

APPENDIX IV: Verbatim comments from Downtown Midland Opinions and Preferences survey

Note: All comments are re-printed exactly as they were written in the on-line survey

QUESTION # 8 - "HOW LIKELY ARE YOU TO ATTEND THE FOLLOWING SPECIAL EVENTS SURING THE NEXT TWELVE MONTHS?" - OTHER COMMENTS		
1.	ART GALLERY RECEPTION	"art gallery receptions"
2.	LOONS GAMES	"Dow Diamond - likely"
3.		"....That, along with Loons events, are my favorite."
4.		"Going to Loons Games"
5.	MANNEQUIN NIGHT	"Mannequin Night - likely"
6.		"Northwood University Mannequin Night not listed?"
7.		"Mannequin Night - likely"
8.		"Mannequin Night - likely"
9.	PARADE YOUR PET	"Parade your pet!"
10.		"Parade your Pet!"
11.	RAIL TRAIL	"3 Trails in 3 Days (Friends of Pere Marquette Rail Trail) annual skate, walk, bike Other sponsored walk & bike events e.g. Dow, MS150"
12.		"I love the railtrail"
13.		"Running on the Railtrail"
14.	RIVER DAYS	"River Days are predictable and boring. It has the potential to be so much more in the capable hands of someone who understand community outdoor events."
15.	ROCK THE TRIDGE	"Rock the Tridge was a very cool event at the tridge last summer with a lot of fun performances and games going on for the kids."
16.	SIZZLIN' SHIVER	"Shiver-n-Sizzle festival, any summer street festivals, esp. with music, any free music concerts"
17.		"Sizzlin' Shiver - likely"

**QUESTION # 8 - "HOW LIKELY ARE YOU TO ATTEND THE FOLLOWING
SPECIAL EVENTS DURING THE NEXT TWELVE MONTHS?" - OTHER COMMENTS**

18.	SUMMER SOLSTICE	"Block Party, need to do this again"
19.		"Solstice - very likely"
20.		"Solstice Stroll"
21.		"Summer Solstice"
22.		"Summer Solstice - very likely"
23.		"summer solstice - very likely"
24.		"Summer Solstice - very likely"
25.		"Summer Solstice, if continues to grow in content and quality."
26.		"Summer Soltice"
27.		"Summer Soltice Day event is one of the best downtown events"
28.		"Summer Stolstice Celebration"
29.		"We attended the Summer Solstice this past summer and really enjoyed that event. Would probably attend again."
30.		"I love Summer Solstice! And I am very unlikely to attend Santa oriented events because I have no children."
31.		"Very Likely, Summer Solstice. That, along with Loons events, are my favorite."
32.	TUNES BY THE TRIDGE	"Concerts in the park--highly likely"
33.		"More tunes by the tridge would be nice"
34.		"music festivals at the tridge!"

**QUESTION # 8 - "HOW LIKELY ARE YOU TO ATTEND THE FOLLOWING
SPECIAL EVENTS SURING THE NEXT TWELVE MONTHS?" - OTHER COMMENTS**

35.	TUNES BY THE TRIDGE - continued	"Tunes at the Tridge"
36.		"Tunes at the tridge - very likely"
37.		"Tunes at the tridge - very likely"
38.		"Tunes at the Tridge...very likely."
39.		"Tunes by the tridge"
40.		"Tunes by the Tridge"
41.		"Tunes by the Tridge"
42.		"Tunes By The Tridge"
43.		"Tunes by the Tridge"
44.		"Tunes by the Tridge - very likely"
45.		"We always go to the Tune by the Tridge. That's a wonderful community event!!"
46.		"I really enjoy the Tunes by the Tidge.I meet many friends and family down there and enjoy a hot dog plus a Midland Newspaper"
47.		"We love Thursday night Tunes at the Tridge. Generally, we'll stop into Pizza Sam's and grab a bite to eat on the way."
48.	TUNES BY THE TRIDGE / ARTIST MKT	"Tunes by the Tridge--very likely; Artist's Market--very likely"
49.	TUNES BY THE TRIDGE / SKATE PARK	"Tunes at the Tridge, Trilogy Skatepark and playground"
50.	TUNES BY THE TRIDGE / SUMMER SOLSTICE	"tunes by the tridge summer solstice event"
51.		"Tunes by the Tridge, Summer Solstice"
52.	TUNES BY THE TRIDGE / TRILOGY SKATE PARK	"Tunes at the Tridge, Trilogy Skatepark and playground"

QUESTION # 8 - "HOW LIKELY ARE YOU TO ATTEND THE FOLLOWING SPECIAL EVENTS DURING THE NEXT TWELVE MONTHS?" - OTHER COMMENTS

53.	OTHER	"any kid friendly event, we will attend!!"
54.		"Fourth of July fireworks, just hanging around the Tridge/picnic"
55.		"individual (Halmark for example) specials or special sales events"
56.		"We've gone downtown for the events such as the benches, scarecrows, etc - just to walk around and see those."
57.		"I enjoyed the painted head-in-the-hole boards, actually more than enjoyed them, my family in I walked around to all of them and took eachothers pictures in each and they are still up on our walls at home. I also really enjoyed the trolls and dragons and to a slightly lesser extent the benches. I like the sculpture aspect of the trolls and dragons. I would love to see the milk jug raft race come back. It was a blast to watch growing up and I would love to participate if it was ever brought back."
58.		"I would attend Santa House if I had children. I'm neutral about the events I know nothing about and have never heard of. "

QUESTION # 9 - "IN GENERAL, WHEN YOU DO ATTEND SPECIAL EVENTS IN DOWNTOWN MIDLAND, HOW WOULD YOU RATE THE FOLLOWING ATTRIBUTES?" Other Comments

59.	ADVERTISING	"Often I have missed events that I would have gone to, but did not find out about them until after they occurred. Need better communication of events."
60.		"I don't believe there is clear advertising of events and opportunities in downtown Midland."
61.		"I mainly attend events held through the Midland Area Chamber of Commerce."
62.		"Many times I hear of events by word of mouth unless I am specifically involved or know it should be on the schedule soon."
63.		"The only way I have learned about most of the events in downtown Midland was because I work downtown. Before working downtown, I had no idea that there was Summer Solstice event, Ice Sculpture contest or the Salsa and Chili Cook Off, because I worked on the other side of town."
64.	LINES	"Many times the lines are just too long to participate, so we wind up leaving...It would be nice if there was a way to control the crowds or increase the number of stations to spread out the volume of people."
65.		"The Pumpkin Festival is beginning to get very crowded. Main Street becomes a sea of people mashed in shoulder-to-shoulder, making it difficult to get around with strollers or small children. The activities and events are so packed in to such a small area. Would it be possible to expand the Festival area somehow, possibly spreading out the activities and extending further down Main Street, or even onto a side street to ease congestion?"
66.	LINES continued	"The long waits, especially at children's events, are unsatisfactory"
67.	PARKING	"parking is a problem, but something midland residents understand and just have to deal with. we go early to events to avoid parking issues."

