

Dear Business Owner,

The Saginaw-Oakland Commercial Association (SOCA) is currently making some great changes in your area, and we want YOU to be part of those changes! SOCA is a non-profit organization that connects residents, businesses and networks to beautification and placemaking opportunities from Pennsylvania to the Pointe. We have been working diligently over the years to make improvements along Saginaw and Oakland that not only make the area a more enjoyable place to be, but a more prosperous community that will benefit businesses like you.

Our board is conducting a survey of businesses in your area. This is *your* business district, and our only goal for this survey is to help make the district better for you and yours! If you complete the survey, you will be automatically entered in a raffle to win a \$25 gift certificate to either El Azteco or Lansing Brewing Company at an event in August. We would love for you to complete this 10-minute survey; completing it will help SOCA get a better sense of how we can help you, so we can represent you in the best way possible. The more data that we can collect about your business, the better we can serve you. We are here to help you thrive!

We have not performed a comprehensive survey of businesses on the corridor in nearly 5 years. There have been quite a lot of changes along the Saginaw and Oakland since that time! In order for us to continue making improvements, we need your help to learn about businesses like yours! The data that we collect will help SOCA to better serve the businesses in your district.

Specific information about your business will not be made public. We use all data in aggregate to show the overall health and trends of businesses.

Simply complete the enclosed paper survey, or download the online survey at www.socalansing.org, to be entered in the raffle. Paper surveys will be collected by a board member after 10 days. If you have any questions or concerns, contact us at info@socalansing.com!

We appreciate your involvement and support! When we return to pick up the survey, we will leave you with a flyer that will have the date and time for our next meet and greet where we will have the drawing.

Sincerely,

Paul J Schmidt, President, Saginaw Oakland Commercial Association

Saginaw Oakland Commercial Association

Business Survey 2014

This survey is as an opportunity for business owners to let their voices be heard; by collecting their opinions and visions of what they believe should be done to revitalize the area, the survey allows these important members of our community a chance to become directly involved in the beautification of the Saginaw corridor. Please take a moment to fill out the survey in order to help us understand how we can further improve your community.

Please complete all fields and you will be entered in the raffle to receive a FREE gift card to El Azteco or Lansing Brewing Company.

1. Contact Information

Business Name:

Business Owner's Name:

Name of Person Filling out the Survey:

Street Address:

Phone Number:

E-Mail Address:

Business Website:

2. Employees Number of employees your business has now:

Number of employees that are full-time:

Number of employees that are part-time:

Total number of employees your business had a year ago:

3. In the past five (5) years, do you think your sales have...

Increased

Decreased

Remained the Same

4. In the next year, I plan to (Check all that apply):

- Expand my business.
- Make improvements to my business
- Cut back my business.
- Move my business.
- None of the above

5. Are you aware of available resources to help expand your business?

6. Which things on this list are you interested in?

- Tips on interior layout/decorating to make the most of your current square footage.
- Exterior design and window display workshop/guidance to help make your business more inviting.
- Working with other Saginaw/Oakland businesses to create a business alliance (and explore joint marketing, group purchasing discounts, and other collaborative/mutually beneficial projects.)
- Marketing assistance/workshops.
- Other (please specify): -

7. Which do you feel would make Saginaw Street more inviting/convenient for shopping, walking, and entertainment?

- On-Street Parking
- Slower Traffic/Two Way Traffic
- Street Trees
- Buried Utility Wires
- Small, Decorative Street Lamps
- Bicycle Racks
- Flower Planters
- Public Art
- Other (please specify):

8. Would you be interested in becoming a member?

- Yes
- No

9. Do you feel as though the Saginaw Oakland Commercial Association has helped your business?

- Yes
- No

10. What is the one thing the Saginaw Oakland Commercial Association could do to help your business?

Thank you very much for completing this survey. As we said, someone from our Board will pick this up and hand you a flyer for a meet and greet where the drawing for the gift cards will be held. Please contact us for any questions about the survey or membership at our website: www.socalansing.org or email us at info@socalansing.org. We look forward to talking with you more!

