

Business Operator and Resident Comprehensive Plan Surveys

Survey research of both Sauk Prairie business operators and community residents was conducted during 2003-2004. This section summarizes relevant information from these two surveys with the goal of identifying issues facing local business operators and understanding local consumer attitudes about Sauk Prairie's commercial districts.

Created by the Sauk Prairie Area Chamber of Commerce, the business operators' survey was completed in 2004. The goals of the survey were to identify challenges, opportunities and red flags facing businesses in Sauk Prairie. The survey explored the issues of daily operations, business climate, the labor force and new opportunities for Sauk Prairie. The business operators' survey resulted in 103 responses (49 percent response rate) and the survey instrument is included in Appendix 6A

As part of the Sauk Prairie comprehensive planning process, Madison-based Vandewalle & Associates conducted a survey of residents living in the Village of Sauk City, the Village of Prairie du Sac and the Town of Prairie du Sac. The purpose of the resident survey was to determine public opinions on a variety of issues related to the comprehensive planning process. In November 2003, the surveys were distributed to 3,206 residents with 664 surveys returned (21 percent response rate). The results of the Sauk Prairie Comprehensive Plan Survey are available at:

<http://www.vandewalle.com/workinprogress/saukprairie/saukprairie.html>

Several of the questions in the resident survey and the business operators' survey are identical. Those duplicate questions were intended to compare public opinion of Sauk Prairie's business districts with the opinions of the business operators. Note that the three communities surveyed as part of the comprehensive planning effort are within the Sauk Prairie trade area defined in Section 3. However, these three communities do not represent the entire trade area and may not reflect the sentiments of all trade area residents.

The survey results most relevant to the market analysis process are summarized in three different areas:

- *Shopping Environment within Downtown Business Districts* – Examines business operator and public opinions about the physical characteristics and shopping environment offered by Sauk Prairie's various commercial areas. The primary focus of this analysis is on the downtown business districts in Sauk City and Prairie du Sac.
- *Sauk Prairie's Competitive Environment*– Assesses views on local and regional competition, areas of potential competitive advantage, and future opportunities.
- *Business Climate and Needs Assessment* – Summarizes business operator opinions of the Sauk Prairie business climate and potential opportunities for developing business retention initiatives.

Shopping Environment within Downtown Business Districts

Community residents overwhelmingly reported support for local downtown revitalization efforts. Eighty-nine percent of the respondents agreed or strongly agreed that the Village of Prairie du Sac should continue to pursue downtown revitalization. Similarly, 90% of the respondents agreed or strongly agreed that the Village of Sauk City should continue with downtown revitalization efforts (see Question 12 of the Comprehensive Plan Survey). In assessing the downtown environments, both business operators and community residents were asked to rate several features of Downtown Prairie du Sac and Downtown Sauk City. The ratings for Downtown Prairie du Sac are reported in Table 6.1 while the responses for Downtown Sauk City are shown in Table 6.2. Each table compares the number of good or excellent ratings by community residents with those of the business operators on issues of aesthetic appeal, traffic flow, parking and business mix. The categories are listed by the highest to lowest rankings from business operators.

Table 6.1 – Summary of Responses Related to Downtown Prairie du Sac’s Shopping Environment

Shopping Environment Category	Number of Excellent or Good Responses by Business Owners	Percent of Excellent or Good Responses by Business Owners	Percent of Excellent or Good Responses by Community Residents
Street Signs	72	79.1%	72.1%
Sidewalks	73	78.5%	79.0%
Lighting	72	78.3%	81.1%
Business Signs	54	59.3%	57.5%
Building Appearance	54	57.4%	60.4%
Trees/Streetscaping	49	53.3%	59.4%
Overall Area Layout	25	50.0%	61.8%
Historic Character	46	50.1%	55.0%
Mix of Businesses	38	41.3%	39.8%
Traffic flow/circulation	33	35.9%	50.1%
Parking Availability	22	23.2%	44.6%

Source: Results of Question 36 of the Business Operator’s Survey and Question 7 of the Comprehensive Planning Survey

Table 6.2 – Summary of Responses Related to Downtown Sauk City’s Shopping Environment