**QUESTION # 9 - "IN GENERAL, WHEN YOU DO ATTEND SPECIAL EVENTS IN DOWNTOWN MIDLAND,
HOW WOULD YOU RATE THE FOLLOWING ATTRIBUTES?" Other Comments**

68.	SPONSORS	"I love the participation of most and sometimes all of the businesses down town - they feel like family events and everyone works together"
69.		"The community groups that host events in Downtown do a wonderful job. The ROCK, MACF, Chamber, etc."
70.	TYPE	"Type of Event (family, family. family)--very unsatisfactory"
71.		"The events downtown in my opinion are less than adequate but have the potential to grow into something spectacular. Less of the smaller events and focus on 1 or 2 major events would bring people back downtown. We need more diversity in the events!"
72.		"I hope Midland stops trying to gear every event to the broadest possible audience. I'm a mother of two children and even I am sick of nothing but "family-focused" events and the unsubstantiated fear of nightlife. The most fun we ever, EVER had downtown was a the Summer Solstice street party celebration a few years back that coincided with the launch of MDN's now-defunct "Verge" entertainment section. "
73.		"I would love to see more events like the raft race, or old fashioned soap box derby where the community gets more involved with the actually event as participants and spectators."
74.		"Kalamazoo has an Art Hop 4 times a year that is so much fun. Midland should consider doing something similar it gives people a chance to mingle and network and local artists the opportunity to share their work. Any event that targeted 20 and 30 somethings would be nice. Midland has a lot to offer families, but seems to lag when it comes to the younger professional crowd."
75.		"Can we do more events geared toward adults. My husband and I don't have any children and almost all downtown events are aimed at families. Something adult-oriented would satisfy adults with and without children."
76.		"Most events tend to be family oriented."
77.		"I'm happy to attend many events downtown. I feel the events are mostly a waste of time. The pumpkin festival was a joke and disappointment. Maybe look at other cities pumpkin festivals for tips. "
78.		"Comment: Pumpkin Festival, particularly the trick-or-treating from business to business, is too disorganized and congested. Not sure what can be done, but it tends to be an issue..."
79.	OTHER COMMENTS	"Another suggestion would be free movies for families. I winter in Weston, Florida, where this happens once a month, and the event is well attended. It is called: The City of Weston presents Free Monthly MOONLIGHT MOVIES IN THE PARK, and some of the movies are: Bee Movie, Fantastic 4-Silver Surfer, and you can go online and vote for the choice of movie for the next concert. I think that would work down at the Tridge, as the Tunes by the Tridge are always well attended and we never miss one. But, I think we could definitely use more tables/benches to allow families to gather and eat together during such events."
80.		"Haven't really attended any."
81.		"I hate portajohns"
82.		"I have not attended many events in the past, so it is difficult to judge."

**QUESTION # 9 - "IN GENERAL, WHEN YOU DO ATTEND SPECIAL EVENTS IN DOWNTOWN MIDLAND,
HOW WOULD YOU RATE THE FOLLOWING ATTRIBUTES?" Other Comments**

83.	OTHER COMMENTS - continued	"I haven't been to one in a long time."
84.		"I really enjoy the many festivals and activities held in Downtown Midland. I really feel that it is one of the things that makes us very unique. The entire downtown/tridge area is always a highlight of those visiting from out of town. Especially during the spring and summer, we are down here at least 3 nights a week."
85.		"More draws for the 8 months of winter"
86.		"Never attended any events yet"
87.		"Santa Parade and House: Santa Parade should end at his Santa House and open immediately for business! Why wait until December to open the house? Retail establishments would benefit from getting shoppers into downtown in November, and especially over the Thanksgiving holiday when people are really in the mood for Christmas, and visiting Santa House with the friends and family in Midland."
88.		"What I love about downtown Midland, is the diverse culture and inclusion with the various events and businesses. There is always something going on that doesn't cost my family an arm and a leg to attend. That's hard to find and very valuable in today's economy."

**QUESTION # 12 - "WHAT TYPES OF BUSINESSES ARE YOU LIKELY TO ATTEND
WHEN YOU VISIT DOWNTOWN MIDLAND?" Other Comments**

89.	APPLIANCE	"Appliance - stores in the downtown area need to be competitive on product offering and price"
90.	BICYCLE	"Bike Shop, Skate/Ski Shop"
91.		"did you know 1000s of people visit the bike shop downtown?"
92.	CANDY STORE	"Candy Store"
93.		"CHOCOLATE STORE!!"
94.	CANDY STORE / GIFT SHOP	"ALWAYS stop by Heather & Holly's for a treat! Also enjoy the Hallmark store."
95.	COFFEE SHOP	"coffee house--very likely"
96.	GALLERY	"Galleries, places with unusual gift items."
97.		"Gallery is the thing that draws me downtown."
98.		"Northwood Art Gallery is one of the best in the valley. "

**QUESTION # 12 - "WHAT TYPES OF BUSINESSES ARE YOU LIKELY TO ATTEND
WHEN YOU VISIT DOWNTOWN MIDLAND?" Other Comments**

99.	GALLERY - continued	"Northwood Gallery is the kind of shop we need more of in out downtown."
100.		"Art Gallery - very likely"
101.		"Art Gallery"
102.	GIFT SHOP	"Gift shops, specialty shops"
103.	GIFT SHOP / RESALE SHOP	"gift shops & resale shops"
104.	HARDWARE	"Ace Hardware"
105.	HEALTH STORE	"Health Hut"
106.	MUSIC	"music supply shop"
107.		"so far, the only retail business I frequent is Mid Michigan Music"
108.	YOGA	"I go to the Yoga Place at least once a week."
109.		"Yoga Studio"
110.	RESTAURANTS	"Cafe Zinc is my favorite with the Table as a special occasion favorite. O2 is great too! Molly's is good, but isn't conducive to conducting business because it is noisy and dark. Omeletes & More used to be our once a week place, but we've transitioned to Cafe Zinc. Hamilton's remains a staple. Pizza Sams and Oscars are perfect for post volleyball game outings. It is too bad Oscars doesn't support the community as much as Pizza Sams. Pizza Sams gets more of our business because they sponsor teams and in return player's families support those that support them. Their food offerings have also improved too."
111.	KITCHEN SUPPLY STORE	"Cooking classes in downtown business Peel and Pare (very likely)"
112.	CURRENT RESTAURANTS	"I also heard recently that Mainstreet Sports Pub had been sold and was going to be turned into a kosher deli. I HATE the idea of losing another night-time attraction and besides, who cares? It's not just a quirky new dining "experience" people are after--how about casual, affordable and pleasant? Say Omelettes & More with a serious overhaul, including an updated menu and classic cafe or diner redesign. (Lose the plastic flowers and country "ick." I always assume there's dust on my food from the fake plants and knick-knacks) I don't consider Daddy-O's a real diner, and they've shot themselves in the foot, anyway, cutting corners where they shouldn't, like in food quality."

**QUESTION # 12 - "WHAT TYPES OF BUSINESSES ARE YOU LIKELY TO ATTEND
WHEN YOU VISIT DOWNTOWN MIDLAND?" Other Comments**

113.	OTHER COMMENT	"I don't know what stores are in downtown Midland except for the ones I shop at."
114.		"The business mix continues to improve over the years."
115.		"Not things so expensive - most store/clothing stores now are pricey. Like the candy store!!!!!"

