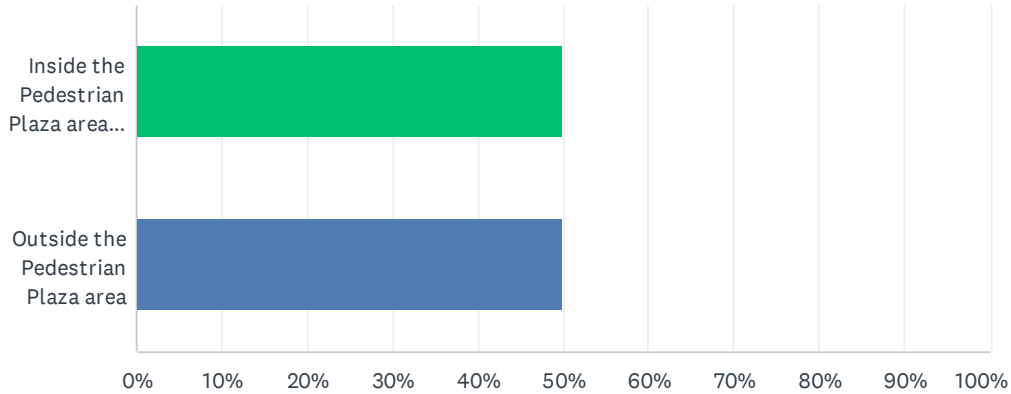


**Q1 The Pedestrian Plaza includes Main Street from Ashman to Rodd Street and portions of McDonald Street near the Main Street intersection. Is the business you represent located inside the Pedestrian Plaza or outside the Pedestrian Plaza?**

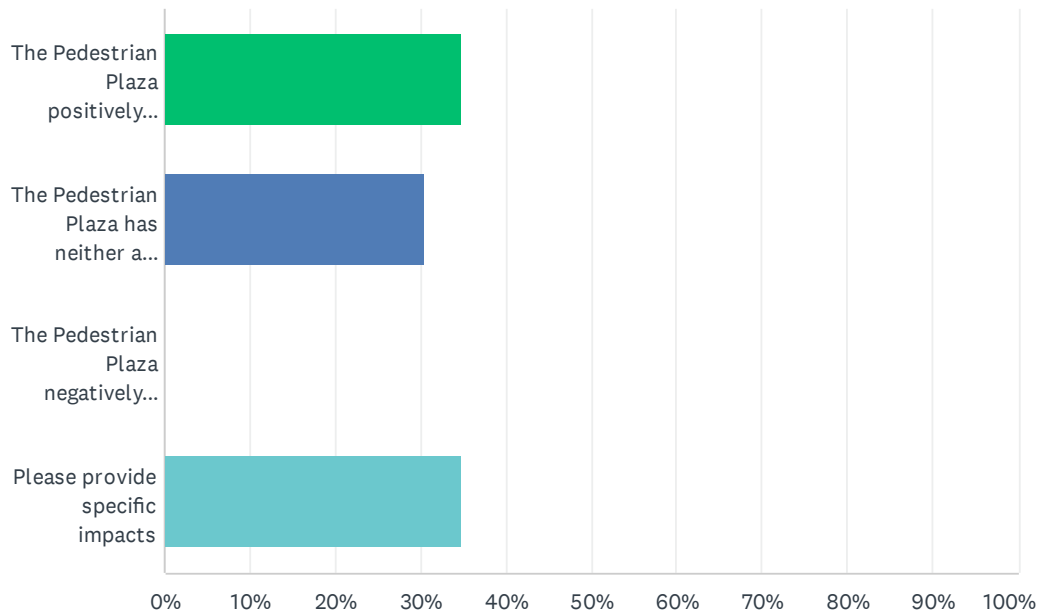
Answered: 24 Skipped: 0



ANSWER CHOICES	RESPONSES	
Inside the Pedestrian Plaza area (closed street)	50.00%	12
Outside the Pedestrian Plaza area	50.00%	12
<b>TOTAL</b>		<b>24</b>

## Q2 How has the Pedestrian Plaza impacted your business?

Answered: 23 Skipped: 1



ANSWER CHOICES	RESPONSES	
The Pedestrian Plaza positively impacts my business in the following ways (describe below)	34.78%	8
The Pedestrian Plaza has neither a positive nor negative impact on my business	30.43%	7
The Pedestrian Plaza negatively impacts my business in the following ways (describe below)	0.00%	0
Please provide specific impacts	34.78%	8
<b>TOTAL</b>		<b>23</b>

### PLEASE PROVIDE SPECIFIC IMPACTS

The band draws people that want to eat the food offered by Grape Beginnings Winery and sit on our patio enjoying the music and the atmosphere of our community.