Shopping Environment Category	Number of Excellent or Good Responses by Business Owners	Percent of Excellent or Good Responses by Business Owners	Percent of Excellent or Good Responses by Community Residents
Sidewalks	63	69.2%	65.3%
Street Signs	59	67.0%	63.1%
Lighting	54	62.1%	58.3%
Business Signs	42	46.2%	46.5%
Historic Character	39	43.3%	44.5%
Overall Area Layout	19	43.2%	50.0%
Trees/Streetscaping	32	36.8%	37.1%
Parking Availability	29	31.5%	40.5%
Traffic flow/circulation	28	31.1%	35.9%
Mix of Businesses	28	31.1%	35.8%
Building Appearance	25	27.2%	31.2%

Source: Results of Question 36 of the Business Operator’s Survey and Question 7 of the Comprehensive Planning Survey

With a few exceptions, the overall responses of business owners and community residents were remarkably similar:

- Somewhat similar to the business operators’ responses, community residents rated Downtown Prairie du Sac higher than Downtown Sauk City in every category. The exception was the higher ranking given by the business operators to Downtown Sauk City’s parking availability.
- Both downtown commercial areas scored the highest in the categories of street signs, sidewalks and lighting.

- Categories where both Prairie du Sac and Sauk City rated low (less than 50% responding good or excellent) include business mix, traffic flow and parking availability. Furthermore, Sauk City also rated below 50% in the areas of business signs, historic character, overall area layout, trees/streetscaping, and building appearance. Given these characterizations, it appears Downtown Sauk City rated lower on aesthetic qualities, while both districts face challenges to customer accessibility and business mix.
- In the Prairie du sac Downtown area, community residents had higher ratings for trees/streetscaping, overall area layout, traffic flow/circulation and parking availability than the business owners' ratings. While still low at 44.6%, community residents rated parking in Prairie du Sac much more favorably than the business owners did.
- Approximately one-third (31.3%) of business owners agreed or strongly agreed that the look and feel of downtown was beneficial to their business. An additional one third (33.3%) disagreed or strongly disagreed that the look and feel helped to support their business. About half of the respondents who disagreed or strongly disagreed were located in the downtown business districts. (Question 37)

While Tables 6.1 and 6.2 report current sentiments about the downtown shopping environments, several questions in the resident comprehensive plan survey were designed to gauge future directions and goals for Sauk Prairie. Table 6.3 summarizes several results from Question 12 of the comprehensive plan survey, which asked residents to respond to a number of statements regarding future directions for the Sauk Prairie Area. The survey results show strong support for several potential initiatives that could affect the downtown shopping environments:

- As previously noted, there is strong support for continued downtown revitalization in both downtowns.
- There appears to be public support for better incorporating the Wisconsin River into Sauk Prairie's future economy and downtown environment.
- Many existing residents appear to support new housing in the Village of Prairie du Sac and the Village of Sauk City. These results also suggest that many residents somewhat support the projected population growth shown in Section 5.

Table 6.3 – Summary of Responses Related to the Future Direction of the Sauk Prairie Area

Statement	Percent of residents responding agree or strongly agree
New housing should be encouraged in the Village of Prairie du Sac	66.6%
New housing should be encouraged in the Village of Sauk City	66.2%
New housing should be encouraged in the Town of Prairie du Sac	46.8%
The villages should annex land as a means to accommodate future growth	59.0%
New residential developments should pay impact fees for parks and other public facility demands	74.9%
The Village of Prairie du Sac should continue pursue downtown revitalization	89.1%
The Village of Sauk City should continue to pursue downtown revitalization	90.0%
The communities should support design guidelines for business/industrial parks	86.1%
The communities should work to promote more river-based recreation	70.5%
The Sauk City riverfront recreational trail/riverwalk should be continued through the Village of Prairie du Sac	86.5%

Source: Results for Question 7 of the Comprehensive Planning Survey – Vandewalle & Associates

Table 6.3 also shows strong support for design guidelines for business/industrial parks (85.2 percent of respondents agreed or strongly agreed). Question 15 of the comprehensive planning survey further explored public sentiments on design guidelines. The responses to *retail* design standards are summarized in Table 6.4 and show ranging levels of support for different types of design guidelines. The percentage of respondents supporting design standards outweighed those opposed for every category. The design standards with the largest level of support are architectural design standards for new buildings; signage limitations; landscaping requirements; and payment for off site-impacts.