**QUESTION # 13 - "WHAT TYPES OF BUSINESSES WOULD LIKELY ATTRACT
YOU TO DOWNTOWN MIDLAND?" Other Comments**

116.	BOOKS / MUSIC	"Music and books"
117.		"Downtown needs an indepenent book/music store. It is in desperate need of a decent coffee shop."
118.	GROCERY STORE	"Would utilize a grocery is available."
119.		"Small Grociery Store on Main Street or Express Mart or 7-11 with reasonable prices. Last minute items for home cooking etc without getting blasted on price. All the basics plus cigarettes and beer wine etc."
120.		"SMALL GROCERY STORE FOR AREA RESIDENTS, INCLUDING THE SENIORS AT RIVERSIDE AND STUDENTS."
121.		"Wine and Cheese"
122.		"Especially need deli/specialty grocery store downtown"
123.		"we need a "5 and 10" kind of place where you can get anything from underwear to an aluminum pan to a quart of milk - is there anywhere to get a quart of milk (besides maybe the gas station??)"
124.	HOME DÉCOR	"decor store - home furnishings that are unique would be nice"
125.	INSTRUCTIONAL FACILITY	"It would be nice to have an instructional facility that has many offerings."
126.	MEN'S APPAREL	"Very likely to visit a Men's Clothing shop if we had one."
127.		"Men's clothing is neutral because there are no existing men's clothing shops. If there were, then yes i would likely visit it."
128.		"if there was a men's clothing shop, i would be very likely to shop there."
129.	MUSIC	"Sheet music store; instrument rental and repair, school band/ orchestra instrument accessories"

**QUESTION # 13 - "WHAT TYPES OF BUSINESSES WOULD LIKELY ATTRACT
YOU TO DOWNTOWN MIDLAND?" Other Comments**

130.	PAPER / OFFICE	"paper/office supply store"
131.	RESTAURANTS / BARS	"A bar/networking establishment targeted at young professionals versus the college crowd/meat market."
132.		"a sandwich place (panera/cosi)"
133.		"Again, nice restaurants with healthy affordable food."
134.		"Also, Midland needs a good seafood restaurant on the water. "
135.		"Chinese or Indian other ethnic restaurants"
136.		"Different types of restaurants, hobby store, Strabucks..."
137.		"Downtown Midland need more good restaurant options."
138.		"especially would appreciate a deli, juice bar and bookstore."
139.		"Family Restaurant other than Pizza"
140.		"I believe the biggest opportunity for downtown Midland is to become a restaurant area offering many varieties and price ranges .. but not chains !! Ability to sit, drink and eat outside ... encourage people just to walk around, socialize, stop in to eat, drink ... it could be a very relaxed place. ... for example, when the street was closed and people were able to walk easily, enjoy the entertainment. Needs to go European !!"
141.		"I think a deli would be a great addition...especially when the farmers market is running. Then I don't have to drive ALL THE WAY across town to go to Jacks after getting my fresh produce. A store like a "whole foods" would be great too, to get specialty items. I also think we need a toy store other than Target, Walmart, Meijer, etc. I love School Days but I always forget that they're tucked back there in the circle!"
142.		"I think downtown Midland needs more ethnic restaurants and more name brand stores. Also apartments for younger individuals. MIDLAND NEEDS A WHOLE FOODS OR TRADER JOE'S BADLY! :)"
143.		"I would love for Midland to have a few more restaurant options...especially ones with outdoor/rooftop seating in the summers. Midland summers are beautiful and need to be taken advantage of!"
144.		"I'd go to any decent restaurant too, and we eat at Cafe zinc often, everything else is not great at best. Also if there were decent shops I would go, but like the rest of Midland they are totally a waste of space."
145.		"It would be really great if there was an all organic store/restaurant downtown. Also, a food co-op or more community centered events."

**QUESTION # 13 - "WHAT TYPES OF BUSINESSES WOULD LIKELY ATTRACT
YOU TO DOWNTOWN MIDLAND?" Other Comments**

146.	RESTAURANTS / BARS - continued	"lunch-type eateries"
147.		"Midland needs more entertainment and dining options along with downtown stores and establishments that make it convenient to reside there. Not just retirement villages"
148.		"More bars & restaurants would be nice."
149.		"More Bars/Restaurants now that main street sports pub is closed."
150.		"More Entertainment places (i.e. bars, restaurants)"
151.		"more restaurants -"
152.		"More restraurants (unique, not chain)"
153.		"Need a good seafood restaurant overlooking the river, and allow more vendors with more seating to allow people to eat and gather with their family and friends. Also, the Farmers Market should be open more than 2 mornings as it is a very good draw for Downtown Midland. "
154.		"Need resturant like Pat & Jerry's in Auburn."
155.		"NIGHT LIFE!!!!!!!!!!!!!! Young Professionals like to go out and enjoy the company of other young people, there needs to be some sort of a social network to make young professionals happy. Many if not almost all of the young professionals that I know go to bay city or saginaw to have a good time."
156.		"Nothing is geared towards a younger generation downtown except for Oscars which seems to be getting the really young crowd. What about a coffee shop, book store, music store...some things that make you want take a stroll downtown."
157.		"Please bring in more eating establishments into our area - currently very limited and always busy. Options: TGI Friday's, Chili's "or" more locally owned - get the micro brewery open!"
158.		"Restaurants/Bars"
159.		"sandwich shop"
160.		"Some nice variety restaurants (i.e. NOT BARS) would be good for the downtown. More side walk cafes would be nice as well, they do not have to be right on main street, but if designed properly (like perhaps looking out at Dow Diamond, or looking at the river or the tridge) would be nice quaint cafes."
161.		"The restauarants downtown are good, but need more diversity... need to stay open later and have more live jazz on the weekends. No more establishments like Oscar's needed in the downtown area and definitely no fast foods or convenient stores."