With the Plaza We feel it brings more foot traffic to the downtown and it makes people more aware of what we have to offer in Downtown

It brings people downtown and makes the district a go-to place. Even more so we see so many young family come down. It's been a huge help bringing down the average age of our customers. However, parking can be an issue.

While the events have brought in business, the limited parking does make it difficult for many customers.

To keep it concise, without the pedestrian plaza we would have reevaluate whether it makes business sense to keep our business in downtown.

Thousands of people each summer are exposed to my business

Having events drives thousands of people to the area per week. Theses are often people that would not come otherwise. While they are here, they often will be curious as to what else is around downtown. These are potential customers that I would not be able to reach/inform that

## 2024 Business Survey Pedestrian Plaza

my business exists. I think residents are getting conditioned to just drive downtown when they are bored just to see if there is anything going on - because usually there is. Even when the season is over, people come down because they miss it and have discovered how beautiful and awesome it is. I'll go so far as to say, "It makes Midland cool!". Never would I have believed that could happen. We built our bar downtown to give adults something recreational to do and hang out because We wanted that for ourselves! What downtown has already become blows me out of the water!

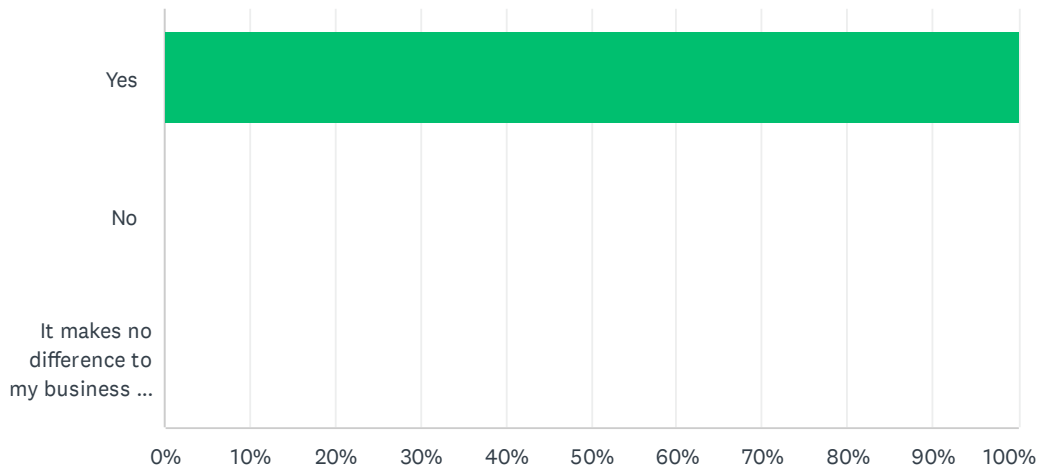
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client and prospect entertainment. publicity

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### Q3 Do you support the continuation of Pedestrian Plaza beyond the 2025 season?

Answered: 24 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	24
No	0.00%	0
It makes no difference to my business / property	0.00%	0
<b>TOTAL</b>		<b>24</b>

PLEASE PROVIDE ADDITIONAL COMMENT TO SUPPORT YOUR RESPONSE TO THIS QUESTION	
I think it would be unpopular with the general public to NOT continue the pedestrian plaza.	
I fully support the continuation of the Pedestrian Plaza as I see and hear about the positive impact it has on the downtown businesses and the community as a whole. Establishments are frequented and it's honestly the best place to gather with friends and family for food, shopping and entertainment. I feel it would be a disservice to the community if the Pedestrian Plaza was no longer an option.	
There is huge positive effect on brining the community downtown through the pedestrian plaza. We are not a retail operation, but the increase number of visitors positively impacts our visibility. In addition, the downtown events give a place to promote our business. The pedestrian plaza also helps with employee team building and events.	
The Pedestrian Plaza has been a benefit to Grape Beginnings since inception. The Friday and Saturday night music is such a draw for so many different people. We appreciate all that the DDA and MDBA have done for the Downtown Midland area.	
At Molasses this is a great impact to our business and it's great to see so many community support	
It doesn't help our business specifically, but with how much is being done downtown it is easy for us to get involved and help out, connect with the community (whether they need our services or not it's best to fully be a part of the community and get to know more people), and for our own personal lives we love it	