Table 6.4 – Summary of Responses Related to Design Standards for Retail Buildings

Design Standard	Support (% of Responses)	Do not Support (% of Responses)	No Opinion (% of Responses)
Architectural design standards for new buildings	65.7%	13.9%	20.4%
Architectural standards for existing buildings	51.3%	25.5%	23.2%
Maximum building size limits	48.9%	28.0%	23.1%
Building material requirements (e.g. brick or block)	45.8%	30.1%	24.1%
Landscaping requirements	64.6%	14.6%	20.8%
Signage limitations	65.7%	11.9%	22.4%
Lighting limitations	63.9%	14.3%	21.8%
Payment for off-site impacts (e.g., roads or sewers)	64.6%	12.8%	22.6%

Source: Results for Question 15 of the Comprehensive Planning Survey – Vandewalle & Associates

Sauk Prairie’s Competitive Environment

A number of questions were asked of business operators to gauge their opinions on local and regional competition. Business operator’s strategies for competing with local and regional competition were also assessed from a variety of perspectives. A summary of the relevant findings are provided below. The corresponding question from the business operators’ survey is listed in parentheses.

- While the Sauk Prairie trade area is within easy driving distance of both Madison and Baraboo, most owners reported local businesses as their toughest competition. However, several sources of noted regional competition included American TV/Best Buy/Circuit City (one response each); Copps grocery (one response); Farm and Fleet/Home Depot/Menards (seven total responses); Shopko/Kmart (one response each). Other general mentions included businesses in Lodi, Madison, Middleton, and Baraboo. *Surprisingly, Wal-Mart received no specific mention* (Question 21).
- In contrast to regional competition, business operators were also asked to note those businesses that best complemented their own establishments. Not surprisingly, many of the businesses deemed most complementary included anchor-type businesses such as Ace Hardware (seven responses), the Blue Spoon (five responses), McFarlane Mfg. Co., Inc. (6 responses), the Medicine Shoppe (5 responses) and Sentry Foods (5 responses). Other general categories included pharmacies, banks, and medical facilities (Question 23).
- In many smaller communities, store hours are a source of conflict between consumers and business operators. In examining this issue, several questions gauged business operator opinions on store hours. Not surprisingly, 75.6% of business owners agreed or strongly agreed that their business was open when people wanted to shop. Only 5.6% of the respondents disagreed or strongly disagreed. However, consumer opinions on store hours were not collected. Truly understanding these business operators’ perceptions would require a survey of shoppers (Question 37).
- Store hours can also be evaluated from the perspective of consumer traffic. Most of the respondents (45.1%) reported that no particular day was the busiest. For the respondents reporting a busiest day, 14.7% chose Friday, 14.7% chose Saturday and 14.7% reported Monday. Only one respondent chose Sunday. As only 33% of Sauk Prairie retailers reported being open on Sunday, this figure is

not surprising (Question 15). However, national surveys of retailers show Sunday to be the second largest shopping day of the week.

- The main competitive edges reported by business owners were service (34.5%) and quality (20.2%). Only 4.8% of business owners reported selection with an additional 9.6% reporting price (Question 22). Reflecting these opinions, almost 90% of the respondents either agreed or strongly agreed that their employees provided great customer service. No business owners disagreed with this statement (Question 37).
- Overwhelmingly, local business owners reported that they tried to support other local businesses. Eighty-four percent of the respondents agreed or strongly agreed that they tried to purchase items from other local businesses. Furthermore, 94% of business owners agreed or strongly agreed that they tried to direct customers to other local businesses (Question 37).
- Over half of the business owners (55.8%) reported that they would either strongly support or support new retail promotional events. An additional 40% were neutral in their potential support. Most of the business owners supporting additional events were located in the two downtown districts (Question 37). Currently, the four events most reported to increase sales were the *Cow Chip Toss* (21 responses), the *MDA Harley Ride* (19 responses), *Eagle Watch Days* (15 responses) and the *Grape Stomp Festival* (14 responses). The business districts that had the highest number of responses to special events were Downtown Sauk City with 61 different responses and Downtown Prairie du Sac with 24 responses (Question 19). Interestingly, dinner restaurants report slow business during these events.

