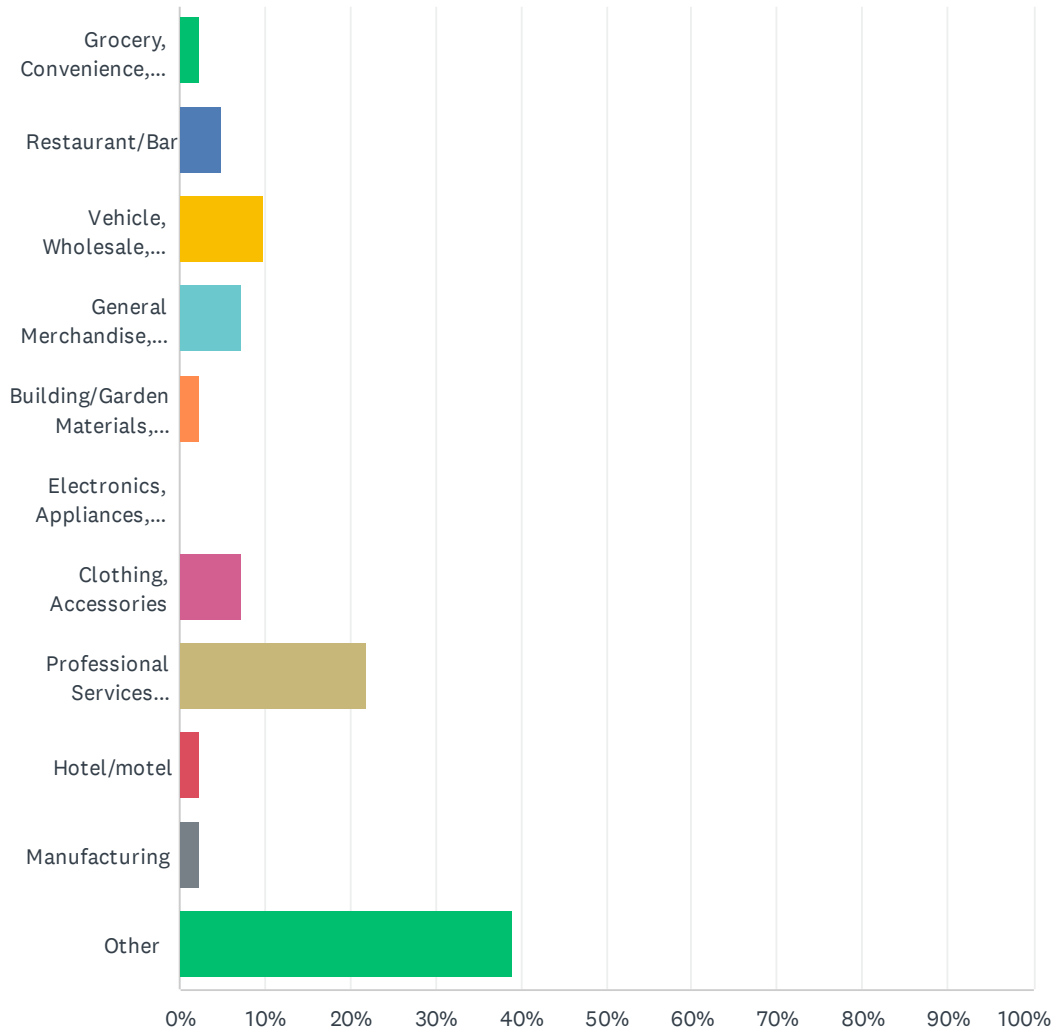


Q1 What category of business do you own/operate? (Please choose only one.)

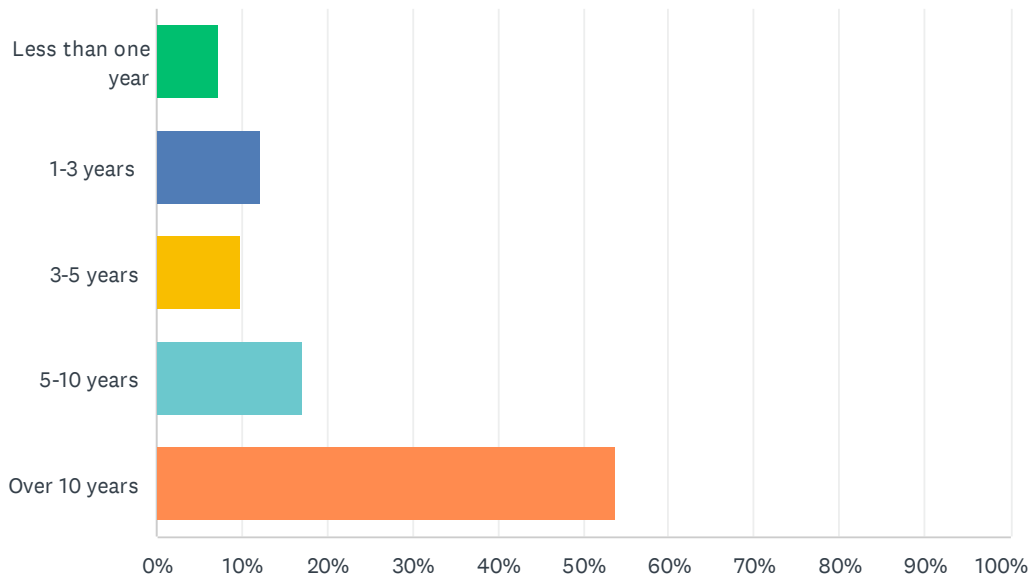
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Grocery, Convenience, Liquor, Pharmacy, Salon	2.44%	1
Restaurant/Bar	4.88%	2
Vehicle, Wholesale, Rental, Leasing	9.76%	4
General Merchandise, Miscellaneous Retail	7.32%	3
Building/Garden Materials, Sporting, Hobby, Book, Music	2.44%	1
Electronics, Appliances, Furniture/Furnishings	0.00%	0
Clothing, Accessories	7.32%	3
Professional Services (health/wellness, automotive repair, design, etc.)	21.95%	9
Hotel/motel	2.44%	1
Manufacturing	2.44%	1
Other	39.02%	16
TOTAL		41

Q2 How long has your current business been in operation?

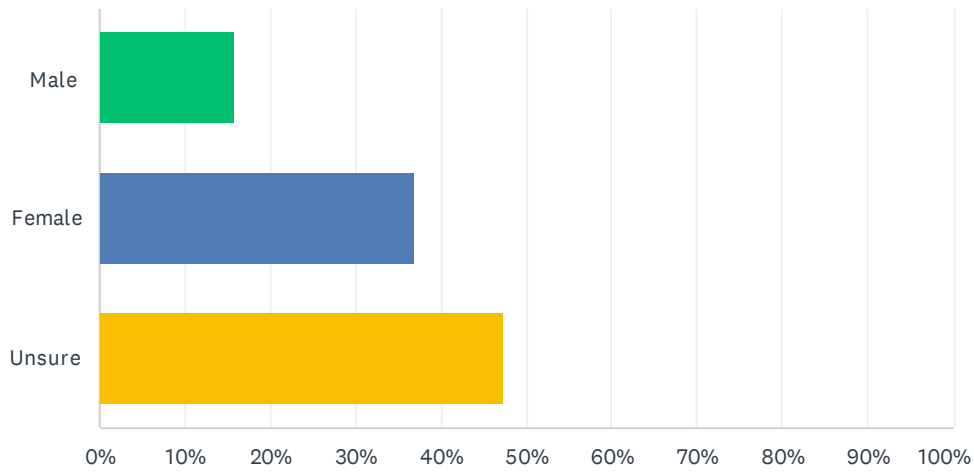
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than one year	7.32%	3
1-3 years	12.20%	5
3-5 years	9.76%	4
5-10 years	17.07%	7
Over 10 years	53.66%	22
TOTAL		41

Q3 What would you consider the main demographic of your customers?

