



DOWNTOWN STAKEHOLDERS SURVEY For the City of La Junta

The City of La Junta is conducting an assessment of Downtown La Junta. We are surveying stakeholders throughout La Junta, Colorado for their observations on the services and activities offered in La Junta, and would like your feedback. Please take about 10 minutes to answer the following questions candidly by January 31st, 2015 to the City Urban Renewal Office at 601 Colorado. The survey may also be completed online at www.ci.lajunta.co.us

All responses will be kept strictly confidential.

1. Please indicate your interest in downtown La Junta. (Check all that apply.)

- | | | |
|---|---|--|
| <input type="checkbox"/> Property Owner | <input type="checkbox"/> Automotive/Manufacturing | <input type="checkbox"/> Private Citizen |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Wholesale | <input type="checkbox"/> Downtown Resident |
| <input type="checkbox"/> Service | <input type="checkbox"/> Government | <input type="checkbox"/> Other (please describe) |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Nonprofit | |

If you do not have a business interest in downtown, please skip to question 8.

For Businesses (questions 2-7):

2. How long have you been in business in downtown _____?

- 0-5 years 6-15 years Longer than 15 years

3. In the next few years, I plan for my downtown business to:

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Expand | <input type="checkbox"/> Sell out to a new owner |
| <input type="checkbox"/> Stay open | <input type="checkbox"/> Close |

4. In the past 3 years or if less, since opening my annual gross receipts have shown

- An average increase of 10% or more
 An average increase of 5% or more
 No significant change
 A decline of 5% or more

5. Please list your business hours of operation

6. If different from your business hours, please list your office hours

7. What's **the most important thing** The City of La Junta or Urban Renewal has done to help you or your business?

8. Are you currently a **member** of The La Junta Chamber of Commerce?

- Yes
 No

Why or why not?

9. Are you currently a **volunteer** with in the City or any service organization?

- Yes
 No

Why or why not?

10. Please **evaluate the services of The City of La Junta, La Junta Chamber and La Junta Urban Renewal**. If you were not aware of the service, please indicate with a zero. *Please indicate which provider with your rating.*
(3 = very effective, 2 = somewhat effective, 1 = not effective, 0 = did not know about it, and N/A = never used)

Next, **rate the importance of the services of _ The City of La Junta, La Junta Chamber and La Junta Urban Renewal _** for meeting the *overall* needs of downtown commercial district businesses, property owners, and shoppers.
(3 = very important, 2 = somewhat important, 1 = not important, 0 = did not know about it, and N/A = never used)

Service of The City of La Junta, La Junta Urban Renewal and the La Junta Chamber	Effectiveness Rating 3 = Very, 2 = Somewhat, 1 = Not, 0 = Don't Know N/A = Never used this service	Importance Rating 3 = Very, 2 = Somewhat, 1 = Not, 0 = Don't Know N/A = Never used this service
Regional marketing and advertising Local Newspaper, Radio, Regional, website, social media		
Public space design and planning Streetscape Plan, streetscapes, lighting, furniture, banners, signage, flower baskets, etc.		
Merchant networking and seminars Business after hours, volunteer appreciation, seminars (crime prevention, shoplifting)		
Private property development assessment Facade improvement program or other incentives		
Community and promotional events Christmas Parade; Halloween and Easter; Valentine's gift; Gift Certificate program, etc.		
Public Transportation AND/OR Parking		
Economic development Business recruitment and retention, property database, incentives, recruitment packages, website		

11. Please list any **additional services or activities** that you think La Junta should undertake to help downtown business thrive.
12. **Overall**, how effective do you think La Junta has been in meeting the needs of the downtown commercial district, its business and property owners and customers?
 Very effective Somewhat effective Not effective
13. What would you like to see La Junta **accomplish within the next few years?**
14. What is the best way for the committee to communicate with you?
 E-mail In person Newsletter Other (please specify) _____
15. Please share any additional thoughts. If you would like someone from The City of La Junta Urban Renewal to contact you directly, please include your name and contact information.