**QUESTION # 13 - "WHAT TYPES OF BUSINESSES WOULD LIKELY ATTRACT
YOU TO DOWNTOWN MIDLAND?" Other Comments**

162.	RESTAURANTS / BARS - continued	"Seafood restaurant, Wine shop, Mexican restaurant"
163.		"There really need to be more quality, healthy, affordable restaurants in downtown."
164.		"Upscale moderately priced restaurant, even a chain, with some "style""
165.		"Wine shop, Mexican restaurant, Seafood restaurant"
166.	SCRAPBOOK	"Scrapbook store!!"
167.	SPORTING GOODS / SPORTSWEAR	"something that is current like a sporting goods store or something that is kid friendly. I attend a lot of Loons games then there is nothing downtown for the kids to do you have to go elsewhere"
168.		"Skate/Ski Shop and Fitness clothing store... :)"
169.		"Skate / Ski shop"
170.		"Sports store"
171.	TOY STORE	"we had considered opening teh toy store downtown - think it would be great - just so scary & such a huge investment - be interested in the results form this survey on that"
172.	WOMEN'S APPAREL	"Women's clothing store that may carry brand names"
173.	VARIOUS	"Hard to find specialty items, books, art galleries, crafts, souvenirs, coffee shops, gelato, ice cream, desserts and other "after dinner" or "after theater" food and drink. Any non-smoking establishment with free music and/or free Internet access (bookstore, coffee shop, etc.) We need more non-smoking bars and restaurants in our downtown. The current food and drink offerings in downtown are not conducive to lingering after 9 pm. -- too smoky, and the food at night is too greasy. Only desperate young kids will hang out in our bars late at night -- no place for adults to enjoy."
174.		"Spoting goods and kids store would go to if available"
175.		"A children's book store, jazz bar, fun cards and gifts, ny style deli, women's clothing and costume jewelry, cafe/sandwiches with outdoor seating with smoothies for teens"
176.		"Would like to see more specialty women/gift shops. Nice restaurants would be a great addition too."
177.		"Since men'swear is gone it would be nice to see a replacement, lingerie (more functional rather than a Victoria's Secret type)"
178.		"night club; furniture store; cafe; a true diner; a DIFFERENT kind of women's clothing store (younger audience / less artsy / more affordable price range); take-out restaturants (American; mexican; gourmet sandwich/soup; greek)"

**QUESTION # 13 - "WHAT TYPES OF BUSINESSES WOULD LIKELY ATTRACT
YOU TO DOWNTOWN MIDLAND?" Other Comments**

179.	VARIOUS continued	"Health-orientated, Pet, and Spa offerings. Also, community-based recycle, reuse, reduce businesses or volunteer organizations."
180.		"art shops (gallery), musical instruments, book store, coffee shop, trader joe,"
181.		"Would like to see more "go to" specialty shops ... more "outdoor" eating opportunities."
182.		"I'd love a trader Joe's, or other organic store, decent children's shops, a nice salon, and good eating establishments. Also no smoking in these establishments."
183.		"men's shoes candy/icecream specialty desserts brewery vs bar brand name clothing stores specialty grocery + wine outside coffee shop on main street PART OF THE ISSUE: BETTER QUALITY OF THE CURRENT STORES (i.e jewelry, clothing, chocolate stores are no good)"
184.		"Trader Joe's, Ann Taylor, Chico's, Panera Bread"
185.	OTHER COMMENTS	"All of these options sound great to add to downtown midland"
186.		"No pawn shops, tattoo parlors, gambling establishments, bars!"
187.		"I don't have other idea but I agree that downtown Midland would be much better with the above mention stores...but not chain stores!"
188.		"Antique and art stores"
189.		"Health-orientated, green-focused offerings and overall approach = Very Appealing"
190.		"diversity of stores and specialty stores are important - to appeal to a wide variety of people Coffee shops draw people in too."
191.		"More stores!!!"
192.		"Downtown Midland has come a long way with the flowers, lightening, etc., it would be nice to see more eateries, and small shops. A diversified downtown would keep people shopping longer and give them a reason to come back."

**QUESTION # 13 - "WHAT TYPES OF BUSINESSES WOULD LIKELY ATTRACT
YOU TO DOWNTOWN MIDLAND?" Other Comments**

193.	OTHER COMMENTS - continued	"I love downtown Midland and it's such a great place for families to go hang out. My two year old will LOVE the spray park this year and I adore the farmers market (too bad we live in MI where it can't be running during the winter!) We often go downtown in the summer to walk and get ice cream at Pizza Sams. It's just so wholesome! I just wish it could transform a little more into a more "chic" place for shopping, eating, nightlife, etc. Maybe there aren't enough YPs to make a need for that type of ambiance, but I think additions of places like Oxygen are heading in the right direction for my demographic. I would also very much support the addition of a deli or somewhere to complete your famers market shopping in the spring, summer, and fall. Especially with the focus lately on using locally owned, organic, seasonal ingredients, I bet it'd do really well. The downtown areas of Grand Rapids and Traverse are the way I'd like to see Midland's downtown headed, but without losing the family friendly stuff!"
194.		"other "novelty stores" would be good for just general shopping. "
195.		"Not any drug stores like Walgreens, etc"
196.		"STORES!!!!!! I would shop there more often, if there was more than 1 or 2 places to go. Everything on main street is offices!!"
197.		"Downtown is great for a couple of blocks, but I think there could be more there...the further toward Ace adn Riverside, the less "cool" it gets."
198.		"Since there are limited stores downtown, I rarely go downtown except to the hardware store and to eat. Need more stores!"
199.		"I love the diverse business types in downtown Midland. I would just like to see more of them. My favorites are the restaurants (offering a variety of styles) and the small boutiques that offer products you won't generally find in the mall or large department stores."
200.		"Need more high quality stores and restaurants"
201.		"I feel as a younger member of this community I work here 6 days a week and downtown does not offer a lot of diverstiy. It would be great to get some different restuarants not chains in downtown as well as some different types of bars and social places. I feel midland tends to cater to the older generation. I would love to see downtown midland a lot more like Austin or Ann Arbor something more appealing to single people 25 -35. Its a great family place but not much to do if you don't have children"
202.		"I love downtown Midland and I love to support local retailers. However, I wish there were more bars and a better nightlife. Also, I would shop downtown more frequently if the businesses were open later. It seems like everytime I go downtown to buy something, the stores are closed. If Midland had a few brand name stores, I would be more inclined to shop downtown and visit the other stores already there. For instance, if there was a banana republic, j crew, limited, or a cool shoe store (stores not offered in Bay City or Saginaw), I would shop downtown all the time and people from the tri-cities would start shopping in Midland as well. It seems like all the clothing stores in Midland, even at the mall, are for middle aged women."