While Sauk Prairie’s future competitive environment is yet to be determined, Question 13 of the comprehensive planning survey asked residents to assess which future non-residential land uses they supported. Table 6.5 reports these results and shows that several categories that could affect the local competitive environment. While there was not overwhelming support for any particular land use, these response rates should not be evaluated as having a lack of support (given the wording of the question). Natural resource/conservation areas (55.9%) and small-scale retail (e.g. specialty stores) received the highest support (55.0%). The support for small-scale retail is a positive indicator for all of Sauk Prairie’s business districts, and would be particularly well suited for Downtown Sauk City and Downtown Prairie du Sac.

Table 6.5 – Non-residential Land Uses Supported by Residents in the Sauk Prairie Area

Non-Residential Land Use Category	Percent of Respondents
Additional or expanded industrial parks	36.7%
New business park (e.g., office/research)	45.2%
Service-related uses (e.g., dry-cleaners, barbershops)	38.0%
Small-scale retail (e.g., specialty stores)	55.0%
Large-scale retail (e.g., more supermarkets or department stores)	40.1%
Highway commercial uses (e.g., motels, gas stations)	25.3%
“Day trip” tourist-oriented uses	37.5%
Natural resource/conservation areas	55.9%
Historical or archaeological resource areas	40.5%
Agricultural-support businesses	41.4%
Farming operations	43.5%
Sand and gravel excavation	5.1%
Airport continuation	31.5%
Other	4.8%

Source: Results for Question 15 of the Comprehensive Planning Survey – Vandewalle & Associates

Business Climate and Needs Assessment

Many of the questions asked of business operators were designed to assess the local Sauk Prairie business climate and determine possible needs of the business community. The answers to these questions can be used to develop retention and expansion initiatives for existing businesses. The following analysis summarizes a number of the most relevant responses.

- Business operators seem to be satisfied with the current levels of local business regulation. Fifty-four percent of respondents agreed or strongly agreed with the current level of business regulation while an additional 35.9% were neutral. Only 9.8% of the respondents reported they disagreed or strongly disagreed with the current amount of regulation (Question 37).
- Eighty-two percent of the business operators agreed or strongly agreed that the Sauk Prairie Area was an excellent place to do business. Only 5.9% of the respondents disagreed or strongly disagreed with this characterization (Question 37). Given these responses, it is not surprising that 76.5% of the respondents were either satisfied (21.5%) or very satisfied (54.9%) with their present location. Only 11 respondents (10.8%) were unsatisfied or very unsatisfied, with only two planning to move (Question 12).
- Safety does not seem to be a great concern. Almost 90% of the business operators agreed or strongly agreed that they felt safe at night. Only 4.0% somewhat disagreed (Question 37).
- When asked about plans to reduce or expand operations, 72.9% of the respondents reported no plans to change. Seven respondents reported plans to expand downtown and 10 reported plans to expand outside of downtown. However, only one business from outside of downtown planned to expand within a downtown area while three businesses currently located downtown planned to expand in a different area. Furthermore, five owners planned to sell their business within the near future (Question 30).
- The largest current business challenge reported by owners is health insurance costs (42 responses). Other challenges often reported included out-of-town competition (29 responses), other insurance costs (25 responses) and employee recruitment/retention (18 total responses). Only 16 business owners reported no current problems (Question 32).
- Only 16 responses were given when asked if business owners have used some sort of incentives or business assistance in the past. Furthermore, only one respondent reported plans to use incentives in the future (Question 33).
- The business training workshops that business owners reported that they would either definitely attend or attend are reported in Table 6.6. Given the area's increasing Latino population, the responses to Bilingual/Diversity Training are not surprising (Question 34).