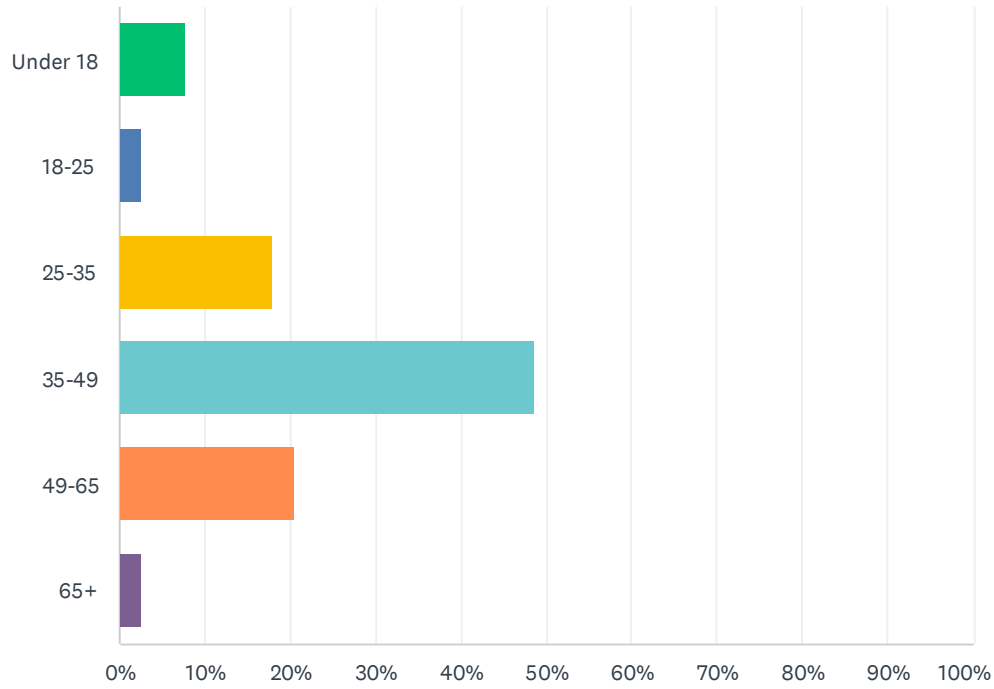
Answered: 38 Skipped: 3



ANSWER CHOICES	RESPONSES	
Male	15.79%	6
Female	36.84%	14
Unsure	47.37%	18
TOTAL		38

Q4 What is the typical age range of your customers?

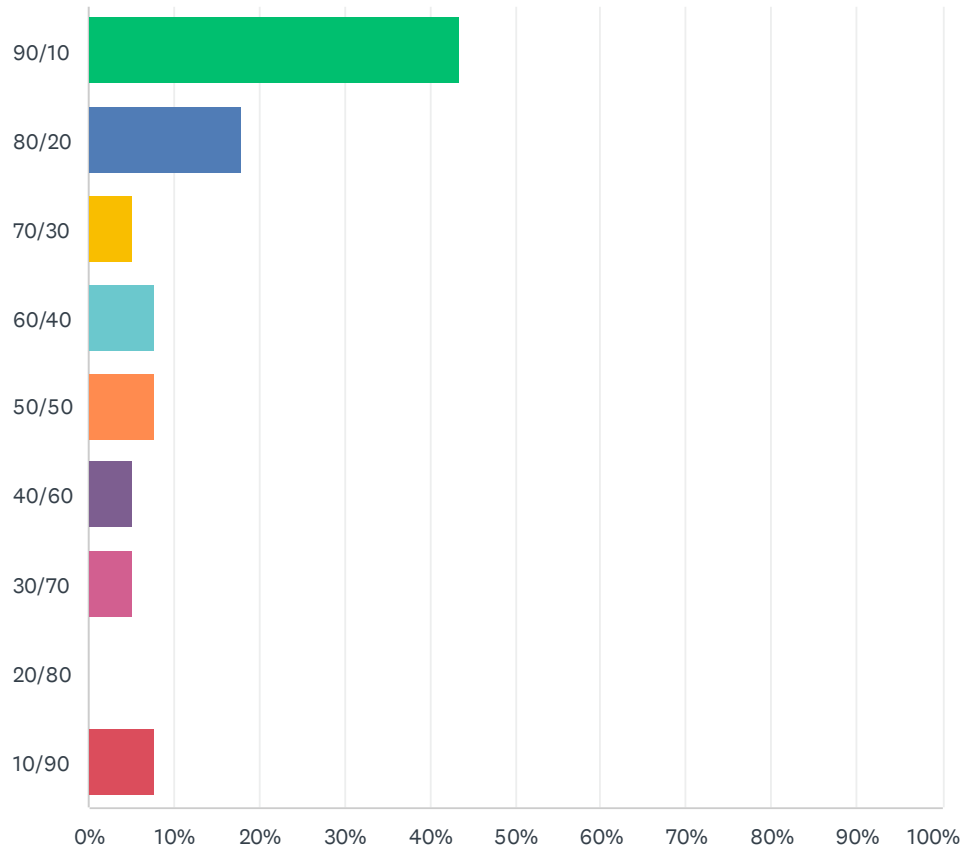
Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES
Under 18	7.69% 3
18-25	2.56% 1
25-35	17.95% 7
35-49	48.72% 19
49-65	20.51% 8
65+	2.56% 1
TOTAL	39

Q5 As best as you can tell, what is the percentage breakdown of your customers between Moose Javians/tourists?

Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES
90/10	43.59% 17
80/20	17.95% 7
70/30	5.13% 2
60/40	7.69% 3
50/50	7.69% 3
40/60	5.13% 2
30/70	5.13% 2
20/80	0.00% 0
10/90	7.69% 3
TOTAL	39

Q6 What would say are the advantages of being a business owner in downtown Moose Jaw?

Answered: 36 Skipped: 5

#	RESPONSES	DATE
1	Part of the history of Moose Jaw	3/25/2023 4:18 PM
2	Easy access to the majority of my clients.	3/10/2023 4:07 PM
3	Higher traffic than normal	3/10/2023 8:54 AM
4	Moose Jaw History and the Spa	3/9/2023 1:49 PM
5	Heritage building location	3/8/2023 11:56 PM
6	Location, building space and amenities	3/7/2023 11:47 PM
7	None	3/7/2023 5:03 PM
8	I don't own a business downtown I do own one in Moose Jaw but feel the downtown is important to everyone which is why I'm filling this in	3/7/2023 4:18 PM
9	The Historic feel brings many people into our downtown core. We also have more unique family run business which also makes our downtown special.	3/7/2023 2:04 PM
10	Nothing	3/7/2023 12:50 PM
11	Excellent location Great curb appeal We have free parking which is #1	3/7/2023 11:40 AM
12	Absolutely none. We remain here because we are from here.	3/7/2023 6:44 AM
13	Easy to navigate to our location.	3/6/2023 10:33 PM
14	Beautiful downtown and working with other businesses.	3/6/2023 9:05 PM
15	Location	3/6/2023 4:24 PM
16	Connection to many other services and businesses.	3/6/2023 3:56 PM
17	Community.	3/6/2023 3:03 PM
18	The easily-accessible location to both residents and tourists	3/6/2023 2:59 PM
19	the open door	3/6/2023 2:57 PM
20	ONE BIG DISADVANTAGE FOR DOWNTOWN BUSINESSES IS THE OUTRAGEOUS PARKING METER RATES!!!!!!!	3/6/2023 2:10 PM
21	Not a far drive to get home	3/6/2023 2:03 PM
22	Tourism decreasing every day. Downtown is getting overrun with drugs and homeless.	3/6/2023 1:06 PM
23	VISIBILITY	3/6/2023 12:52 PM
24	None	3/6/2023 12:45 PM
25	The other businesses in the area. Customers might go for a coffee, or do a little shopping while they wait for vehicle repairs	3/6/2023 12:28 PM
26	none	3/6/2023 12:27 PM
27	None, Its better to be somewhere with ample parking available	3/6/2023 12:18 PM
28	Friendly customers.	3/6/2023 12:17 PM
29	Centrally located, on Main Street, within walking distance to restaurants, hotels, and other tourist attractions.	3/6/2023 11:38 AM

30	Tourist foot traffic, nearby a number of other retail stores within walking distance for customers.	3/6/2023 8:48 AM
31	Tourist traffic	3/5/2023 1:45 PM
32	being able to capitalize on our tourist traffic	3/4/2023 9:41 AM
33	Visibility and easy to find	3/4/2023 9:27 AM
34	To lease a location for my business is more cost effective	3/4/2023 8:57 AM
35	Great downtown district, tourists absolutely love the quaint downtown and love the character of the buildings. Moose Jaw is "one of a kind"	3/3/2023 4:33 PM
36	We are a business that is not "technically downtown" but are grateful to have the downtown association realize how beneficial it is for us to be part of the downtown program.	3/3/2023 4:20 PM

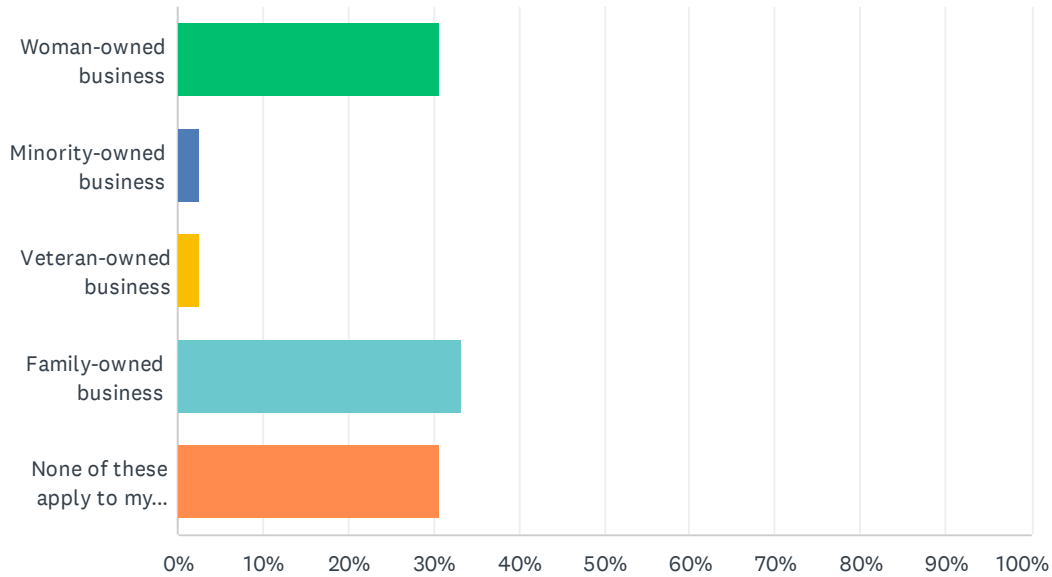
Q7 If another “attraction” were to be added to downtown Moose Jaw, what do you think it should be?