**QUESTION # 14 - "PLEASE SELECT THE CATEGORY YOU FEEL BEST DESCRIBES
THE FOLLOWING DOWNTOWN AREAS" Other Comments**

203.	"Ann Arbor is great."
204.	"boston, MA (large&diverse); San francisco, Los Angeles (large&diverse); Downer's grove, IL (medium); austin, TX (between medium and large);"
205.	"Charlevoix (small intimate)"
206.	"East Grand Rapids has a lovely, small, diverse & very welcoming downtown area. It is distinct from Grand Rapids, but worth a look."
207.	"Frankenmuth is cool because they have a lot of interesting festival and event, Royal Oak is AWESOME because they have such a great mix of stores, restaurants and bars that attract young professionals and middle aged professionals. Midland in comparison is a family town where the only advantage is working for Dow to advance your career. Great if you have a family, a nightmare if you don't have kids and are under 40."
208.	"Franklin Tennessee is a great small town!"
209.	"Huh? I don't get this question. Many of these cities don't even have an identifiable "downtown" and I don't want Midland to emulate the other cities on this list anyway, so there is no valid point of comparison. Question 15 below is also misguided, because "diverse" doesn't necessarily mean "large." What is most attractive to me about the downtown experience in Midland is that it is small, safe, affordable, friendly and diverse. And I'd like it to stay that way."
210.	"I choose to Move to Midland because of its small size and it had a lot to offer."
211.	"I don't think I'd use intimate as the word to describe some of these small places. Small and junky maybe."
212.	"I have only driven thru Ann Arbors downtown but it had a great vibe. When we go to GR we comment on why can't Midland be more like this. Traverse City's downtown is ok. Frankenmuth's experience is "fake". It works for them but only because of the festivals and the newer hotel with pool and waterpark. Many of their smaller businesses don't last long downtown."
213.	"I think the categories here need to be reevaluated. The downtown detroit area is large, but not really diverse. Midland is small, butnot very intimate, just small. Small and intimate seems to imply that the downtown area doesn't cover much sq footage, but still has quite a few attractions (more mom & pop'ish or boutique-ish). I hope your professor didn't approve this question!"
214.	"Kalamazoo-- medium"
215.	"Left Detroit blank because I just spent the weekend in downtown Detroit and they have virtually no downtown shopping."
216.	"Midland is severely lacking any type of nightlife entertainment for young adults and single professionals. Everything in Midland is targeted towards families. I consider moving to a location like Ann Arbor or Grand Rapids on a daily basis."
217.	"Petoskey is my favorite downtown area. Great mixture of stores, restaurants, things to do. Quaint and a fun place to hang out with friends."

**QUESTION # 14 - "PLEASE SELECT THE CATEGORY YOU FEEL BEST DESCRIBES
THE FOLLOWING DOWNTOWN AREAS" Other Comments**

218.		"The 24 atmosphere found in many suburban cities (such as Royal Oak and Ann Arbor) is very appealing."
219.		"The friendly feel of the small and intimate, but the diverse selection of the larger cities would fit with the nature and character of Midland's Downtown with the ability to help draw more people to the area and increase shopping."
220.		"There is such great diversity in these cities that it is hard to group some of them together. Chicago is the largest and most diverse, but Grand Rapids is also large, although not as large."
221.		"There needs to be a "small & diverse" option! A downtown can be small and diverse at the same time."
222.		"This section does what . . . see if we know the size of the downtown areas? I guess i don't like the choices. I'm hoping for a downtown area that has choices; intimate in some areas, diversity is always a draw, and large spaces are great for events. Wonderful nooks and crannys with expansive spaces for grand events."
223.		"Traverse City would be at the top of my list for all cities suggested. Ann Arbor 2nd. Ideal? Midland could provide more diversity (AArbor) with more flair/uniqueness (Traverse City) while keeping the downtown area Small/Intimate."

**QUESTION # 16 - "PLEASE RATE THE FOLLOWING CHARACTERISTICS OF A DOWNTOWN EXPERIENCE
BASED ON HOW THEY APPEAL TO YOU" Other Comments**

224.	FLOWERS / PLANTINGS	"Downtown Midland does an excellent job with flowers/plantings!"
225.	FRIENDLINESS	"Friendly people make it nice... Parks & fun things to do outside are good (I like the rail trail)"
226.	HOME COOKING	"Homecooking not in the "Shirlene's Cuisine" kind of way, but in a Ferndale's Fly Trap kind of way."
227.	LOCALLY OWNED STORES	"Local, local, local! Love it!"
228.	MAJOR EVENTS	"Major events that are designed to draw huge crowds from across the state are not desirable due to the traffic jams, crime, litter, noise, public drinking, etc. But events that are designed to bring the townspeople together and get them to invest in shopping/dining downtown are very desirable. Also, what attracts me to the downtown is not a specific store or restaurant, but the fact that the whole area offers safety, affordability and friendliness with a wide choice of recreation, shopping and dining. In other words, going downtown is an outing in itself, unlike a store or restaurant in a strip mall, where you park close to the door and scoot in and out without visiting any other establishments. I like going downtown because I can walk around and visit several places, including not just the businesses, but the parks and streetscapes. It is about seeing people you know and making a whole afternoon or evening of it."
229.		"I think it creates a fun, close atmosphere when the streets are closed down and there is entertainment in the streets such as the car show, bands, and such."
230.	NIGHTLIFE	"I love places that offer nightlife like Oxygen and (hopefully) Artful Dodger. So that you're not going to get a bunch of college party kids acting like idiots."
231.		"Evening entertainment - Dancing, shows, music"

QUESTION # 16 - "PLEASE RATE THE FOLLOWING CHARACTERISTICS OF A DOWNTOWN EXPERIENCE BASED ON HOW THEY APPEAL TO YOU" Other Comments		
232.	NIGHTLIFE - continued	"Because Midland has a major senior living complex in Downtown, a lively downtown at night is not so good. I have seen example of drunkenness on the streets of downtown Midland in the weekend evening. Not crazy about that - reminded me of Old Town Saginaw."
233.		"Nightlife needs much improvement but need to be careful regarding the calibre of people that will be attracted to visit."
234.	PARKING	"Parking needs to be available but ON THE STREET parking limits/restricts the Person Appeal aspect."
235.		"Availibility of lots of free surface parking is a MUST. "
236.	OTHER	"Interactive things for children without extensive costs. Like Center for the Arts exhibits etc, go carts, batting cages, possibly musical entertainment on the corners. Musicians that would interact, or acting like they have on the streets of Disney's MGM Studios."
237.		"Charm and 'style'; good repair and safety"
238.		"easy access to everything - lots of walkable area - places to sit and relax - eat outside"
239.		"prefer no automobiles on road except for auto shows"
QUESTION # 17 - "PLEASE RATE THE FOLLOWING ATTRIBUTES OF DOWNTOWN MIDLAND" Other Comments		
240.	CLEANLINESS	"The bathrooms at the Tridge are a disgrace to the City of Midland. They are always filthy (in plain English), and smelly."
241.		"Another issue is the dog do-do. Once the snow melts just past the tridge, there are hundreds of dog do-do piles left - it's very disgusting. I know there are bags available for the dog owners, but apparently they don't seem to feel the need to pick it up. I feel for the poor city person that has to do this awful job. Maybe a hefty fine to the animal owners would help improve this situation."
242.		"Trash bins are put out in front of businesses for trash pick up on some week nights making Midland look like New York City, and is very unattractive to visitors!"
243.		"did you see all the cig butts in front of dave camps office shame on that office"
244.		"In the cleanliness area, the bathrooms at the Tridge are generally very unclean and have been for a long time. And, very inadequate especially when there is an event in Downtown Midland."
245.		"Clean public bathrooms and much larger (number of bathrooms) due to the #'s that attend Downtown Midland events. "
246.		"Clean public BATHROOMS."