Table 6.6 – Most Desired Business Training Workshops

Workshop	Attend or Definitely Attend (# of responses)
Bilingual/Diversity Training	31
Advertising/Marketing	23
Customer Service	21
Internet/E-commerce	19
Business Planning	18
Financial Management	16
Employee Training/Hiring	16
Window Displays/Interior Design	14
Hospitality Training	13
Business Market Analysis	12
Inventory Management	9
Competing with Big Boxes	9
Succession Training	7

Source: Results of Question 34 of the Business Operator's Survey

Both Sauk Prairie business operators and residents were asked to rank Sauk Prairie area facilities and services. Table 6.7 compares the percent of responses from these two surveys that rated an individual service/facility as good or excellent. In general, business owners rated the Sauk Prairie Area highly in the areas of protection/safety, education, health care, and other municipal services. The Sauk Prairie area performed the lowest among business operators in transportation related categories (sidewalk systems, bicycle facilities, airport, etc).

A comparison of the business operator responses to the overall resident responses yielded similar results. Both survey groups (residents and business owners) rated transit options, bicycle facilities and the Sauk Prairie airport the lowest. While responses varied, business owners tended to have higher ratings for ambulance service, community events, the community center, access to the arts, youth/adult education, and sidewalk systems. In contrast, residents tended to have higher ratings for garbage collection, recycling services, drinking water quality, and public meeting facilities. Responses were somewhat similar in the areas of fire protection, police protection, public libraries, health care services, public schools, snow removal, parks and rec. facilities and senior care services.

Table 6.7 – Ratings of Facilities and Services in the Sauk Prairie Area

Facility/service	Number of Excellent or Good Responses by Business Owners	Percent of Excellent or Good Responses by Business Owners	Percent of Excellent or Good Responses by Community Residents
Ambulance service	90	91.8%	82.2%
Fire protection	90	91.8%	92.3%
Police protection	88	89.8%	84.8%
Public libraries	88	91.7%	88.8%
Health care services	86	89.6%	90.9%
Public school education	85	87.6%	84.4%
Public school buildings	85	90.4%	84.9%
Snow removal	81	84.4%	83.5%
Community center	80	83.3%	75.4%
Community events	78	82.1%	76.9%
Parks and recreation facilities	78	81.3%	77.5%
Garbage collection	77	79.4%	88.9%
Village hall	76	78.4%	82.6%
Street maintenance	75	78.1%	73.2%
Access to the arts	71	75.5%	56.9%
Youth recreation programs	70	73.7%	66.0%
Recycling services	68	71.6%	88.0%
Senior care services	66	69.5%	67.9%
Drinking water quality	63	64.9%	73.8%
Public meeting facilities	60	64.5%	72.9%
Adult recreation programs	59	62.1%	51.6%
Sidewalk systems	57	60.6%	53.8%
Transit options	39	42.9%	35.6%
Bicycle facilities	38	40.4%	37.2%
Sauk Prairie airport	32	34.4%	34.2%

Source: Results of Question 35 of the Business Operator's Survey and Question of the Comprehensive Planning Survey

Conclusions

- Both Downtown Sauk City and Downtown Prairie du Sac ranked average to below average in terms of aesthetic qualities. These rankings were expressed by both business operators and area residents. In particular, Downtown Sauk City ranked lower overall than Downtown Prairie du Sac. *These ratings are particularly relevant as Downtown Sauk City is a primary gateway to the Sauk Prairie Area.*
- Given the aesthetic rankings attributed to Sauk Prairie's commercial areas, it is not surprising that residents support a wide range of design guidelines for retail buildings.
- Residents responding to the comprehensive planning survey provided strong support for Downtown revitalization efforts.
- Small-scale retail is the second most desirable future land use among resident survey respondents. Retail of this type would fit well into both downtown shopping districts. While businesses related to "day trip" tourist-oriented uses exhibited more moderate resident support, the nature of this business type would not require a large degree of local consumer demand.
- Many residents of the Sauk Prairie area appear to encourage growth within Sauk City and the Village of Prairie du Sac. The desire for growth is consistent with the strong support for more small and large-scale retail.
- Many survey respondents support the expansion of river-based recreation and the continuation of the Sauk City riverwalk. Initiatives of these types could help better incorporate the Wisconsin River into the two downtown shopping districts.
- Overall, area residents and business operators appear satisfied with the level of municipal services and local business regulation.
- Business operators expressed interest in several training programs. In particular, training sessions targeted toward the issues of bilingual/diversity, advertising/marketing and customer service. Training in these areas could be offered by a number of different organizations (such as the Small Business Development Center at UW-Madison).
- While most business operators reported no plans to reduce or expand operations, a number of businesses (17) plan to expand in Sauk Prairie. Furthermore, five business operators planned to sell their businesses in the near future. *If these businesses can be identified, there may be opportunities to assist these operators through incentives or succession planning programs.*