Answered: 28 Skipped: 13

#	RESPONSES	DATE
1	Activity for kids (such as Monkey bar, yara center or "arcade" type to attract families)	3/25/2023 4:18 PM
2	Not more food. Something like an arcade, a nightclub, or something that allows for evening activities in a business format.	3/10/2023 8:54 AM
3	Something family oriented would be great	3/9/2023 1:49 PM
4	Promote downtown businesses. Improve parking!	3/8/2023 11:56 PM
5	I don't know maybe a police presence to get the vandalism and thefts down	3/7/2023 11:47 PM
6	More shopping less food places	3/7/2023 5:03 PM
7	River street Development	3/7/2023 2:04 PM
8	Something to do	3/7/2023 12:50 PM
9	No more dollar stores More patio areas where you can sit and enjoy downtown	3/7/2023 11:40 AM
10	none	3/7/2023 6:44 AM
11	Convention centre	3/6/2023 9:05 PM
12	Aquarium	3/6/2023 4:24 PM
13	Dressed up visual “heritage”. The street signs were a nice touch, but let’s keep that going. Street clock? Additional lamps? Art deco accents? Downtown has the potential to BE the attraction.	3/6/2023 3:03 PM
14	Something to help beautify the downtown to attract more people walking downtown, which would than encourage more people visiting inside shops. More trees planted in the highway median along Main Street.	3/6/2023 2:59 PM
15	open door	3/6/2023 2:57 PM
16	FREE PARKING!!!!	3/6/2023 2:10 PM
17	Nothing that would require ongoing maintenance or tax payers dollars to be ultimate managed very poorly	3/6/2023 2:03 PM
18	More patrols by Police and Safety officers.	3/6/2023 1:06 PM
19	Another monolithic, so it can be funded by taxes on business	3/6/2023 12:45 PM
20	I'd like to see Main St closed from High St to Manitoba St for the summer months for summer long festival/Sidewalk type atmosphere. Similar to Banff.	3/6/2023 12:28 PM
21	a parking garage would be essential.	3/6/2023 12:18 PM
22	Pave Main Street.	3/6/2023 12:17 PM
23	Brewery.	3/6/2023 8:48 AM
24	Something for families to do	3/5/2023 1:45 PM
25	another hotel	3/4/2023 9:41 AM
26	Sure	3/4/2023 9:27 AM
27	We need business that caters to a family activity that is wheelchair accessible.	3/4/2023 8:57 AM

Q8 Do you consider your business to be any of the following? Please check all that apply.

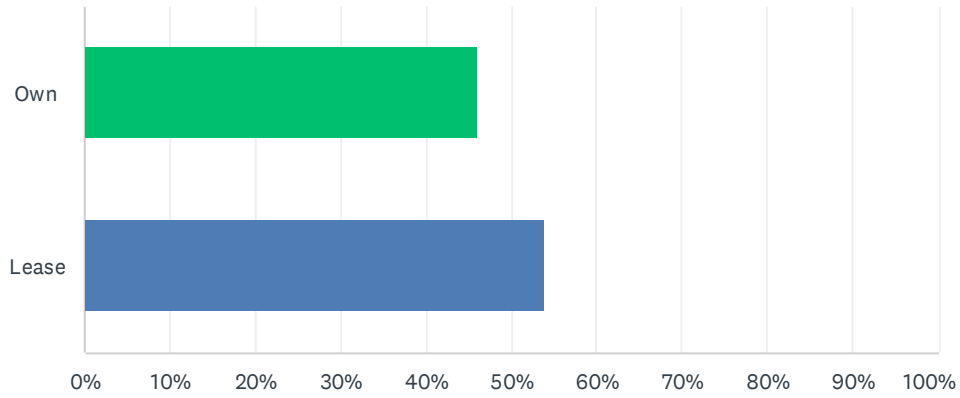
Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES
Woman-owned business	30.77% 12
Minority-owned business	2.56% 1
Veteran-owned business	2.56% 1
Family-owned business	33.33% 13
None of these apply to my business	30.77% 12
TOTAL	39

Q9 Do you own the building where you operate your business or lease the space?

Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES	
Own	46.15%	18
Lease	53.85%	21
TOTAL		39

Q10 Please write-in the top three issues or challenges that your business faces in the next five years?

