was to give a pl
selling crafts on the side walk in Chapel Hill . I would like
Better quality arts and crafts, local food

Not a response to this, but you forced a response to question 12 when I didn't attend this year. I almost decided to

The motorcycles with its crowd, from Apple Chill festival needs to stop. The McDonalds Parking lot should be closed
area.

I like having the street fairs. It just does not help my retail business. I am willing to have a slow day in exchange

- More Live Music
- more police on foot
- UNC Student Participation
- traffic control
- more kinds of food.
- Local Bands

Fairs are for Artists not Motorcycles

How can we improve street fairs?

Again , raise the quality of the crafts shown , by installing a juried craft show , or a juried craft show section .

When I first came to town this show is where I started . I now own and operate

Creative Metalsmiths at 117 East Franklin Street and ha
the answer to question 9 is we are open for the festifall but closed for apple chill because of the cruising
PROBLEM!!!!!!!!!!!!!!

- Stop After Chill
- Not as much food, more nic-nac vendors
- different location
- focus on small town uniqueness
- different location
- mix it up and add some spizice, it's all the same every year
- Attract more locals downtown
- NO MOTORCYLCES
- games and contests
- NO MOTORCYCLES
- More Security
- JUIRIED CRAFT FAIR