Appendix 6A – Business Operators’ Survey Instrument

Dear Sauk Prairie Business Owner:

This is an exciting time for the Sauk Prairie area. Many of you have heard that your Sauk Prairie Area Chamber of Commerce is doing a comprehensive analysis of the retail and service businesses in the Villages of Sauk City and Prairie du Sac with the UW-EX. This study will help us create an economic development road map to implement an overall plan for the community that will fit in with the Comprehensive Plan efforts.

The following pages provide an opportunity for you to tell us about your business and your business assistance needs. This survey will take 15-20 minutes to complete. It is a **CONFIDENTIAL STUDY**, so please feel free to be direct. We will have the survey results analyzed and use the information as the cornerstone of our business retention and development program.

ANSWERS TO FREQUENTLY ASKED QUESTIONS:

- ✓ **Why should I fill out this survey?** Whether you are a longstanding member of the business community, or a recent startup business, you have business assistance needs. We want to revitalize our downtown and community with your needs in mind.
- ✓ **Do I have to fill in all the questions?** The more information you provide, the more accurate and useful our analysis will be. All information you provide is useful and **KEPT CONFIDENTIAL**.
- ✓ **What do I do with my survey once it’s completed?** A volunteer from the Sauk Prairie Area Chamber of Commerce will stop by to pick the survey up shortly after the deadline. You will receive a copy of the compiled results.
- ✓ **What is the deadline?** November 28, 2003

SPECIAL NOTE:

This survey is based on a standardized survey developed by the Wisconsin Main Street Program that will allow us to compare the business climate in our community with other communities across the United States.

We appreciate your time and look forward to your responses. Key findings will be reported to you as soon as they are available. If you have additional questions, please feel free to call the Sauk Prairie Area Chamber of Commerce office at 608-643-4168.

Thanks again.

Leslie McFarlane, Executive Director
Sauk Prairie Area Chamber of Commerce

1. Business Name

_____ (All future references to "business" will refer exclusively to the business listed above.)

2. Business Owner(s)

3. Business Physical Address

4. Business Mailing Address

5. a. Business Phone #1 _____ **b. Business Phone #2** _____

c. FAX _____ **d. Email** _____

e. Web Site _____

6. Does this business own or rent the space in which it is located?

Own Rent Rent, and considering purchase

7. What is the business or professional activity code for this business? (NAICS)

(Use the key provided or enter the business code from your 2002 federal tax return.)

8. How long has this business been in operation? (● mark ONE, include this & any previous locations)

under 1 year 1-5 years 6-10 years 11-20 years over 20 years

9. If you know the date this business was established, please list here _____.

10. How long have you been the owner of this business? (● mark ONE)

under 1 year 1-5 years 6-10 years 11-20 years over 20 year

11. For this business, what is the total square footage? _____

12. How satisfied are you with the present location of this business? (● mark ONE)

Very Satisfied Neutral Very Unsatisfied **Why?**

Satisfied Unsatisfied Plan to Move _____

13. What are the hours of operation for this business?

a. Sunday from _____ to _____

e. Thursday from _____ to _____

b. Monday from _____ to _____

f. Friday from _____ to _____

c. Tuesday from _____ to _____

g. Saturday from _____ to _____

d. Wednesday from _____ to _____

14. How many customers/clients visit this business per week? (what is your average weekly foot traffic?)

- none, all business via phone, Internet, etc. less than 100 100-500 500-1000 Over 1000

15. What is the busiest day of the week for this business? (● mark ONE)

- Sunday Wednesday Saturday
 Monday Thursday No special day
 Tuesday Friday

16. What are the two busiest times of day for this business? (● mark up to TWO times for each day)

	Before 8:00 a.m.	8:00 a.m.- 11:00 a.m.	11:00 a.m.- 1:00 p.m.	1:00 p.m.- 5:00 p.m.	After 5:00 p.m.	Seldom or never
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. What are the three busiest months of the year for this business? (● mark up to THREE)

