

**North First Street Association**  
**Business/Nonprofit Survey**  
*March 2011*

*Hello I am a student from the University of Illinois working with the North First Street Association. The Association is a network of business owners and nonprofits working on or near North First Street. Our class is collecting information about how to promote local economic development as well as to identify ways to improve the overall conditions of the area. We would be delighted to have you participate in this survey today; but if now is not a good time, then let's schedule a time for me to come back. If you have any questions about the survey, please feel free to contact our instructor, Stacy Harwood at 217-265-0874 or sharwood@illinois.edu or William Jones, the owner of Rose & Taylor and the Association President at 217-390-7774.*

**1. Let's start with you telling me about your business / nonprofit** *(for example, merchandise sold, services offered):*

**2. Who is your typical customer or client** *(demographics)?*

**3. Are any of your customers/clients from nearby neighborhoods?**

*Circle:            Yes                    No                    Not Sure*

**4. Describe the neighborhood south of University Avenue? And the neighborhood north of University Avenue?**

*South of University -*

*North of University -*

**5. How long have you been at your present location? \_\_\_\_\_ (in years). What do you like and/or dislike about this location?**

*Likes -*

*Dislikes -*

**6. Do you have any future plans for the business / nonprofit?** *(For example, downsize, expand, remodel, or relocate).*

**7. Do you interact with your neighboring businesses/nonprofits?** *If yes, have them describe this relationship (say hello, work together on specific issues, etc) or if no, then why not?*

*Yes -*

*No -*

**8. What are the boundaries of this commercial/business district? From where to where?**

**9. What do you think might happen in this area in the future?**

**10. I am going to tell you about four hypothetical scenarios for this business district. Tell me what you think of each.**

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a. An ethnic restaurant district  
along South and North 1<sup>st</sup> Street

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b. An African American  
historical/cultural district on North

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c. An expansion of the university  
district/campus town to the north  
side of University.

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d. A stronger physical connection  
and marketing effort to link the  
businesses east of the train tracks  
to downtown

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**11. Are you involved with the North First Street Association?** *If yes, then do you for example, attend meetings, receive emails and participate in events? If no, then why?*

*Yes -*

*No -*

**12. What sorts of activities would you like to see the North First Street Association take on to promote the vitality of the district?**

| Activities  | Rank from 1<br>(highest) to 8<br>(lowest) | Comments: |
|---|---|-----------|
| Provide networking opportunities for local businesses     |   |           |
| Work with government to steer resources into the area     |   |           |
| Coordinate services, such as snow removal                 |   |           |
| Manage the farmers market and community garden            |   |           |
| Create a sense of identity for the district               |   |           |
| Organize special events to attract customers to the area  |   |           |
| Purchase and develop property in the neighborhood         |   |           |
| Promote the social welfare of the residents living nearby |   |           |

**13. Are there any other activities you would like to see the North First Association take on?**

**14. I would like to gather some basic contact information. Do you have a business card? Flyers? Or brochures?**

Name (person being interviewed): \_\_\_\_\_

Name of Business/Nonprofit: \_\_\_\_\_

Relationship of person being interviewed to the Business/Nonprofit: \_\_\_\_\_

Name of Owner/Executive Director (if different than above): \_\_\_\_\_

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Business/Nonprofit Address:

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Phone:

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Fax:

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Website:

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Email:

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Owner of Building:

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**15. Do you have any other comments?**

**16. Would you like a copy of the results of this survey?**

*Circle:            Yes            No            Not Sure*

*Thank you for your participation!*