QUESTION # 17 - "PLEASE RATE THE FOLLOWING ATTRIBUTES OF DOWNTOWN MIDLAND" Other Comments

247.	FRIENDLINESS - RESTAURANT	"Waitstaff/clerks should not look down their noses at any customer."
248.		"The H is way overblown.....not my scene. Uppity for the sake of being uppity."
249.	FRIENDLINESS - RETAIL	"What has happened to Peel-n-Pare is such a shame. It used to be one of the most beautiful stores in Midland and offered such a wonderful service, and now it is just terrible. The store seems empty, and there aren't very many nice things in there at all. The management is horrible, and the employees are rude now. It is a true loss to Midland. It would be a great asset to downtown if that store was revitalized and brought back up to the standards that it once had. Please feel free to pass along my comments to the owner."
250.		"I would love to work in downtown Midland - very friendly."
251.	HOURS OF OPERATION	"I am excited to see more business with later hours of operation. I would love to be able to walk downtown at night with a coffee from Espresso Milano and do a little shopping! The tough part about Midland is that businesses close so early - after 8pm Downtown...it's pretty dead."
252.		"If the downtown businesses stayed open in the evening, they would help all aspects of downtown. This may be more geared to warm weather."
253.		"You didn't ask about 7:00-9:00 a.m. in the eating out section. I love breakfast at Omelettes."
254.	HOURS OF OPERATION - continued	"It's difficult to answer some of these questions, as some restaurants have great hours and others are quite restricted. Same with stores. It would be nice if they could afford to be open more evenings."
255.		"I wish Zinc was open later, especially on nights that there's something going on at the Center for the Arts. The shows never get out until 10:00 and then there's no where to go to eat."
256.		"Retail stores close too early, stay open until 8 or 9 at night"
257.		"Retail not open late enough"
258.	PARKING	"I would love to see parking gone on main st and extend the walkable/sitable area where people could go outside to enjoy meals they get there - areas of pavement like eastlawn plaza maybe with tables, etc. open enough where the various festivals could still have space - drive thru so it could still be blocked off for festivals, etc and there would be a spot for the cars - we need another parking ramp"
259.		"As I stated before, the downtown area has become quite hazardous to navigate, by foot, or car. Most folks that utilize the angled parking on main street feel that they can just back out into traffic with impunity. Basically, the only reason I ever come downtown is because I work downtown."
260.		"Do not eliminate any of the current surface parking. Midlanders will not use parking garages, will not pay for parking and will not walk far. This is one of the best things about our downtown that should not be changed."
261.		"Parking has always been a big issue to customers. I used to live in Chicago and you walk everywhere - parking is rarely close...we are a little spoiled."

QUESTION # 17 - "PLEASE RATE THE FOLLOWING ATTRIBUTES OF DOWNTOWN MIDLAND" Other Comments

262.	RESTAURANTS - PRICE VALUE	"Restaurant selections and prices are mostly satisfactory, but we need more non-smoking places and more places with healthy foods versus greasy junk foods. Also, there are three restaurants and a bar taking up prime real estate at the H that are just ridiculously small and ridiculously overpriced, so they are basically wasting or tying up several liquor licenses without serving the town's population. I would rather see those places replaced by family-friendly places that are medium priced (such as \$20-40 a plate), that can accomodate more diners on a busy evening, and that offer perhaps slightly gourmet or upscale food, but not exotic food."
263.		"I think the best place is Cafe Zinc. There prices are somewhat fair, but more what you would expect in a big city. Great atmosphere, but needs more seating and more menu selection. The food is decent, but not the best ever. Molly's is a JOKE! Atmosphere there is horrible, decor horrible and food subpar with very high prices. We love the Omlette place and wish they were open for dinner."
264.		"Additional smoke-free family style establishments are needed. In addition, a fine dining/casual restaurant with entrees at a price point lower than the H that offers a wider variety of entrees on the dinner menu."
265.		"I know there has been some rising costs of products. It is frustrating that you can't get a lite lunch for around \$5.00. Pizza Sams has some items, but it is like \$8.00 for a small salad."
266.		"Food is getting more and more expensive downtown. Pizza Sams is trying to hard to be upscale when its strength has been a casual dining experience. They are giving you less and less for more and more money. Also, Molley's is way over priced - even more expensive than Zinc. I dont even think about spending a lot of money for dinner if its of good quality, but Molly's and Pizza Sams are out pricing themselves for what they are."
267.	RETAIL - PRICE VALUE	"I am pro small business but when I can get the exact same item for 30-40% less across town it is difficult to do the right thing and support our local businesses."
268.		"wish there were more stores for lower budgets - the high end clothing is nice but hard to frequent often. Maybe if they mixed it up for both?"
269.	SAFETY	"I have always had concerns about the Tridge area and the safety level. I believe there are issues there with safety - especially during the evening hours. I don't know how that can be changed - I see it as a roller coaster. There are times when there are people hanging around down there that I feel unsafe about and then it goes away - but then it seems to come back again. "
270.		"Behemoth flower pots on corners are an EXTREME SAFTEY HAZARD. In addition, the flower beds on the side streets are so wide that two people CANNOT walk side by side, also, you have to wait or walk on the edge of the beds if pedestrian traffic is coming at you. BICYCLES SHOULD BE OUTLAWED ON SIDEWALKS, PERIOD. In addition, why on earth would the city put "california" style brick paving in? Road salt dissolves brick over time, not to mention the fact that they become EXTREMELY slippery during inclement winter weather."
271.	SNOW REMOVAL	"why does the city crews wait to plow tell business open?"
272.	VARIOUS	"Lighting needs improvement in places, especially riverfront; Hours of operation too inconsistent; Need to expand retail selections and fill empty store fronts; Safety a concern on riverfront/tridge area; Need to expand restaurant and deli opportunities; snow removal on streets and especially sidewalks is very poor. Should be able to walk entire downtown area without trudging through snow."
273.		"Flowers are nice, but more sidewalk space should be available to sit and eat and drink outdoors. People want to gather and relax in the downtown and there is limited places for this. Go to Ann Arbor to see this example. It's nice to see businesses restoring the insides of their buildings to look closer to the turn of the century look and feel. Downtown needs to have more of it's orginal character restored or develop a look and feel that is different than malls and strip malls."

QUESTION # 17 - "PLEASE RATE THE FOLLOWING ATTRIBUTES OF DOWNTOWN MIDLAND" Other Comments

274.	VARIOUS - continued	"Improve general ambiance/cleanliness, reduce infrastructure (parking structure, cement etc), light pollution. Provide hrs of eating later in evening and provide broader diversity of restaurants (including ethnic and restaurant type: live music, intimate, high-end etc) and of retail (ethnic, health, green, 20-30 something shops)."
275.		"Facilities for bikers. hikers, skaters to change, store equipment, shower. Improved restrooms"
276.		"I like our downtown. OUR favorite summer thing is to ride our bikes downtown and onto the rail trail and then get coffee at the coffee shop or eat a meal at Pizza Sam's. I check the paper for events going on all around Midland, including downtown. I like the fact that I feel safe there. We have cut back on expensive spending, but moderate prices in stores and restuarants are fine for our household budget."
277.		"I don't want to lose any of the authenticity of Midland. There needs to be a more eclectic mix of businesses. I think some places could be friendlier, many places. I love that I feel safe but I am concerned about the damage that might be done to the summer sculpture pieces. There was more publicity given to the damage than the event and there doesn't seem to be a solution. Downtown should not be exclusive to the rich and privileged. It should be welcoming to all visitors and residents."
278.		"I feel as a younger member of this community I work here 6 days a week and downtown does not offer a lot of diverstiy. I feel midland tends to cater to the older generation. I would love to see downtown midland a lot more like Austin or Ann Arbor something more appealing to single people 25 -35. Its a great family place but not much to do if you don't have children"
279.		"We try to attend many new things. We're new in the area and our hardest adjustment is lack of good food and shopping. Downtown is very cute, but lacks any good stores. The good kitchen store is so overpriced and snotty. I think some places feel they are better than they are. Also some of the eating places allow smoking. Michigan and Midland need to get with the times and ban smoking in public. I feel like I enter the 1950's everytime I return from a big city."