- January March May July September November
 February April June August October December

18. When do you typically plan major sales/specials for this business? (● mark ALL that apply)

- January March May July September November
 February April June August October December

19. Which of the following events increased foot traffic or sales volume for this business? (● mark ALL that apply)

- Cow Chip MDA Harley Ride Sidewalk Sales Athletic Events
 Grape Stomp Trick-or-Treat Eagle Watch Days Other _____
 Fire on the River Holiday Open House River Art Center events None

20. Please describe the most typical customer to this business. (● mark ONE for each category)

- Gender** Male Female
- Age** under 18 18-24 25-44 45-54 55-64 Over 64
- Annual household income**
- under \$15,000 \$35,000 - \$49,999 over \$100,000
 \$15,000 - \$24,999 \$50,000 - \$74,999
 \$25,000 - 34,999 \$75,000 - \$99,999

21. What is the toughest competition for this business? (specify up to THREE competitors by name)

a. _____ b. _____ c. _____

22. What is the main competitive edge of this business versus the competitors listed above? (● mark ONE)

Location Service Quality Price
 Hours Name Brands Selection Other _____

23. What three downtown businesses complement this business the most? (specify up to THREE businesses by name)

d. _____ e. _____ f. _____

23. Where do your customers typically park? (● mark ONE)

On the street right in front of this business In a customer parking lot you own or rent
 On the street within 1 block of this business How many spaces available _____?
 On the street more than 1 block from this business Other _____
 In a municipal/public parking lot

24. Where do you and your employees business typically park? (● mark ONE)

On the street right in front of this business In an employee parking lot you own or rent
 On the street within 1 block of this business How many spaces available _____?
 On the street more than 1 block from this business Other _____
 In a municipal/public parking lot

25. How many jobs did this business provide in 2002, including owners who work in the business?

a. Lowest point: _____ Full-time (32 or more hours/week) _____ Part-time
b. Highest point: _____ Full-time (32 or more hours/week) _____ Part-time

What is the main reason for any fluctuation in the number of jobs this business provided in 2002?

Seasonal Business Business Growth Business Decline Management Change

26. Which employee benefits does your business offer compared to its competitors? (● mark ALL that apply)

Better Boss Flexible Hours More Responsibility Profit Sharing
 Better Child Care Higher Pay More Vacation Shorter Commute
 Better Co-workers Fewer Hours Paid Training Other _____
 Better Insurance Merit-based Bonuses Part Ownership
 Better Pension More Hours Potential to Advance

27. What percentage of the annual advertising budget for this business is spent with each of the following media? (Total should = 100%)

- a. _____ % Newspapers
 - b. _____ % Magazines
 - c. _____ % Radio
 - d. _____ % Television
 - e. _____ % Direct Mail/Catalogs
 - f. _____ % Tourism Publications
 - g. _____ % Yellow Pages
 - h. _____ % Chamber Publications/Events
 - f. _____ % Window Displays
 - g. _____ % Billboards
 - h. _____ % Internet
 - i. _____ % Local Service Organizations
 - j. _____ % Other _____ (specify)
- 100 %

28. Which publications are included in the annual advertising budget for this business? (● mark ALL that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> Star/Satellite | <input type="checkbox"/> Baraboo News Republic | <input type="checkbox"/> Wisconsin Trails |
| <input type="checkbox"/> Eagle/Shopper | <input type="checkbox"/> Chamber Directory/Map | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> WI State Journal | <input type="checkbox"/> Ad-Lit | <input type="checkbox"/> None |

29. With your business in mind, what four businesses would you most like to see available in each location? (● write in up to FOUR in each column)

<i>Downtowns</i>	<i>Peripheral Areas</i>	<i>Either</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

30. Do you have plans to expand or reduce operations for your business in the foreseeable future? (● mark ONE)

- I plan to expand products/services or square footage downtown.
- I plan to expand products/services or square footage at a location outside the downtown.
- I plan to reduce products/services or square footage downtown.
- I plan to close my business.
- I plan to move my business: within Sauk Prairie or elsewhere
- I plan to sell my business.
- I do not have plans for changes.