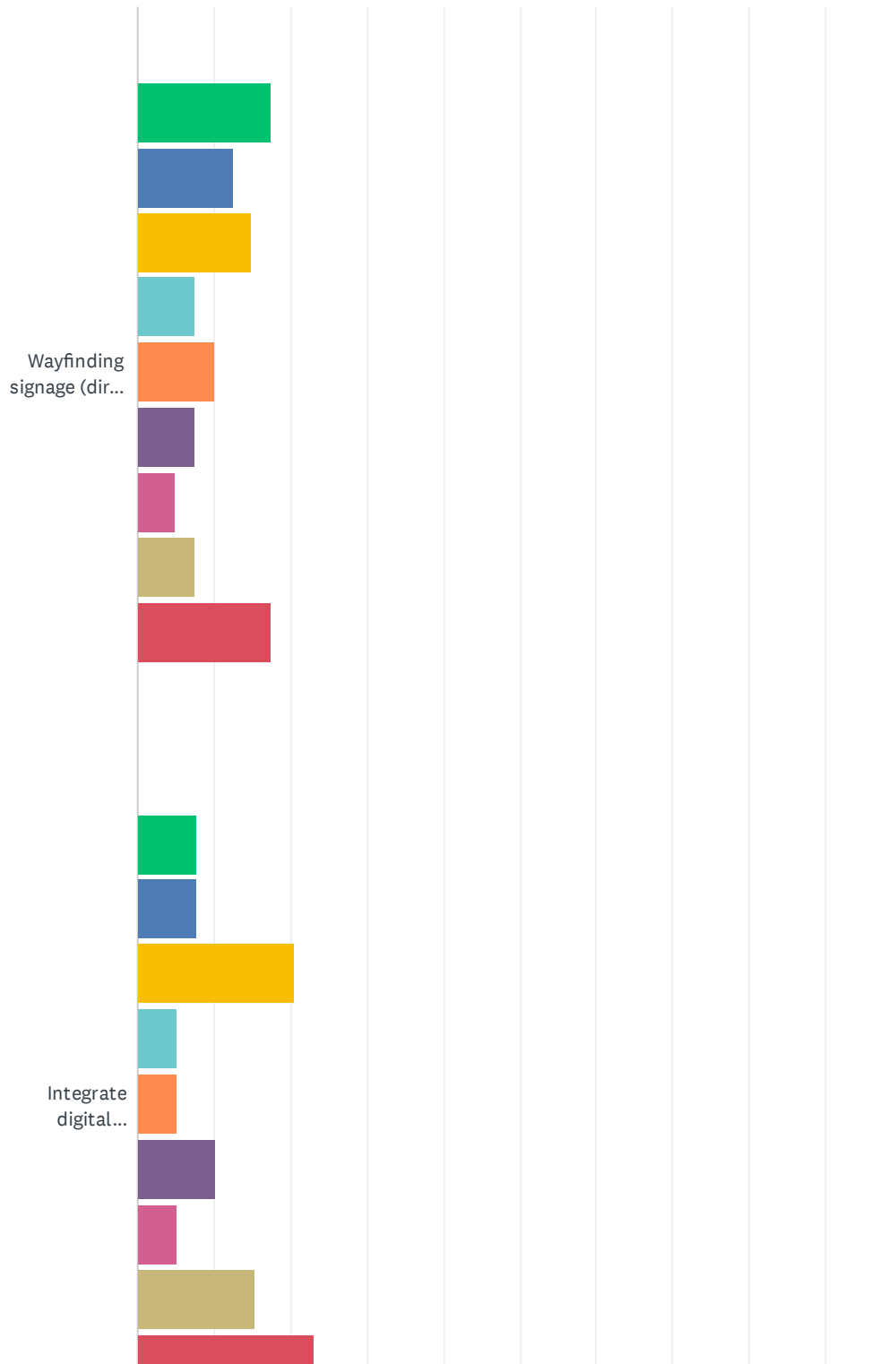
Answered: 33 Skipped: 8

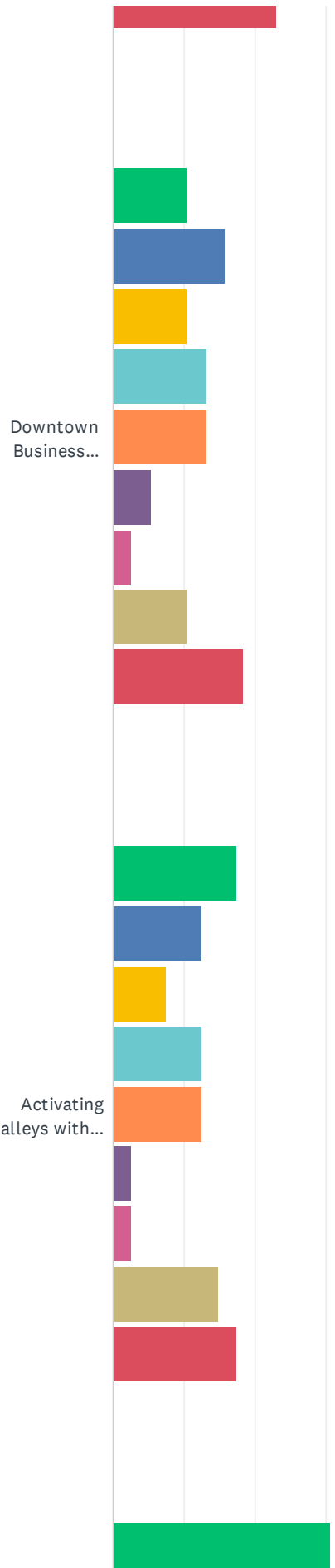
#	RESPONSES	DATE
1	Not enough traffic downtown Parking areas too small Safety issues in the downtown area	3/25/2023 4:18 PM
2	Staffing and financing for larger projects	3/10/2023 4:07 PM
3	Homeless people coming in the business asking for handouts and making customers uncomfortable.	3/10/2023 8:54 AM
4	Parking is a real issue. City should have a parkade or two downtown like other cities have. Make it with a nice looking exterior not just a concrete mess like other places. It would be great if the businesses could work better together to attract more people downtown. Valuable customer parking being used up by business staff.	3/9/2023 1:49 PM
5	Cost of supplies Promotion for foot traffic Poor parking availability	3/8/2023 11:56 PM
6	Government funding, the upcoming recession, vandalism and other forms of crime	3/7/2023 11:47 PM
7	The city needs to invest in cleaning up the downtown, giving back to the community and small business owners, indentures to clean up businesses, drive tourism and activities for locals downtown. We need the mayor to walk around and show he cares about small business, and get feedback first hand. Create a safe environment for all by having a legitimately run warming center for the homeless, this way downtown and crescent park can be safer places to be with your family.	3/7/2023 8:13 PM
8	Jt rnr jfk	3/7/2023 5:03 PM
9	Labour Shortage, Civic Support, Pandemic Recovery	3/7/2023 2:04 PM
10	What business moves in next door Prices for rent and taxes going up There's always been construction in front of our building ever year since we open 7 years ago.	3/7/2023 11:40 AM
11	Who the hell wrote this survey? Veteran owned business and not, black or newcomer or indigenous or queer owned? Male female or unsure? Gross. You people are gross and have no place representing moose jaw downtown businesses and you should be ashamed of yourselves and your cabal of old rich white people.	3/7/2023 6:44 AM
12	Staffing, product and utility cost, tax costs.	3/6/2023 9:05 PM
13	Older population, no growth of local population. taxes	3/6/2023 4:24 PM
14	Unhoused people or those living with substance disorders and the public reaction to that group Funding challenges in a not for profit environment	3/6/2023 3:56 PM
15	Unreasonable taxation ,	3/6/2023 3:11 PM
16	Cost of business due to the rising economy prices SAMA and their high assessments Focus on larger stores like Winners or Canadian Tire which takes people away from Main Street stores. Those large box stores are great for Moose Jaw, but we need to also keep the focus on downtown Moose Jaw to attract tourists all year long.	3/6/2023 2:59 PM
17	help not of out of line business capital	3/6/2023 2:57 PM
18	SASKATCHEWAN HAS THE WORST ECONOMIC GROWTH IN THE COUNTRY. THE PROVINCIAL SASK PARTY GOVERNMENT IS THE LARGEST DETRIMENT TO OUR PROVINCE!	3/6/2023 2:10 PM
19	1) Growing too quickly and not having enough workers 2) running out of tax free land to store gravel piles 3) higher tax prices	3/6/2023 2:03 PM
20	Trying to pay our ever increasing taxes.	3/6/2023 1:06 PM

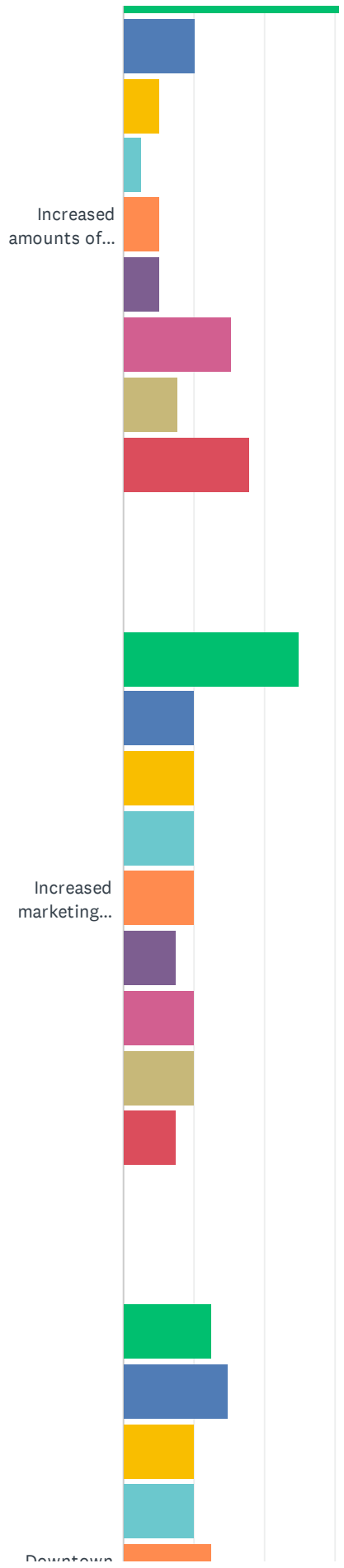
21	Taxes , poor civic management, and grasshoppers	3/6/2023 12:45 PM
22	1. Increased property Tax 2. Increasing Carbon Tax 3. Supply chain issues	3/6/2023 12:28 PM
23	Parking, property taxes, increasing utilities and expenses	3/6/2023 12:18 PM
24	Parking, lack of businesses, taxes.	3/6/2023 12:17 PM
25	1. The economy, people are being more careful about where they're spending their money. 2. Staff capacity - burnout. 3. Parking continues to be an issue for our patrons and staff.	3/6/2023 11:38 AM
26	Cash flow - still recovering from Covid related debt such as the CEBA loan. Retaining employees - difficult to compete wage wise with larger companies. Competition - Winners opening summer 2023.	3/6/2023 8:48 AM
27	Expenses: utilities, cost of goods, labour, everything is increasing exponentially	3/5/2023 1:45 PM
28	staffing. get other merchants on board to be open better hours to capitalize on our strong tourist traffic .more parking	3/4/2023 9:41 AM
29	Parking Safety with the drug and drug addicted Staying on top of ever increasing fees and taxes	3/4/2023 9:27 AM
30	Paying employees enough to retain their services, Cost of product increasing, Cost of getting product to this location, freight costs	3/4/2023 8:57 AM
31	Supply change issues Cost of goods Online competition	3/3/2023 4:33 PM
32	1. Integration into Online 2. Retirement of the Baby Boomers as they are a majority of our staff 3. Training new staff	3/3/2023 4:20 PM
33	Property taxes in Moose Jaw	3/3/2023 2:27 PM