QUESTION # 18 - "DOWNTOWN MIDLAND NEEDS MORE (HOUSING)" Other Comments

280.		"Also apartments for younger individuals. "
281.		"Any/all housing would add to the "bustle". Would need available parking non competitive with shoppers."
282.		"bring more people to downtown midland to eat and buy!!!"
283.		"I agree brining people into the downtown area is a good idea / necessary. I am not sure how to best accomplish this. I think you shoud continue to develop a walkable community."
284.		"I am excited about the new housing opportunities that we are seeing"
285.		"I think the loft apartments are great. However, I'm not sure that I would want to see more apartments, condos or houses in the area. I think that would remove some of my feelings of a small safe environment to take my family into."

QUESTION # 18 - "DOWNTOWN MIDLAND NEEDS MORE (HOUSING)" Other Comments

286.		"it would be nice to keep accessibility in mind for new apts - I would like to retire in a place in our new downtown area (or old) but know I wouldn't be able to last long here without easy access to upper floors if that was all that was available -"
287.		"Lofts utilize existing space by reusing. Suggest refraining from building additional structures in downtown area. Perhaps community effort to clean up, refresh and reuse existing buildings for reuse with a green emphasis on energy consumption?"
288.		"More housing of all kinds is the singular variable that will help downtown midland"
289.		"needs more business rather than residential area."
290.		"Please see my previous comments on pricing. Also keep in mind loft-style condos... these give the hip feel young people are looking for, but also allow them to actually own something, unlike an apartment."
291.		"The most important factor of a downtown is HOUSING. And not ridiculously priced housing as has been discussed. Young professionals, the folks we say we're trying to attract and retain, don't spend \$500k on condos overlooking a brown river. They spend \$80k-\$120k on loft/condo dwellings that are close to the action."
292.		"There is a significant low income population in the downtown vicinity, and these folks depend upon being in a walkable area close to services such as stores, restaurants, medical and psychological services, govt agencies, assistance agencies, etc. These people are being slowly displaced by recent tear-downs and real estate development. Midlanders do not appreciate how lucky we are to have affordable housing in our downtown, which avoids the vagrancy and crime that is usually associated with other downtowns. If we do not take action now to reserve space for our low income population to share our downtown with the new upscale neighbors that we are trying to attract, we will pay the price in terms of people wandering the streets, sleeping under the Tridge, etc. We need to set aside a certain percentage of downtown real estate for affordable housing and build that right into the zoning laws!"
293.		"To reiterate, downtown housing, especially high rise condominiums, would make all the difference to midland's downtown."
294.		"We had a little trouble with this section due to the fact that we are not certain what area is established as "DOWNTOWN" Midland ... how many streets beyond Main Street, etc."
295.		"Where would you put them. If you put them right in downtown, you need to be care what type you are offering. You want to get people that care about their homes, and the area, and yet can still afford to spend time (and money) in the downtown."

QUESTION # 25 - "PLEASE FEEL FREE TO ADD ANY ADDITIONAL COMMENTS"

296.	GENERAL - ADMINISTRATIVE	"Downtown has improved significantly over the years and is very enjoyable to stroll through. I want to thank all of those involved who have put in their time, work and money to get us to this point. I know it's a commitment to set up committees, attend meetings, etc. and a big THANK YOU to all of you!"
297.		"Thanks for keeping me updated via the internet and email!"
298.		"FYI - the survey combined saturday and sunday. they are very different days to me. i choose not to shop on sunday so it was difficult to answer those questions. one answer applied to saturday and a totally different answer to sunday."

QUESTION # 25 - "PLEASE FEEL FREE TO ADD ANY ADDITIONAL COMMENTS"

299.	GENERAL - ADMINISTRATIVE - continued	"Great survey! I was also an MBA student of Dr. Wilson's and did a similar survey project. I hope you get a great response rate. Good luck."
300.		"how many surveys has downtown midland had? we have more vacant store ft. than ever before. maybe we should save the money for cleaning the downtown area and shovel walks."
301.		"I am growing a bit weary of downtown Midland constantly studying/surveying how it can reinvent itself. We continue to ask what kind of streetscapes, homes, businesses, activities, etc. are desired in the downtown, but our downtown is already a model for other towns! What we need to focus on instead is how to get more jobs into the area, and a greater diversity of jobs. Once the population is growing again, then we can worry about expanding or improving the downtown to meet the needs of a growing population. But there is no reconfiguration of our downtown that will magically attract people or employers to come here. We probably will need to heavily subsidize employers to get them to come here given Michigan's current reputation and environment, and our taxpayers may or may not be able to carry that burden right now. Either way, constantly reconfiguring our downtown is just a wasteful distraction. Also, I get the impression that many of these efforts are aimed at urbanizing Midland or moving it in a direction to appeal to 20-somethings, versus ensuring that it continues to be a desirable place for people of all ages. Yet, the real problems in attracting the youngest generation are not the lack of bars, nightlife
302.		"My Wife and I would like to volunteer to be on any effort in change for downtown, and ideas for the future...cjmontana@gmail.com if you need to contact"
303.		"One of the biggest problems with your survey is the assumptions it makes about potential visitors, and one of those biggest faulty assumptions is that everyone drives a car. Rid yourselves of that myopic assumption right away, and work on ways to accommodate and encourage bus passengers, bike riders, and pedestrians to visit."
304.		"Please send me the results when your done. I would like to see them."
305.		"Survey is nice idea. I hope it is used to attract additional stores/people downtown."
306.		"Thank you for organizing this survey! Downtown Midland has made some significant efforts towards improvements over the past few years and it is nice to see those efforts are continuing. Keep up the good work, there's still plenty to do!"
307.		"Thanks for requesting input on our community. Please keep us posted on results & on action plans in the future, including any needing community member involvement."
308.		"Thanks for this opportunity to contribute my two cents worth. This survey is very well-written and hits on the concerns that affect my family and friends. Hopefully this helps to create a more vibrant and diverse Downtown experience in the future."
309.		"This is a great survey, i hope to see some new attractions downtown Midland to add to the great atmosphere and events that are already taken place."
310.		"Thanks for keeping me updated via the internet and email!"