31. Are you, or the building owner, considering any building improvement projects? Yes No

32. Are you currently dealing with any business challenges? (● mark ALL that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> No Problems | <input type="checkbox"/> Utility Costs/Availability | <input type="checkbox"/> Difficulty Recruiting Employees |
| <input type="checkbox"/> Financing | <input type="checkbox"/> Product Costs/Availability | <input type="checkbox"/> Difficulty Retaining Employees |
| <input type="checkbox"/> Shop Lifting/Theft | <input type="checkbox"/> In-Town Competition | <input type="checkbox"/> Health Insurance Costs |
| <input type="checkbox"/> Personnel Costs | <input type="checkbox"/> Out-Of-Town Competition | <input type="checkbox"/> Other Insurance Costs (Not Health) |
| <input type="checkbox"/> Vandalism | <input type="checkbox"/> Shipping/Transportation Costs | <input type="checkbox"/> Other |

33. Which incentives or assistance have you used or plan to use for this business? (● mark ALL that apply) **** see handout for reference ****

	Have Used	Plan to Use
WHEDA Affordable Housing Tax Credits	<input type="checkbox"/>	<input type="checkbox"/>
WHEDA Small Business Guarantee	<input type="checkbox"/>	<input type="checkbox"/>
Business Assistance From Small Business Development Center (SBDC).....	<input type="checkbox"/>	<input type="checkbox"/>
Historic Preservation Tax Credits	<input type="checkbox"/>	<input type="checkbox"/>
Prairie du Sac Revolving Loan Fund	<input type="checkbox"/>	<input type="checkbox"/>
FSA Loan Guarantee	<input type="checkbox"/>	<input type="checkbox"/>
Wisconsin Women's Business Initiative Corporation	<input type="checkbox"/>	<input type="checkbox"/>
SBA Loan Guarantee	<input type="checkbox"/>	<input type="checkbox"/>

34. How likely will you or an employee of your business be to attend the following business training workshops if held locally at an affordable cost? (● mark ONE answer for each workshop)

	Definitely Attend	Probably Attend	Unsure	Probably Skip	Definitely Skip
Business Planning.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Management.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inventory Management.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising/Marketing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee Training/Hiring.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality Training.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window Displays/Interior Store Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Market Analysis.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet/E-Commerce.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bilingual/Diversity Training.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Succession Training.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competing with Big Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

35. How satisfied are you with the following facilities and services in the Sauk Prairie Area? (● mark ONE answer for each of the services listed for the village in which your business is located)

	Excellent	Good	Fair	Poor	Not Applicable
A. Ambulance Service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Fire Protection.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Police Protection.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Snow Removal.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Street Maintenance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Garbage Collection.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Recycling Services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Public Libraries.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Transit Options.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Village Hall.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Access to the Arts.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Drinking Water Quality.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. Public Meeting Facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Community Events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. Community Center.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P. Parks and Recreation Facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q. Youth Recreation Programs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R. Adult Recreation Programs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S. Public School Education.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T. Public School Buildings.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U. Health Care Services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
V. Senior Care Services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
W. Sidewalk Systems.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
X. Bicycle Facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Y. Sauk Prairie Airport.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36. How would you rate the following features in the downtowns of each village? (please check boxes for both downtowns)

	Prairie du Sac Downtown					Sauk City Downtown				
Features										
A. Overall area layout	Excellent	Good	Fair	Poor	No Opinion	Excellent	Good	Fair	Poor	No Opinion
B. Building appearance										
C. Historic character										
D. Business signs										
E. Street signs										
F. Sidewalks										
G. Parking availability										
H. Traffic flow/circulation										
I. Trees/Streetscaping										
J. Lighting										
K. Mix of businesses										

37. How strongly do you agree or disagree with these statements? (mark ONE answer for each)

	Strongly Agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
I am happy with the level of local business regulation					
I always try to buy products and services locally					
I always direct customers to other area businesses					
Sauk Prairie Area is an excellent place to have a business					
I would support a new retail promotions event					
The look & feel of downtown helps my business					
My window and store displays help my business					
My business is open when customers want to shop					
Employees of my business show great customer service					
I feel safe downtown, even at night					

38. How long did it take you to complete this survey?

Additional Comments: