

2009 Business Owner Survey Results

Is your business located with the Main Street Corridor (3rd & 4th Streets between Island and Walnut and State Street between 2nd & Church) 19 yes 4 no

Do you operate your business as a 20 primary income source or more for a 3 hobby?

Have your sales 12 increased or 9 decreased over the past 5 years?

Have your sales 10 increased or 8 decreased over the past 10 years?

I have been in business for less than 5 years 0

Please rate the following community events as to how they have affected your business

	Increase	Decrease	No change
Community Wide Yard Sale	3	0	20
Kids Fest	5	2	17
Beach Night	3	1	19
Sidewalk Sale	8	1	14
Taste of Hamburger Festival	9	1	14
First Friday Art Strolls	5	0	19
King Frost Parade	5	8	11

Do you feel closing the streets to vehicular traffic for downtown events affects your business?

	Increases	Decrease	Does not affect
Kids Fest (Pine Street)	1	4	17
Beach Night (Pine Street)	0	4	17
Sidewalk Sale (4 th & State)	5	3	14
Taste of Hamburger Festival (4 th & State)	5	4	14
King Frost Parade (3 rd , 4 th , State)	3	9	11

Would you like 4th & State Streets to be closed during the 1st Friday Art Strolls?

7 yes 14 no

What additional stores/services do you feel would complement your business if located in Hamburg? Please list all.

Shoe store	Bookstore (2)	craft (2)
Hardware (4)	Additional housing	good restaurant (2)
Appliance (2)	farmer's market (3)	furniture
Houseware items (2)	restaurant (not fine dining)	shuttle bus
Computer & Supplies	Bakery	Art supplies
Shoe repair shop	Lodging	Ice cream shop
Antique store/co-ops	Stationary	
Novelty such as Christmas Items		
Dentists, Doctors (People stop in waiting for appointments or waiting for others)		

Do you currently have a website for your business? ___13___yes ___11___no

If you do not currently have a web site for your business, would you like assistance in creating one? ___4___ yes ___5___ no

If you do have a business website, do you offer e-commerce? ___4___ yes ___9___no

If yes, are you aware that you can be linked to the National Trust for Historic Preservation's website for Main Street Communities? ___1___ yes ___5___no

If no, would you be interested in providing this service to your customers in the future? ___3___ yes ___2___no

Please tell us what physical improvements could be made within the Main Street corridor (3rd & 4th Streets between Island and Walnut and State Street between Church and 2nd).

- Better sidewalks on State
- A walkway across 4th Street in the middle of the block between State and Pine
- One way traffic (6)
- Take down 2 hour parking signs (my customers are here longer than 2 hours)
- Upkeep on properties
- Repaving of streets
- Better plowing when it snows
- Something must be done with parking - possible one way traffic with angle parking
- Keep sidewalks & gutters clean
- Wash windows regularly
- Sidewalks
- Lamps
- Parking garage – eliminate parking on one side of the street
- We need a parking lot on State Street end of town. Make shops and home owners paint fronts of buildings. Public bathrooms. Get rid of abandoned buildings. Need trees to make town more inviting, people would use your benches if shaded by trees.
- Kiosk with brochures or cards
- More trash containers

What physical improvements could be made within the entire Borough?

- Better parking
- Trash off of front porches
- Have small gardens at each entry to town
- The area west of 3rd Street is a mess. Properties and roads need to be reconfigured for the greater good of the Borough's financial and esthetic health. Better traffic flow for the whole borough. Possibly an outer loop road. Also Penn-dot's state police have to be brought accountable for 78. The road is closed way to often for long periods of time. It is not acceptable to run traffic through town all the time.
- Clean allies
- General clean-up
- Bury the utilities
- Façade improvements
- Attitude – not physical – homeowners develop a sense of lost pride

- Clean sidewalks daily. Make more appealing with planters, flowers, and trees. Have more appealing signs at entrances to town, not 4 x 4 treated poles on signs and weeds 4 – 6 ft tall along side of signs or signs twisted and poorly kept.
- More police presence

Would you like to see murals depicting historical aspects on the walls of downtown properties?
 ___11___ yes ___12___no Ghetto looking - Who takes care after first 2 years

Are you aware that façade improvement grants are available for properties located within the Main Street Corridor? ___16___ yes ___7___no

One way traffic North on 4th Street and South on 3rd Street has been suggested in the past. Are you in favor of the Borough acting on this suggestion if parking would still be allowed on both sides of the street? ___12___ yes ___10___no

Are you in favor of the Borough acting on this suggestion if parking would only be allowed on one side of the street? ___8___yes ___14___no

Would you be willing to change your hours of business to provide more uniform hours among all downtown merchants? ___7___yes ___14___no

If others in the business district showed enough interest, would you be willing to remain open on either a Thursday or Friday night – just one evening every week – to help demonstrate a business-shared effort to accommodate shoppers who can not shop during the day?