## 2024 Business Survey Pedestrian Plaza

the foot traffic, and place to walk with clients and my family has been utilized multiple times daily

It brings thousands to downtown Midland. A wide variety of people are hanging out every night of the week (young people, adults, families).

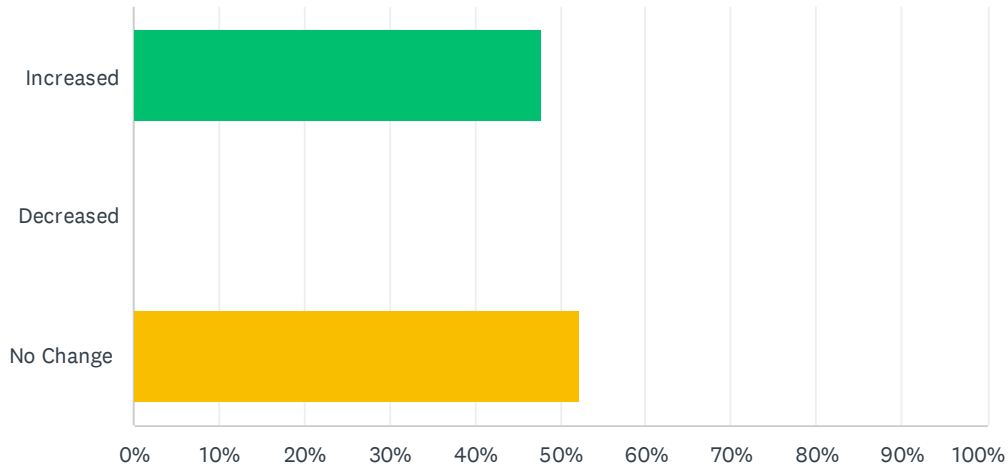
Without it, we would consider moving. We need it to survive Jan-Mar

I think it is a great way to bring people in the community downtown to see what the area has to offer.

We are objectively busier

### Q4 Do you experience an average sales increase, decrease or no change during the Pedestrian Plaza season, June-September?

Answered: 23 Skipped: 1



ANSWER CHOICES	RESPONSES	
Increased	47.83%	11
Decreased	0.00%	0
No Change	52.17%	12
<b>TOTAL</b>		<b>23</b>

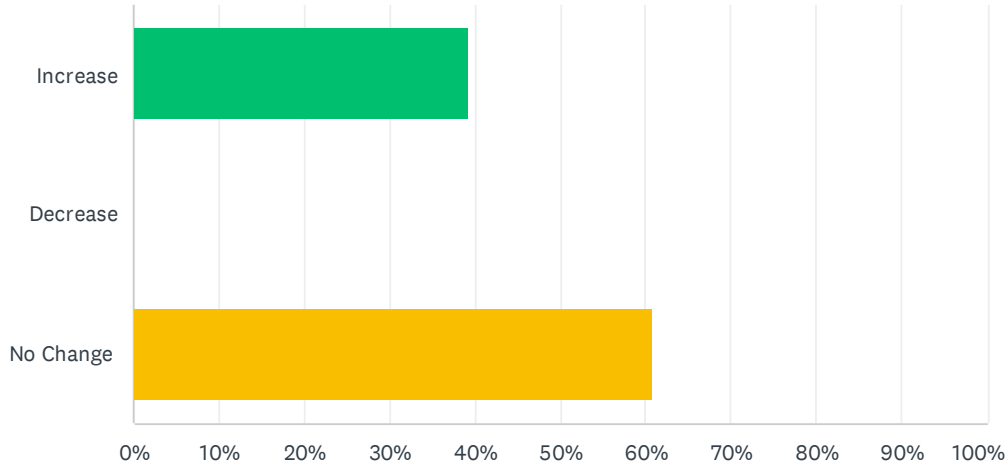
## Q5 What was the average percentage increase or decrease in sales for June-September compared to the balance of the year?