QUESTION # 25 - "PLEASE FEEL FREE TO ADD ANY ADDITIONAL COMMENTS"

311.	GENERAL - ADMINISTRATIVE - continued	"This survey tool is a convenience sample rather than a general survey as described in the opening remarks. consider correcting the typos and context provided in the opening remarks."
312.		"When will results be tallied? Will results be available to the community to review?"
313.		"Your have a long way to go. I feel we are not getting our bag for our buck from DDA and others. To many duplications of efforts that go nowhere. You overtax and over ordinance local businesses !!"
314.		"Your survey is well written, very complete!! I hope it helps make downtown Midland a better place for everyone."
315.	GENERAL - MIDLAND	"All in all, I am very proud of Midland, especially our little downtown area. I suggest we could have some more activities that would bring more traffic to the downtown area."
316.		"As retirees, we are thrilled with the variety of activities in Midland. The downtown is always inviting, and we make sure our visitors get to, 'see the sights'. The website keeps us informed, the daily coupons in the Midland Daily News are fun, the cultural and entertainment venues are outstanding, etc., etc.!"
317.		"Best of luck ... we love downtown Midland!"
318.		"Downtown Midland is a great place to take your family for some low cost entertainment. It's full of culture, fun and quaint. The only thing I would change is trying to get more boutiques / small businesses in the area. I've never experienced another downtown quite like Midland, and that's great!"
319.		"I am very sad about some of the closings of the downtown eating establishments. I am hoping things turn around for many of the businesses, because downtown Midland could be a great place again. I remember being a kid and coming to sidewalk sales and there was a carnival set up on Main Street. I also remember the Farmers Market being so busy you could barely move in the crowds. I love the fact that many of the downtown activities are geared towards"
320.		"I have lived in Midland all of my life and I feel that downtown is a great attribute. The area has grown and improved in recent years and exponentially since the stadium arrived. The liveliness of the area seems to contribute to more quality experiences. I think when downtown closes up at 5pm, there is very little to attract people my age (with or without children) toward downtown instead of the mall. Quality ethnic and healthy cuisine at an affordable price would draw people such as myself that tend to go to bay city or saginaw for that experience on the weekends. I think the only event I dread downtown is the car show...please don't block the way to the farmer's market. In addition, I think our downtown would benefit from some pedestrian only areas...see downtown Boulder, Co. I visited there and never wanted to leave, it was a great place for families, singles and everyone. I spent lots of time just strolling and shopping."
321.		"I have lived in Midland since 1960 and have always been proud to say I was from Midland. I have seen many changes in the past 49 years, most of them good. But, I think there is always room for improvement, and surveys like this are a good way to obtain valuable input. The one thing I forgot to put in the "Other" comments on the survey was that I think more vendors (with some on Mainstreet with additional seating to eat) would allow for a better choice of food. Thank you for sending this survey!"

QUESTION # 25 - "PLEASE FEEL FREE TO ADD ANY ADDITIONAL COMMENTS"

322.	GENERAL - MIDLAND - continued	"I retired 2 1/2 yrs ago and moved here from Lansing to be close to my Grandchildren. I LOVE downtown Midland and any time my friends or family from out of town are here, I take great delight in showing them our downtown. I esp. like the bike trail & we ride into the park on Friday nights in the summer. I enjoy being a part of this community where people are so friendly, the flowers are beautiful in the spring & summer & the residence take pride in putting their best food forward. Love the farmer's market in the summer. Don't ever change the wonderful hometown feeling downtown."
323.		"I very much look forward to the improvements in our downtown - as a child, I lived on W Ellsworth St, so I have watched downtown go thru many changes - I am thrilled with what has happened in the last few years - I've been sad to see some things go, but I know that the new plans will include things that will make downtown an area to compete with anyone elses downtown area, but cleaner and more family oriented - I feel it shows the best of Midland -"
324.		"I was very happy to find how the downtown area had developed when I returned to Midland after a 16 year absence. It is attractive and friendly. I would like to see a book and music store. I wish we could keep business going; it saddens me to see new business close so quickly when others have done so well like Heather and Holly."
325.		"Midland badly needs an improved Pere Marquette trail head facility i.e. restrooms, signage, changing rooms, bike racks and possibly shower facilities."
326.		"Midland needs something for kids to do!!! Ages 16 to 20 year olds. Winter they hang out in the Mall and summer they hang out at the Farmers market. These kids have nothing to do."
327.		"Midland needs to change the perception of being uptight and arrogant. Don't get wrong, there are wonderful people and extremely caring groups within, but Midland does not accept "outsiders" at all! The concept of regionalism is non-existant with the age demographic of 35+. When that groups steps aside the community will become more open and accepting. The 20-35 group does not see boundaries or this "shop local" bs. Local to 20-35 means within about 35 minutes in any direction. 35+ local means residents of Midland with a license to prove it. I am sorry if this seems aggressive, I am only trying to give you my honest opinion and hope not be judged as some with hate. This is reality not a perception."
328.		"Midland's downtown is located in the opposite direction of where most people travel to take care of their ever day needs in life. Therefore; downtown midland needs to establish businesses that inspire people to turn around and take the time to travel to Downtown. Every business Downtown and those considering locating downtown need to understand that they must develop their business plan based on a destination store mentality. There will not be enough built in traffic to your store front to keep you in business in Downtown Midland. This should be clearly understood and communicated by the DDA or MDBA to both potential business owners and to landlords. There needs to be a cooperative effort to recruit and retain viable businesses. Emphasis should be put on promoting the Downtown based on the current businesses that have the capacity to get a person to turn around and travel downtown. It's not just the stores themselves but the fact that Downtown is relaxing, beautiful and a good family/couple experience. Downtown has a long way to go, but there is some things to build on and energy should be put into promoting these strong businesses and pushing to recruit more like them. Cafe' Zink(The table)
329.		"No mention of the 'Tridge' ... that, to me, is the best part of this downtown!"

QUESTION # 25 - "PLEASE FEEL FREE TO ADD ANY ADDITIONAL COMMENTS"

330.	GENERAL - MIDLAND - continued	"Our downtown has come a long way thanks to the DDA and its past leadership. We have many events that people look forward to and enjoy on an annual basis. What downtown still lacks is outdoor dining opportunities, diversity of eating establishments and a great bookstore with coffee house attached or included. We also do not utilize our water front as a feature of our downtown as well as we could. Bay City has just begun to do this. It's too bad that so many street-level spaces are occupied by services that do not depend on foot traffic like the Mackinaw Center, Lawyer's offices and investment offices. This certainly does hamper growth and diversity of offerings. Could we get a special tax break for service oriented businesses to locate on the second stories of these buildings? This might free-up some space for retail businesses."
331.		"The atmosphere of the downtown area has improved and should continue to change to evolve. A more intimate setting that draws people to the area with shops that have a wide selection would be a great"
332.		"Very interested in improvements to the downtown and riverfront areas. It would be great to have downtown Midland be a big attraction daily/weekly, have more variety of businesses and more restaurants. It needs more nightlife also."
333.		"We do enjoy family friendly events in Midland. We have participated in "Be a Tourist in Your Own Hometown" and have a lot of fun doing that. Specialty shops are what draw a person to downtown areas, unique shops. When we go to Franfort, Traverse City, Harbor Springs we go to the downtown area for their quaintness and old town feel. Always fun to try a new food item while there too:). We also like historical events. Like to involve the grandkids in those events. Thanks for your efforts!"
334.	"We love Midland!!! Best place to live!!!"	