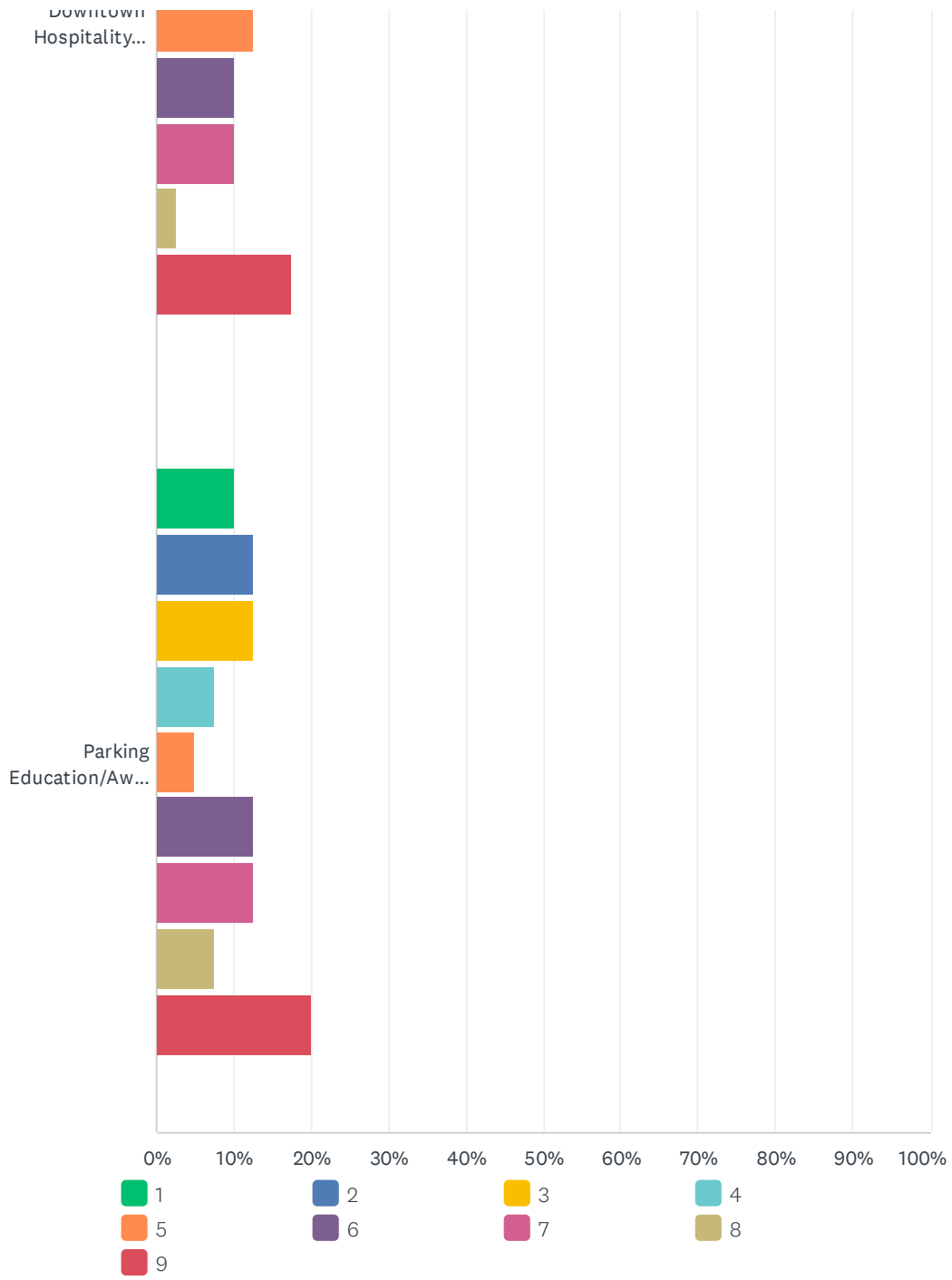
Q11 To what extent would the following programs and initiatives have a positive impact on your business in terms of foot traffic, customer sales, image and overall well-being? (please rank them with 1 having the most impact and 9 as having the least impact)

Answered: 40 Skipped: 1





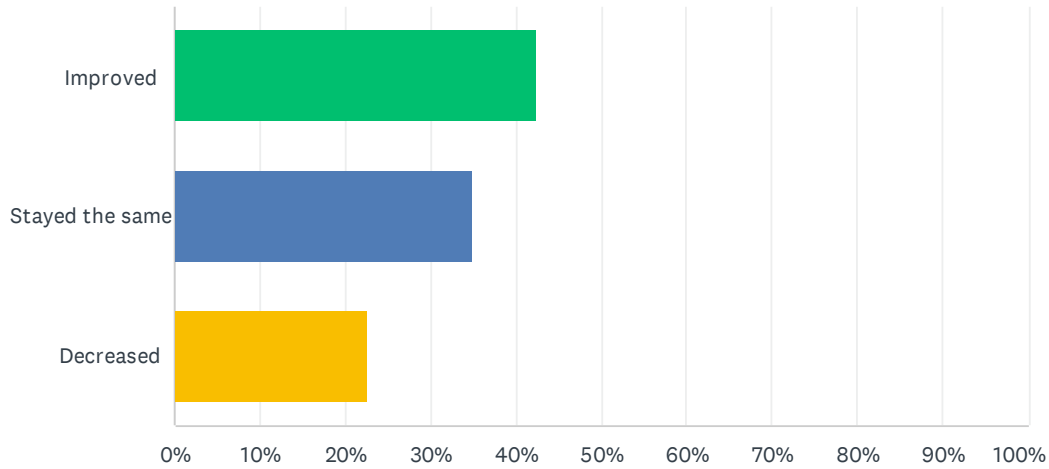




	1	2	3	4	5	6	7	8	9	TOTAL	W A
Wayfinding signage (direct tourists to Downtown)	17.50% 7	12.50% 5	15.00% 6	7.50% 3	10.00% 4	7.50% 3	5.00% 2	7.50% 3	17.50% 7	40	
Integrate digital storytelling technology with downtown landmarks	7.69% 3	7.69% 3	20.51% 8	5.13% 2	5.13% 2	10.26% 4	5.13% 2	15.38% 6	23.08% 9	39	
Downtown Business Directory kiosk(s)	10.53% 4	15.79% 6	10.53% 4	13.16% 5	13.16% 5	5.26% 2	2.63% 1	10.53% 4	18.42% 7	38	
Activating alleys with activities	17.50% 7	12.50% 5	7.50% 3	12.50% 5	12.50% 5	2.50% 1	2.50% 1	15.00% 6	17.50% 7	40	
Increased amounts of family-friendly events	30.77% 12	10.26% 4	5.13% 2	2.56% 1	5.13% 2	5.13% 2	15.38% 6	7.69% 3	17.95% 7	39	
Increased marketing efforts	25.00% 10	10.00% 4	10.00% 4	10.00% 4	10.00% 4	7.50% 3	10.00% 4	10.00% 4	7.50% 3	40	
Downtown Hospitality Ambassadors	12.50% 5	15.00% 6	10.00% 4	10.00% 4	12.50% 5	10.00% 4	10.00% 4	2.50% 1	17.50% 7	40	
Parking Education/Awareness for visitors (plan your trip ahead, parking signage, etc)	10.00% 4	12.50% 5	12.50% 5	7.50% 3	5.00% 2	12.50% 5	12.50% 5	7.50% 3	20.00% 8	40	

Q12 Over the past 12 months, have your sales improved, stayed the same or decreased?

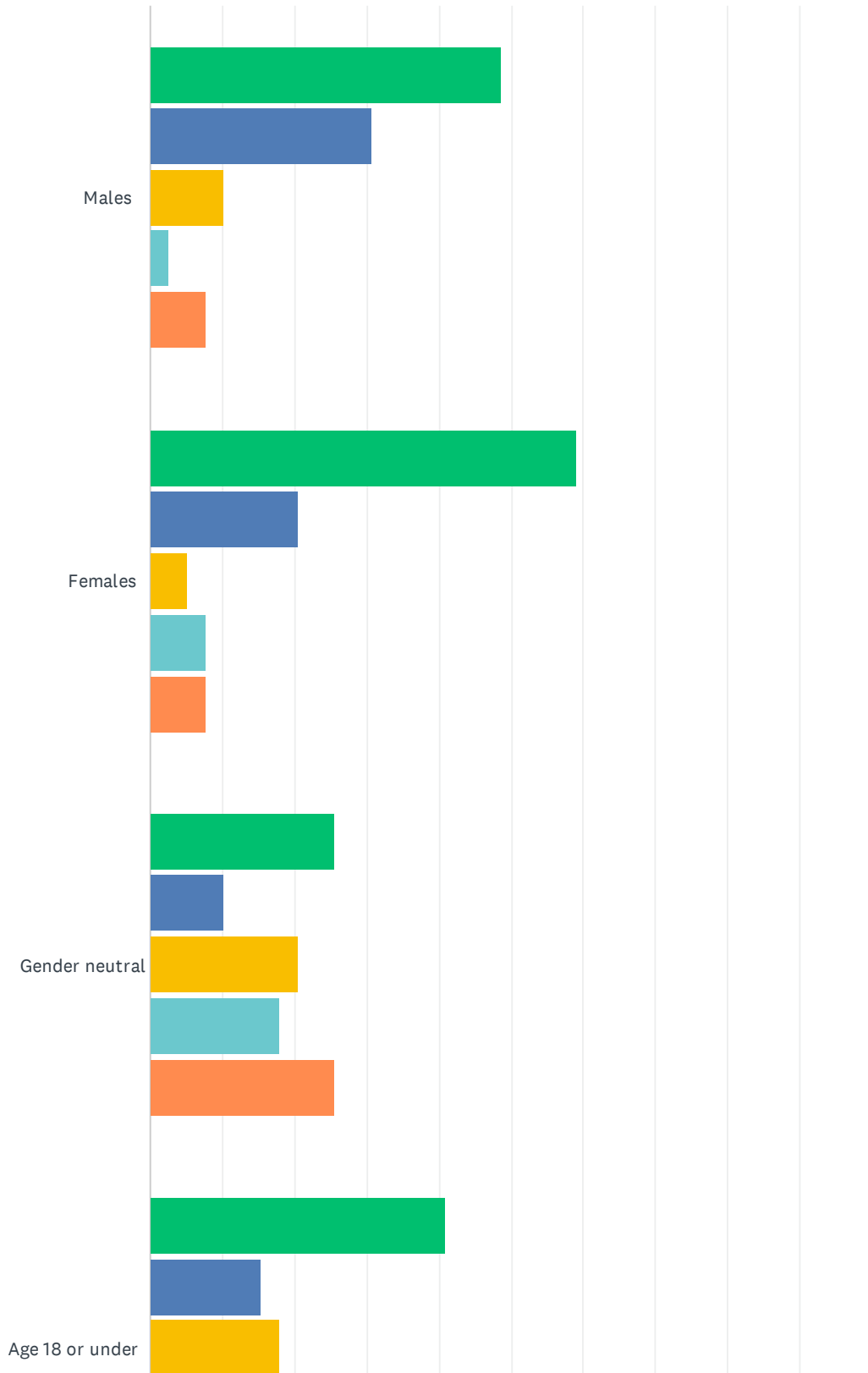
Answered: 40 Skipped: 1

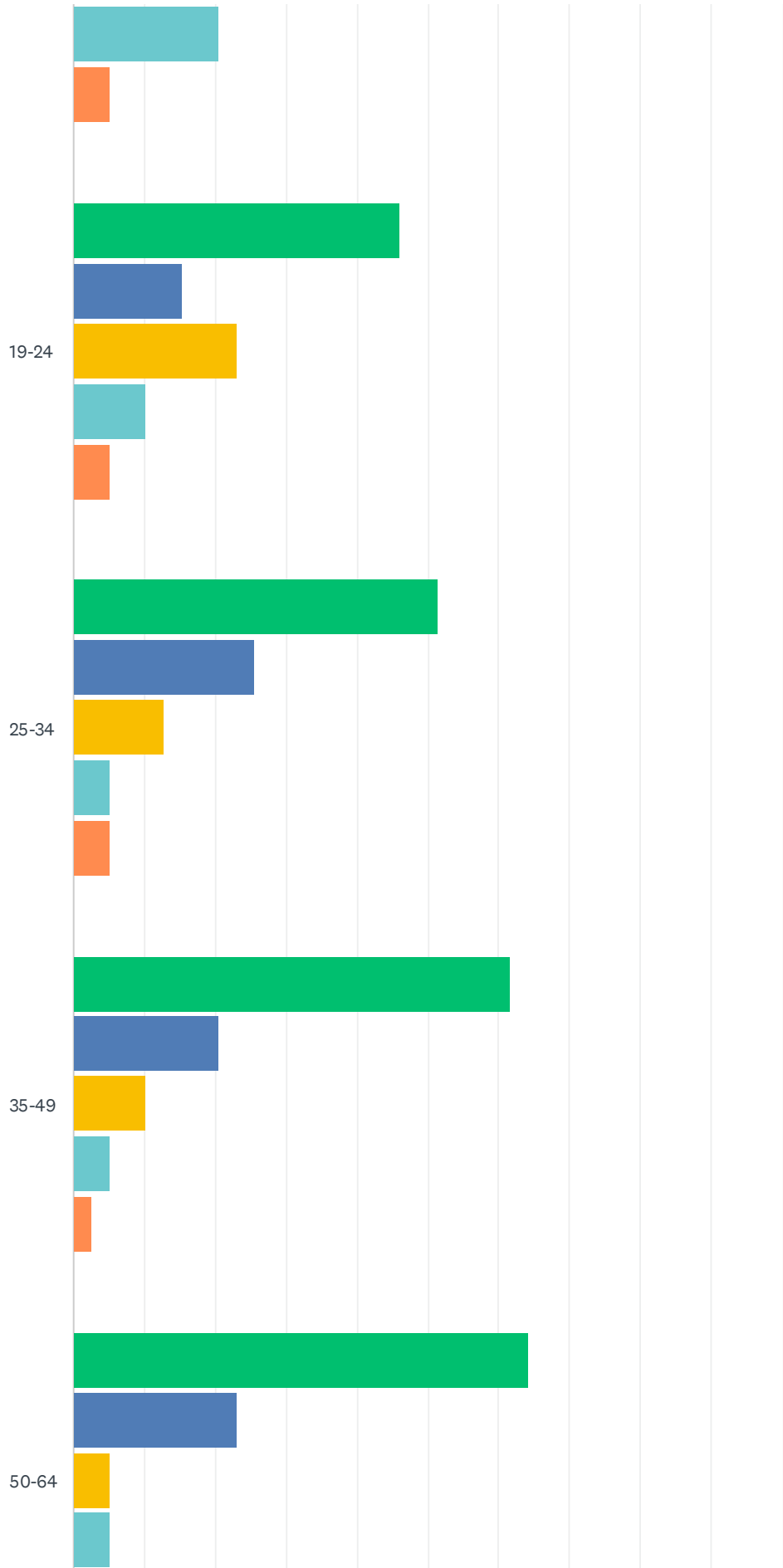


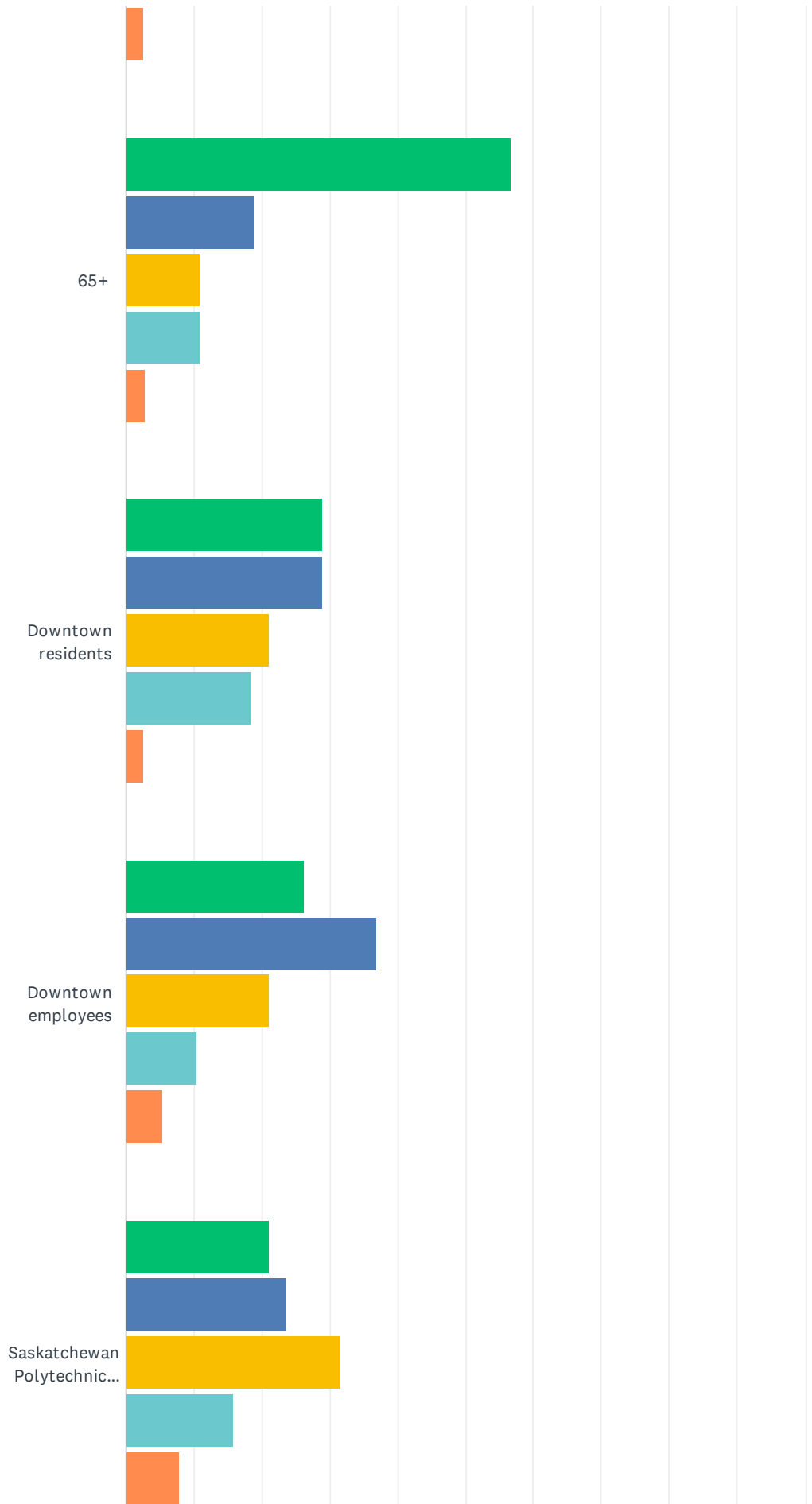
ANSWER CHOICES	RESPONSES
Improved	42.50% 17
Stayed the same	35.00% 14
Decreased	22.50% 9
TOTAL	40

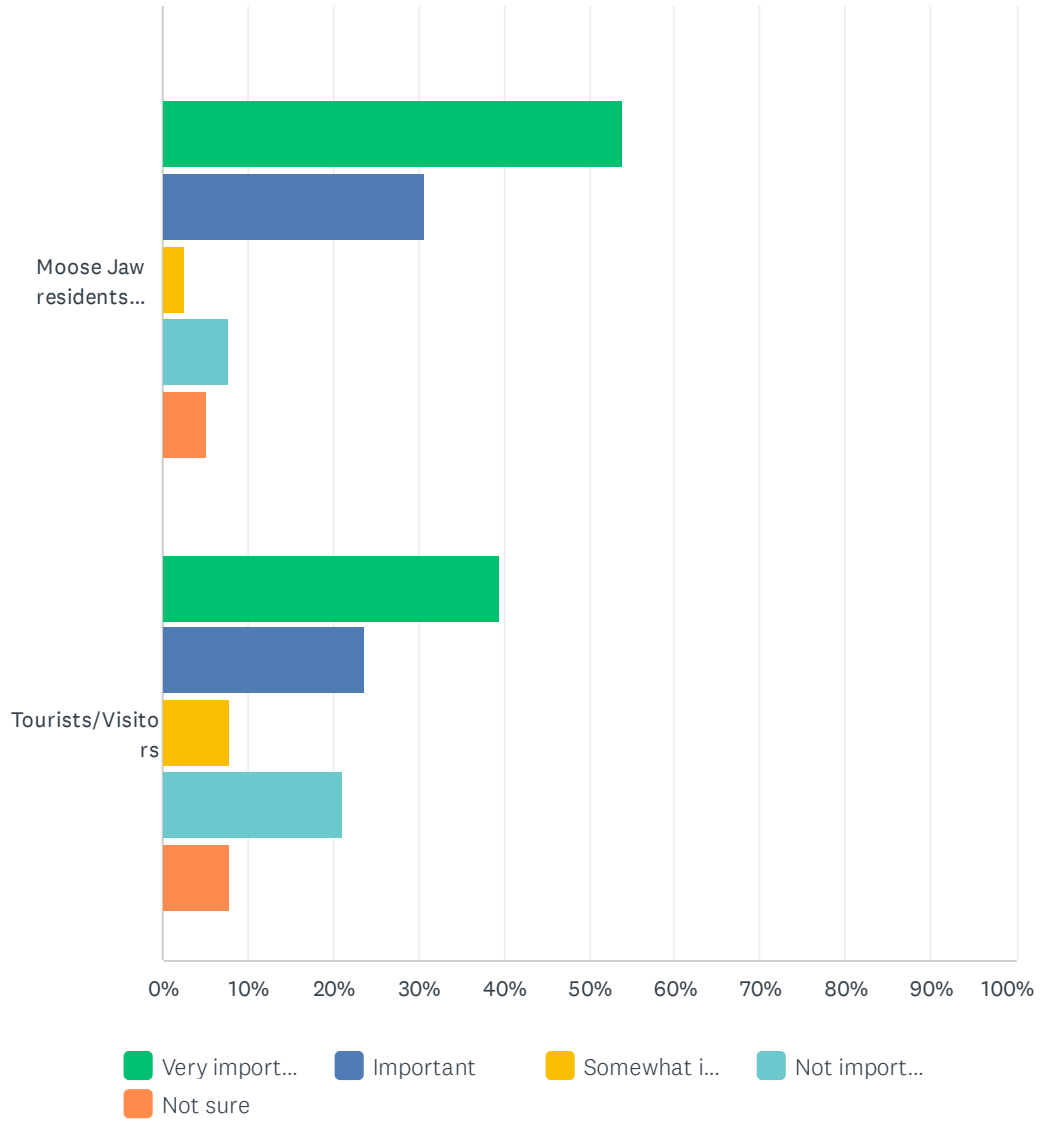
Q13 Please rate the importance of each of the following consumer segments to your business.

Answered: 39 Skipped: 2





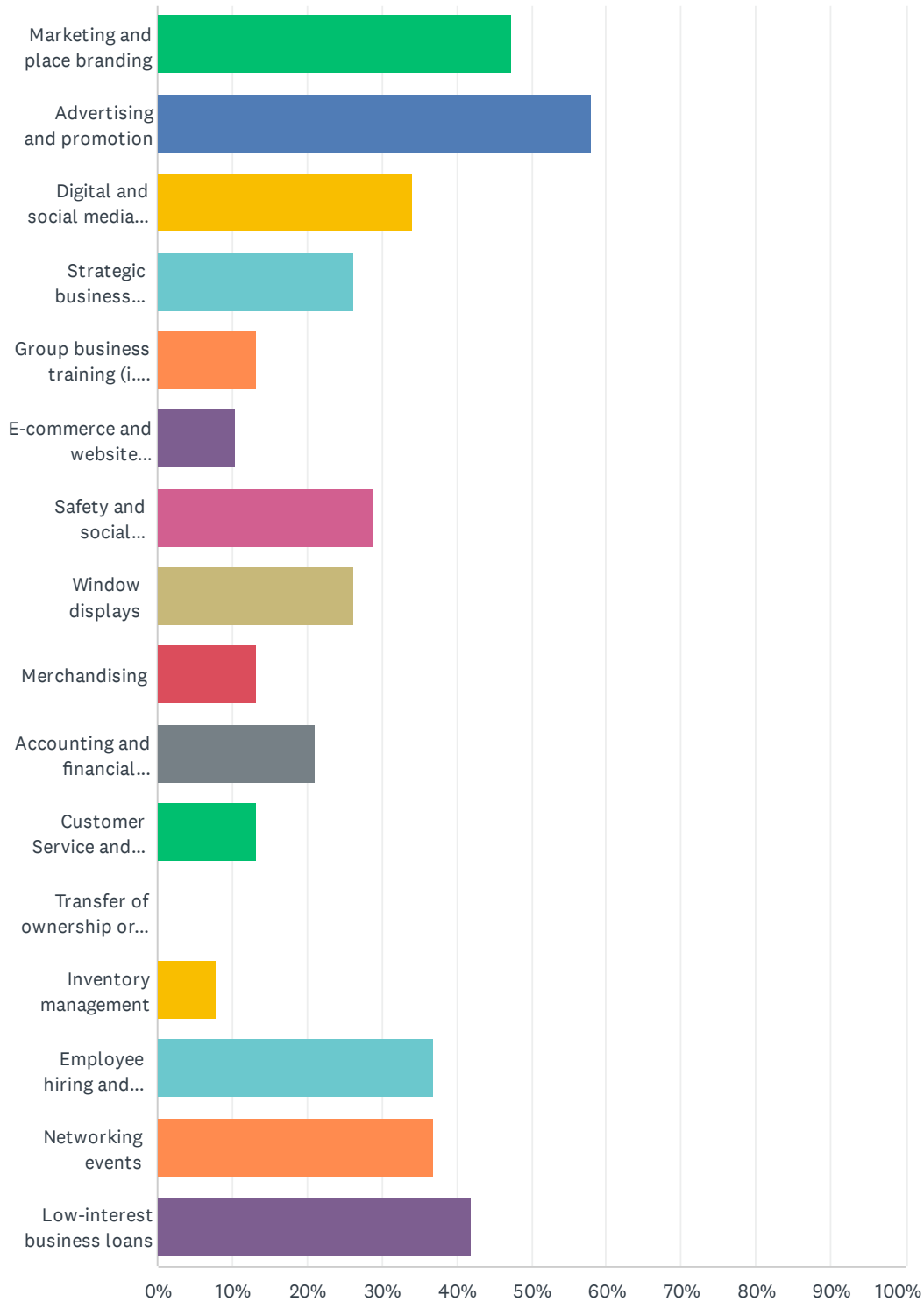




	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	NOT SURE	TOTAL
Males	48.72% 19	30.77% 12	10.26% 4	2.56% 1	7.69% 3	39
Females	58.97% 23	20.51% 8	5.13% 2	7.69% 3	7.69% 3	39
Gender neutral	25.64% 10	10.26% 4	20.51% 8	17.95% 7	25.64% 10	39
Age 18 or under	41.03% 16	15.38% 6	17.95% 7	20.51% 8	5.13% 2	39
19-24	46.15% 18	15.38% 6	23.08% 9	10.26% 4	5.13% 2	39
25-34	51.28% 20	25.64% 10	12.82% 5	5.13% 2	5.13% 2	39
35-49	61.54% 24	20.51% 8	10.26% 4	5.13% 2	2.56% 1	39
50-64	64.10% 25	23.08% 9	5.13% 2	5.13% 2	2.56% 1	39
65+	56.76% 21	18.92% 7	10.81% 4	10.81% 4	2.70% 1	37
Downtown residents	28.95% 11	28.95% 11	21.05% 8	18.42% 7	2.63% 1	38
Downtown employees	26.32% 10	36.84% 14	21.05% 8	10.53% 4	5.26% 2	38
Saskatchewan Polytechnic students/staff	21.05% 8	23.68% 9	31.58% 12	15.79% 6	7.89% 3	38
Moose Jaw residents (outside of downtown)	53.85% 21	30.77% 12	2.56% 1	7.69% 3	5.13% 2	39
Tourists/Visitors	39.47% 15	23.68% 9	7.89% 3	21.05% 8	7.89% 3	38

Q14 Please select the top five resources that would help you meet your business goals.

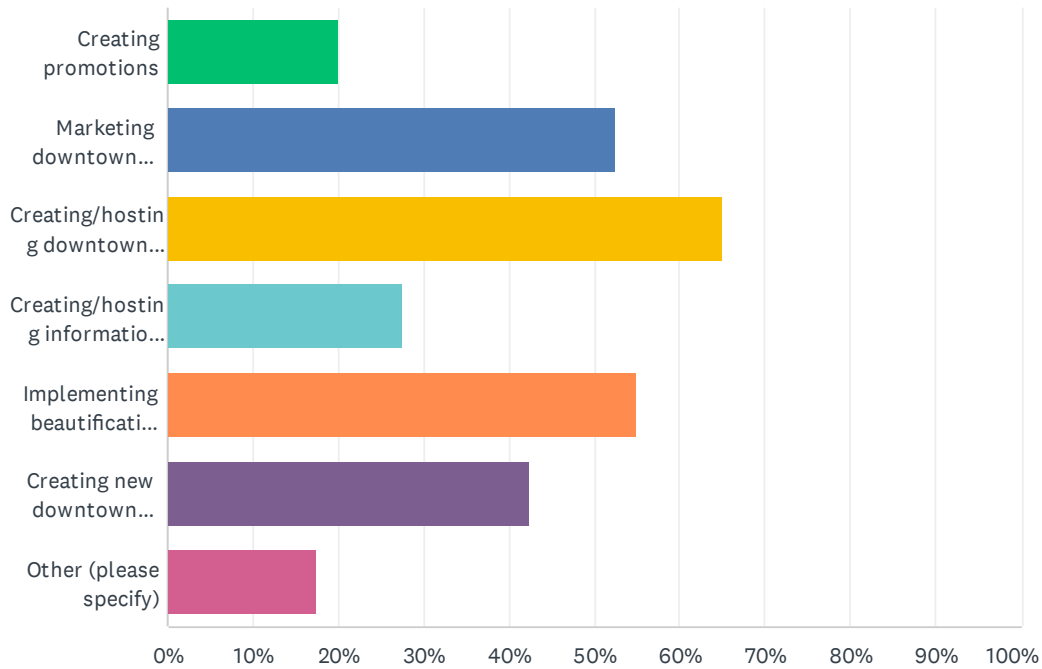
Answered: 38 Skipped: 3



ANSWER CHOICES	RESPONSES	
Marketing and place branding	47.37%	18
Advertising and promotion	57.89%	22
Digital and social media resources	34.21%	13
Strategic business planning	26.32%	10
Group business training (i.e. workshops, speakers)	13.16%	5
E-commerce and website training	10.53%	4
Safety and social sustainability presentations (Police, Outreach FC, etc.)	28.95%	11
Window displays	26.32%	10
Merchandising	13.16%	5
Accounting and financial management	21.05%	8
Customer Service and hospitality training	13.16%	5
Transfer of ownership or selling a business	0.00%	0
Inventory management	7.89%	3
Employee hiring and training	36.84%	14
Networking events	36.84%	14
Low-interest business loans	42.11%	16
Total Respondents: 38		

Q15 What role do you feel the Downtown Moose Jaw Association should play in driving economic activity in downtown Moose Jaw? Select all that apply.

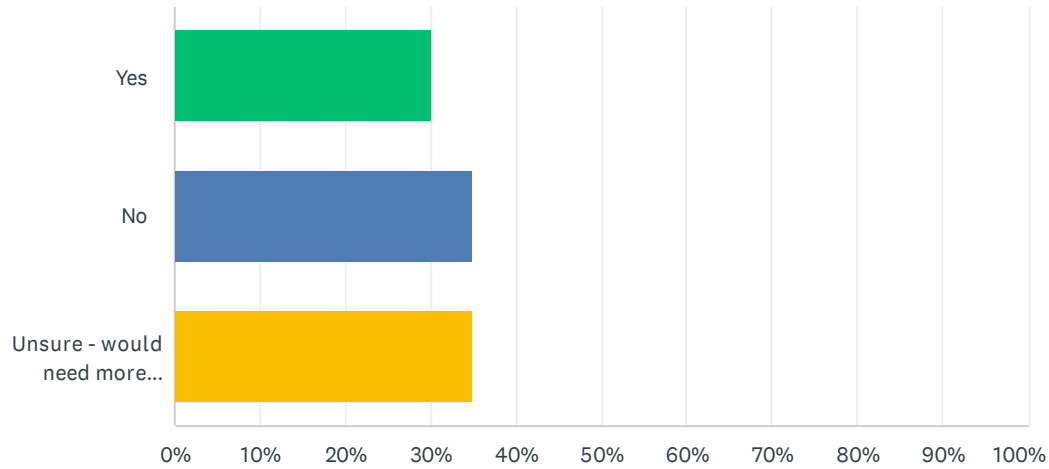
Answered: 40 Skipped: 1



ANSWER CHOICES	RESPONSES	
Creating promotions	20.00%	8
Marketing downtown businesses/amenities	52.50%	21
Creating/hosting downtown events/festivals	65.00%	26
Creating/hosting informational seminars/forums with downtown development-related experts	27.50%	11
Implementing beautification initiatives	55.00%	22
Creating new downtown attractions	42.50%	17
Other (please specify)	17.50%	7
Total Respondents: 40		

Q16 Would your business be in favour of a nominal fee to become a Downtown Moose Jaw Association "member"?

Answered: 40 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	30.00%	12
No	35.00%	14
Unsure - would need more details	35.00%	14
TOTAL		40

Q17 Thank you for participating in our survey. Do you have any additional comments or suggestions?

Answered: 19 Skipped: 22

#	RESPONSES	DATE
1	No	3/10/2023 8:54 AM
2	Better organized parking is important. With the lack of parking close to downtown and the loss of those spots when events happen at the events center it would be nice to have some parkades. Would be nice to see all building owners properly maintain their buildings and properties. Letting places get run down is not right and detracts from the other properties and businesses. Would be nice to see upper floors put back into use as cheap housing options or something like that.	3/9/2023 1:49 PM
3	Parking in the area around city hall is atrocious!	3/8/2023 11:56 PM
4	Honestly the last few years I've noticed a lot of downtown congestion but it's more employees than customers . The downtown is more crowded with loud cars than customers bad roads slippery sidewalks then vandals and thieves at night. Please tell us how can this be helped?	3/7/2023 11:47 PM
5	Create red alley districts with murals. The Downtown should begin to fund them selves by seeking tourism grants and their own membership dollars. The chamber doesn't get city staff help or \$ and they do a great job. Need to phase out city staff doing downtown business work and the association needs to hire their own staff. We have a great downtown it attracts many people. Signs to help people find parking. If downtown wanted to do a big project crescent park is part of the heart of downtown and could use it's support.	3/7/2023 4:18 PM
6	Please keep trying to grow. The key is more offices, companies calling Moose Jaw home. To grow our city instead of being stuck at the same population for 40 years.	3/6/2023 9:05 PM
7	No	3/6/2023 4:24 PM
8	Thank you for continuing to work on behalf of all business owners. I encourage a large focus on the beautification of downtown.	3/6/2023 2:59 PM
9	provide enthosestatic leadership	3/6/2023 2:57 PM
10	TAKE MY COMMENTS ABOUT THE RIDICULOUS PARKING METER FEES SERIOUSLY! There needs to be more FREE parking downtown!!!!	3/6/2023 2:10 PM
11	This survey is a great first step in bridging the gap between city admin and small business.	3/6/2023 2:03 PM
12	It is getting scary downtown. Many staff are scared to walk to their vehicle after dark. We need to make the downtown more safe.	3/6/2023 1:06 PM
13	PLEASE make use of some of these abandoned lots and put up a parking garage, at least 4 storeys.	3/6/2023 12:18 PM
14	Pave the downtown core.	3/6/2023 12:17 PM
15	Some of these ideas seem to overlap with what Tourism Moose Jaw is doing or what some people feel they should be doing. How will the two organizations differentiate the work they're doing? I'm not sure I'd want to pay for memberships with both.	3/6/2023 11:38 AM
16	In terms of beautification initiatives - retail signage/business exterior initiatives would do a lot to 'clean up' downtown Moose Jaw. Understand it would be a controversial initiative, but throwing it out there. Some old signage that is covered in years of dust and pigeon droppings are a definite eye-sore as one drives downtown.	3/6/2023 8:48 AM
17	Would be nice to have more for tourists to do (besides tunnels) and would like to see more of an emphasis put on getting moose Javians downtown, as is, most businesses downtown are dependent on tourist traffic to remain viable. It would be beneficial if we could have more locals	3/5/2023 1:45 PM

supporting local, especially during the months of the year when it's less than ideal to travel to Moose Jaw

18	This association is doing a fantastic job. In its short time as an organization the events it has brought to downtown is impressive. Keep up the great work, we're lucky to have you all advocating on our behalf	3/3/2023 4:33 PM
19	We really appreciate what the Downtown initiative is doing to help small business.	3/3/2023 4:20 PM