Answered: 19 Skipped: 5

	RESPONSES	
	My business is very seasonal, and my business has grown overall during the time the pedestrian plaza has been in place.	
	Increase	
	N/A	
	4%	
	2	
	7-10% There are alot of variables	
	n/a	
	0	
	N/a	
	first year hear, NA	
	50 to 70 percent increase	
	NA	
	25%, at least.	
	N/A	
	43% minus the months of November and December	
	400%	
	I have no idea. We are only 2 years old. We do great in the winter as our own destination, but I can imagine we would be much slower without events driving thousands of people to the area every week. (Including art fair, Gus Macker and the Loons)	
	N/A	
	~60% increase. Hard to give exact numbers here because we are seasonal even without taking into account the plaza.	

### Q6 Did you have an average transaction increase , decrease or no change during the months of Pedestrian Plaza, June-September?

Answered: 23 Skipped: 1



ANSWER CHOICES	RESPONSES
Increase	39.13% 9
Decrease	0.00% 0
No Change	60.87% 14
TOTAL	23



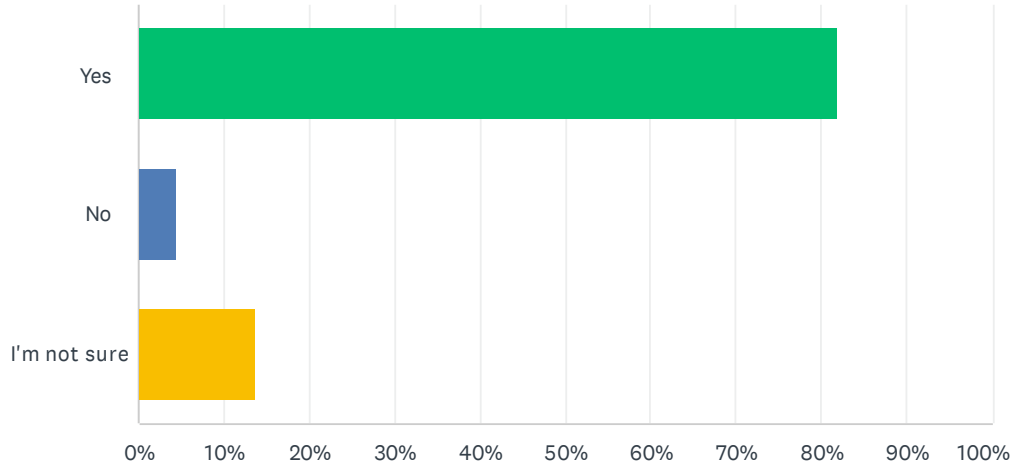
## Q7 What was the average transaction increase or decrease for June-September compared to the balance of the year?

Answered: 18 Skipped: 6

	RESPONSES	
	We had 16% more transactions per month June-September, but those have always been stronger months than January-May.	
	Increase	
	N/A	
	NA	
	2	
	n/a	
	1-3 more interactions per week	
	0	
	N/a	
	first year hear, NA	
	50 to 70 %	
	NA	
	none.	
	N/A	
	400%	
	Not a good or easy question.	
	N/A	
	10%	

## Q8 Do you see an increase in out-of-town customers coming to Downtown Midland during the Pedestrian Plaza season?

Answered: 22 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	81.82%	18
No	4.55%	1
I'm not sure	13.64%	3
TOTAL		22

## Q9 Please share some of the comments you have heard from your customers regarding the Pedestrian Plaza.

Answered: 18 Skipped: 6

RESPONSES	
There are people regularly visiting Midland for a getaway weekend that come from places like Traverse Cuty, they have positive things to say about what they find in downtown Midland.	
Fun	
The Pedestrian Plaza means "Community". A place to gather, create memories and experiences and makes Downtown Midland a destination. The plaza also provides business for other establishments outside of the Downtown Midland as community members continue their night out beyond the Pedestrian Plaza.	
I have not personally heard any negative remarks from any customers that are in Grape Beginnings Winery. The majority of out of towners love the closure and the social district.	
How fun the bands were Porta Pottys were just ok	
Visitors seem to be very interested in what is going on and curious to hear what is happening next and for how long	
Make it year round (I don't think that makes sense, but surprised how much I hear it.)	
Overall we've heard positive feedback of the plaza being fun, family friendly, and inclusive.	
Most of the comments I have heard have honestly been more from locals than people from out of town. Locals haven't heard about the Plaza so it needs more publicity around town but out of towners have heard all about it and come from all across the state to hang out and enjoy the Plaza and live music	
I see tourists/foreign travelers pulling out phones for pictures, saying "ooh this is nice". parents say "ok you can run around now" seems like a great area for all ages and walks in life	
In the beginning, 2020, 2021...would here some negative feedback. Pretty much only hear positive feedback	
The only negative thing for me is the lack of parking.	
Overwhelmingly positive.	
It should be year around, I love the community coming together, I can't believe this is happening in the Great Lakes Bay Region. Things like this only happen in big cities.	
This is amazing. They wish their community did this. Many are taking our success and will try to implement it in their downtown. And they will be back.	
It's cool!	
They all love it, without question. I haven't heard a single negative comment.	
I've heard from several customers that they come downtown only because the street is closed and the plaza.	

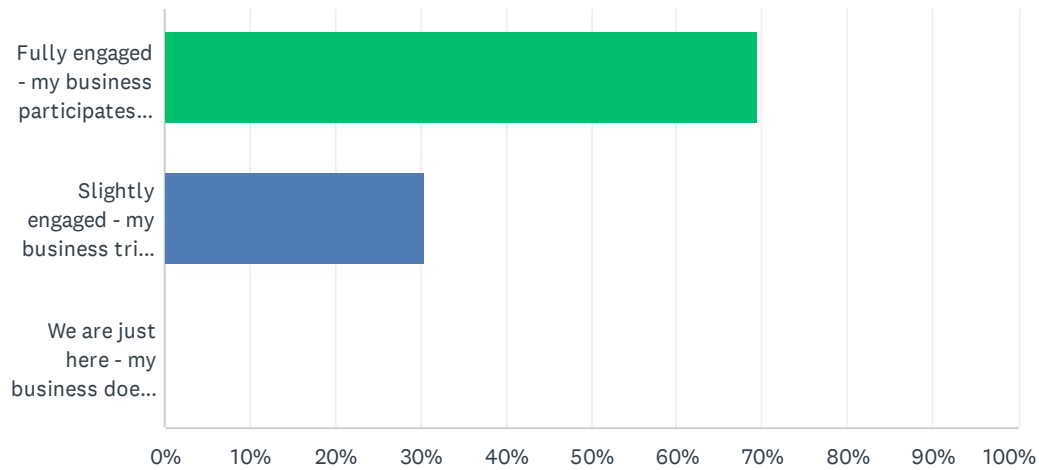
**Q10 Please share any other quantifiable data (numbers, sales data, new customers, etc.) that you think would be useful in demonstrating how your business was affected either positively or negatively by the Pedestrian Plaza.**

Answered: 8 Skipped: 16

	RESPONSES	
	Good memories	
	first year hear, NA	
	NA	
	The amount of new customers during Friday and Saturday evenings is 85% of our sales during the hours of Music on Main. Those 3 hours are 1/3 of our sales for the day.	
	Our sales in 1 weekend day is more than 1 week in any first quarter month. We need this to survive and grow.	
	Food trucks suck and take away a lot of business	
	N/A	
	We added seats to our patio this year and our sales are up on the patio.	

## Q11 What is your business' typical engagement with Downtown Midland?

Answered: 23 Skipped: 1



ANSWER CHOICES	RESPONSES	
Fully engaged - my business participates in downtown events, cross promotes downtown information and takes advantage of outdoor space opportunities during the summer months	69.57%	16
Slightly engaged - my business tries to participate and engage when we can	30.43%	7
We are just here - my business does not participate in downtown events and activities	0.00%	0
<b>TOTAL</b>		<b>23</b>

PLEASE PROVIDE FURTHER COMMENT REGARDING YOUR BUSINESS' PARTICIPATION IN DOWNTOWN MIDLAND	
We can definitely use the pedestrian plaza opportunity for further benefit and are exploring more ways to use it.	
We are pretty engaged, but see room for even more.	
Sponsors	
We try to participate in MOST of the events, though some aren't all that applicable to us (some are more retail focused)	
We are on board	
We do what our budget and staffing allows, but actively post and support the downtown events	

## Q12 Is there anything else your business would like to share?

Answered: 13 Skipped: 11

	RESPONSES	
	No	
	We are happy to be part of Downtown Midland and support our neighboring businesses and DDA to continue the ability of providing this benefit to the community.	
	We are not a retail business, but fully support the continuation of the pedestrian plaza.	
	I feel like we need to utilize the space for more concerts/activities on days when there is nothing happening. Perhaps when tunes is done for the year bring in bands on Thur. 7-9 PM The area is there lets use it!	
	We love the extra people downtown!	
	love it here in downtown so far, looking forward to being here and decorating for Christmas soon :) ....ok ok will wait until thanksgiving...maybe	
	Pedestrian plaza is a big plus for the downtown and the Midland community. It is crucial to the economic viability of the downtown, and gives the city of Midland a place where people can gather as families, friends, and associates and shop, eat, drink and be safe and happy.	
	NA	
	very happy with the efforts of the DDA to promote business downtown. It makes a huge difference to the businesses (and the community seems to really enjoy participating)	
	We support the Pedestrian Plaza	
	We hate food trucks	
	The Pedestrian Plaza is a tremendous value to Midland resident and visitors.	
	The Pedestrian Plaza has become vital to our business. We simply will not be the same without it.	

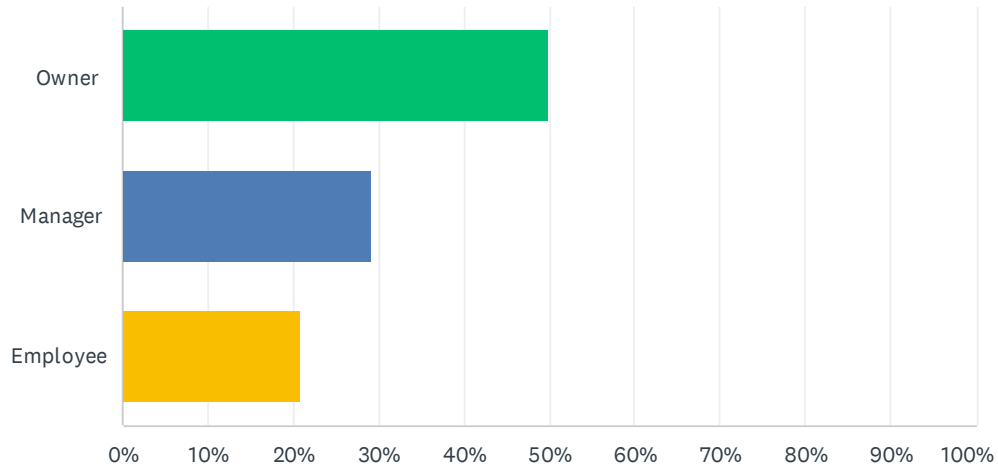
## Q14 Which downtown property or business do you represent?

Answered: 24 Skipped: 0

RESPONSES	
Midland Business Alliance	
Little Forks Outfitters	
Whichcraft	
1st State Bank	
Little Forks Conservancy	
Grape Beginnings Winery	
Molasses	
FILL	
Pizza Sam's	
Ace Hardware & Sports	
Craft Hemp Company	
Stifel	
Saint Brigid Catholic School	
larson insurance solutions	
Heather n Holly	
Mercantile Bank	
WhichCraft Taproom	
Huntington Bank	
Serendipity Road and Joyful Tantrum	
Three Bridges Distillery and Taproom	
Brinstar Arcade Bar and Grill	
Delta College Midland Center	
Tri-Star Trust	
Three Bridges Distillery and Taproom	

## Q15 What is your role in the property or business?

Answered: 24 Skipped: 0



ANSWER CHOICES	RESPONSES	
Owner	50.00%	12
Manager	29.17%	7
Employee	20.83%	5
TOTAL		24