_____ Thursday _____1__ Friday _____either ___3___both ___7___not interested

What have you found to be the most effective advertising strategy for your business? Please rate the following from 1 – 12 in order of success, with 1 being the best. Only rank the forms of advertising you have tried in the past.

Radio	_____	What stations? _____
Daily newspapers	_____	Which paper? _____
Local newspaper - Item	_____	
Local Merchandiser	___3___	
Direct mail	___2___	
Web/Internet	_____	
E-mail	_____	
Billboard	_____	
TV commercials	_____	Which station? _____
Posters/flyers	_____	
Word of mouth	___1___	
Other	_____	What type? Signboards outside of business

Do you know what percentage of your customers are local residents as compared to out-of-towners? ___12___yes ___7___no

% or local vs. out of town shoppers

50	40	club cards, social communication
60	40	computer
95	5	database
90	10	regular attendance and communication. If they ask for restrooms, they are not local
85	15	just a general field by frequency and interaction with customers
70	30	zip codes
25	75	weekly invoices/monthly statements
1	99	we get very few walk-in visitors. Our membership encompasses the entire state of pa
70	30	firm reports
50	50	address records
50	50	talk to people
25	75	Ask where they come from, mailing list
70	30	Door prize drawing entries – rewards cards, surveys

Are you aware that the Small Business Development Center of Kutztown University offers free consultations and business services? ___19___yes ___4___no

Do you have a current business plan? ___12___yes ___9___no

If no, would you like free assistance in drafting a plan from the Small Business Development Center? ___4___ yes ___6___no

Do you have a succession plan for your business? ___9___ yes ___11___no

If no, would you like free assistance in drafting a plan from the Small Business Development Center? ___4___ yes ___10___no

Would you be willing to pay a special yearly assessment for a Business Improvement District which would assist in providing many of the services the Our Town Foundation now provides, such as co-op advertising, special events, and promotions. Additional services such as maintenance of pocket parks, watering greenery and flower baskets, sidewalk cleaning, snow removal, hanging banners, etc. would also be included. ___7___yes ___13___no

Do you feel the efforts of Our Town Foundation have been helpful to you and your business?

___11___ yes ___8___no

Comments:

- The town looks great. Certain events have helped both others take up the parking for regular customers and the people attending the events do not come to shop on those days.
- Doing a good job
- We are a state-wide non-profit, not a local business
- I think you are doing an awesome job
- OTF has helped the town in many ways. By activities and promotions in advertising and many more ways, that is if a business person takes advantage of offers to promote the town and their business. Thanks to all you dedicated people at OTF for a great job well done for Hamburg
- Not really to my business, but I do appreciate the efforts and affect for the community
- I just purchased this business in November 2008
- I think OTF has done very well for this town. The effort on your part has been noticeable
- Nothing ever goes like you think it might. I feel OTF has done a lot for the area, but has fallen short in other areas. It will take at least another 15 years before things jell somewhat. (Example – West Reading is now starting to have an image identity). Maybe a tourist type business in the area would help. (Example – I always thought the railroad in Port Clinton could add a city mill and canal product- Jams, jellies, and lift baskets, etc.) Check out Franklin Michigan cider mill on internet
- They are selling items in their office which directly compete with local merchants. Example – quilts, craft items, shirts, sweatshirts. If you want to promote Hamburg then why aren't you people who work in Our Town office shopping here?
- Town looks more inviting- a few more people are coming in from Cabela's.

Is there any way that you feel the Foundation could assist you in the future?

- You are always helpful and available
- I always thought if the merchants have something people want, parking or traffic will not deter from coming downtown. I'm here 10 years (plus 5 at the bank) and I have grown my business every year.
- The big thing right now is a long-term redevelopment plan with traffic flow, parking, tenant development, and attraction type businesses. Housing apartment structures would be a big plus. 30 minutes from Allentown and Harrisburg not to mention reading. Apt. dwellers, younger with more time on their hands would create more night life and local shopping.
- Their arrogance toward some businesses and lack of support is detrimental to the merchants moral. Stress that local businesses support local businesses. (Only two merchants shop in my store regularly, however I shop in all businesses). I didn't ask for any assistance, just stop hurting us.
- Classes or advice on security measures
- Classes on how to effectively write up advertising
- Trash receptacle in front of business