

# RESULTS: FOLLOW-UP SURVEY TO PRELIMINARY MARKET ANALYSIS

Prepared by Realize Bradenton  
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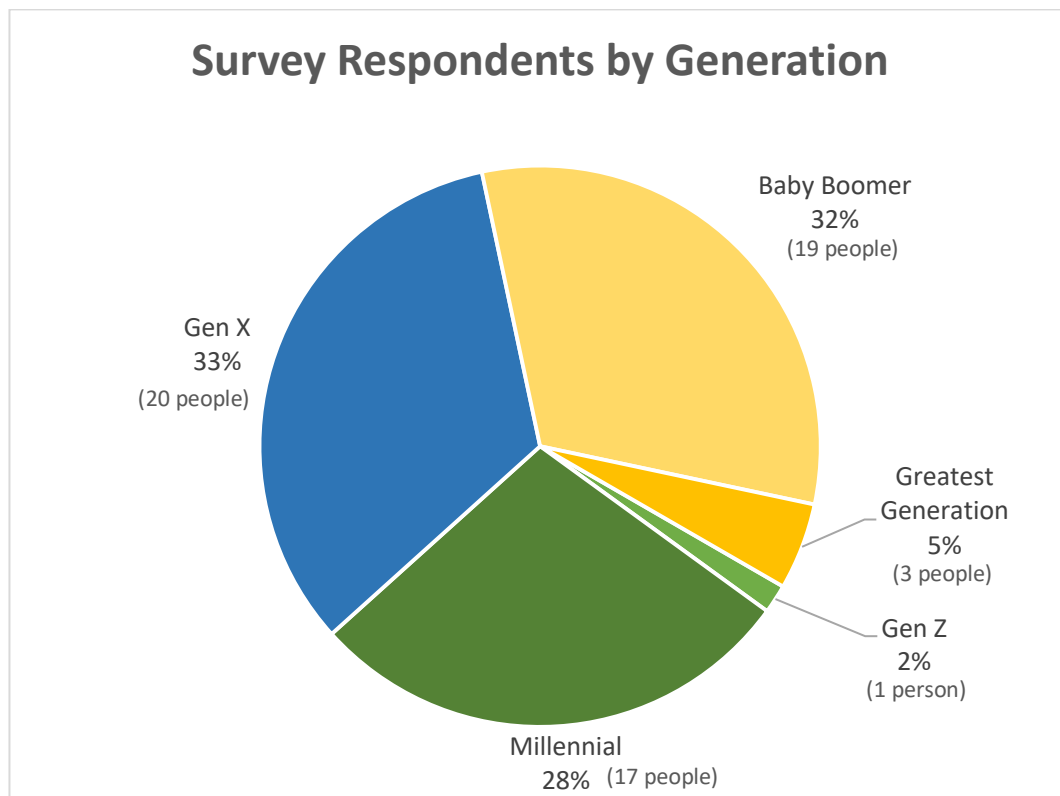
RSVP's = 100 (survey sent to all 100 who RSVP-ed)

Attendees on May 7 webinar= 75

Survey responses = 60

From survey respondents when asked: ***"How did you watch the presentation?"***

- 75% watched live day-of
- 22% watched later
- 3% plan to watch but have not watched yet

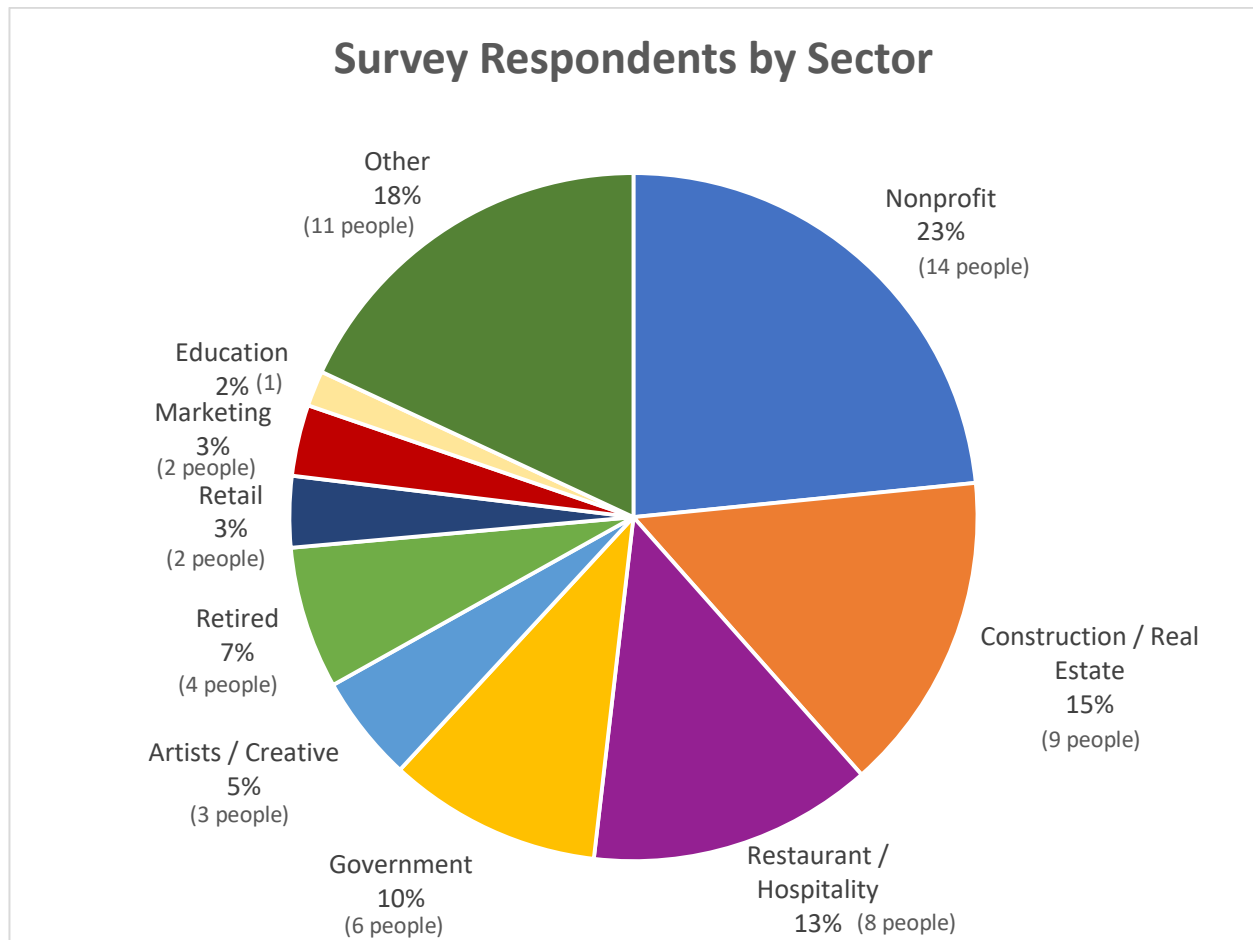


From the survey respondents when asked: ***"What is your connection to downtown Bradenton?"***

- 67% of respondents VISIT downtown
- 65% of respondents WORK downtown
- 22% of respondents LIVE downtown
- 15% of respondents (9 people) are BUSINESS OWNERS downtown

Of the business owners, they reported their sectors to be:

- Construction / Real Estate / Property Management (2)
- Restaurant / Hospitality (2)
- Artists / Creative (2)
- “Professional” (1)
- Retail (1)
- Health & Fitness (1)

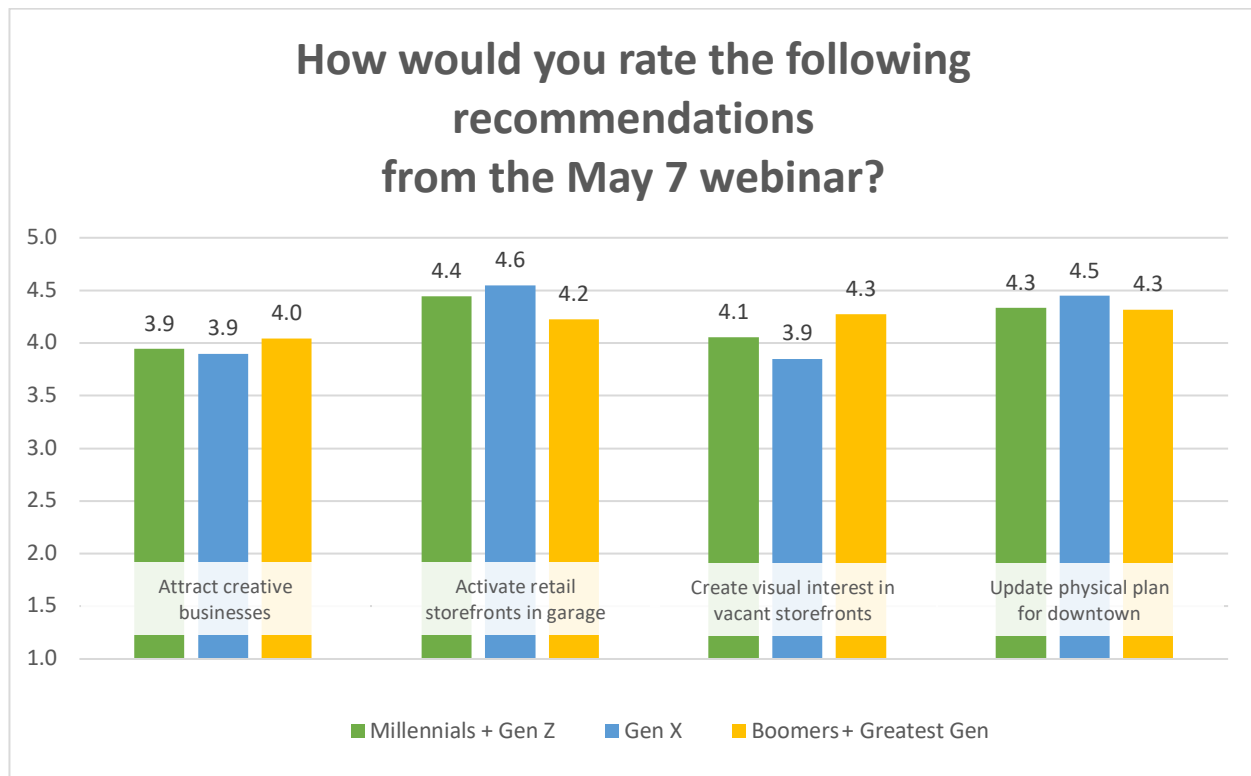


The “Other” comments included (1 of each unless otherwise noted):

- Local Plant Nursery
- Entertainment/Education
- Furniture Dealer
- Professional (2)
- Near-downtown resident
- Health & Fitness
- Sport

## RECOMMENDATIONS

When asked about their level of priority for some of the **RECOMMENDATIONS** from the May 7 webinar, the average answers of participants sorted by generation showed similarities in what each group prioritized.



When asked about their level of priority for some of the **RECOMMENDATIONS** from the May 7 webinar, the average answers of ALL participants prioritized the recommendations in this order:

### 4.4 / 5

Use **storefronts** in new City Centre parking garage for retail businesses that complement each other

### 4.4 / 5

Develop a **plan to encourage physical improvements** like developing vacant lots, filling empty buildings, and walkability

### 4.1 / 5

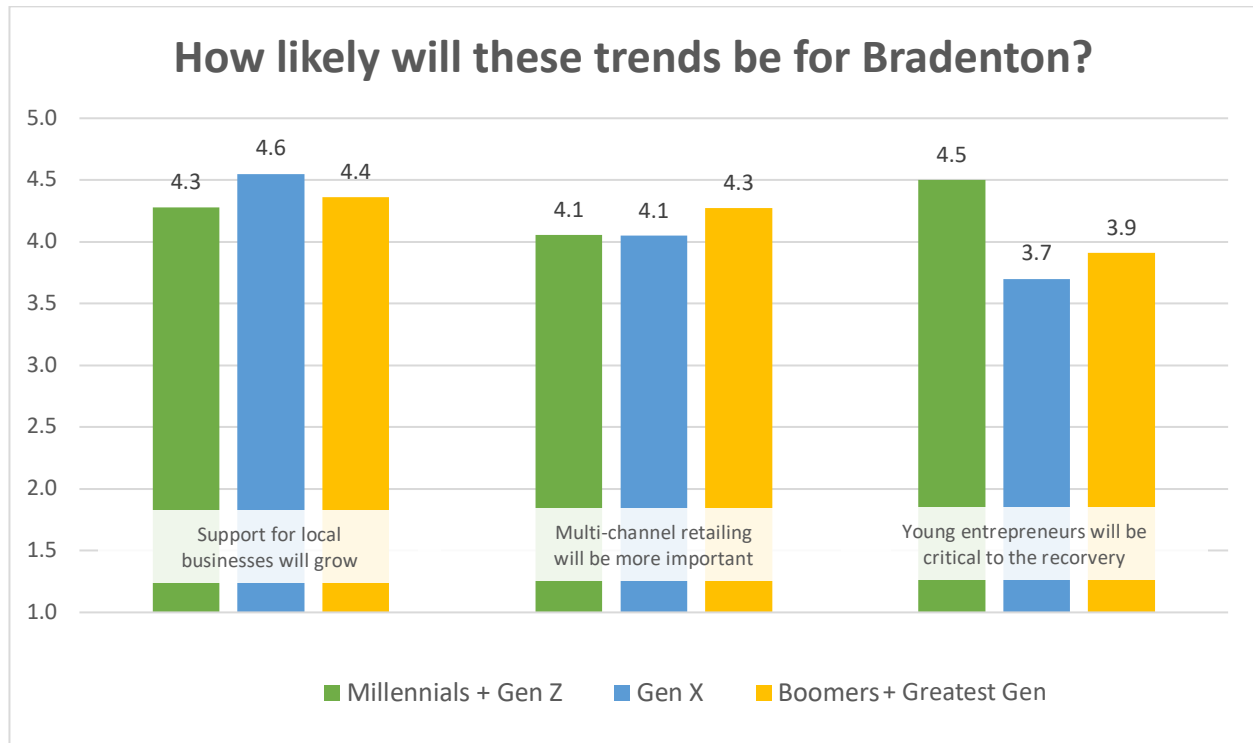
Make storefronts and **street-level facades** visually interesting to increase foot traffic

### 4.0 / 5

Make downtown a regional destination for **creative businesses** like artists, apparel, home furnishings, architects, web designers etc.

## TRENDS

When asked how likely they thought certain **TRENDS** would be to occur in Bradenton, the average answers of participants sorted by generation showed similarities in what each group prioritized. When broken out by generation, the answers were fairly similar except for the question about young talent being critical to the recovery in downtown Bradenton:



When asked how likely they thought certain **TRENDS** would be to occur in Bradenton, the average answers of ALL participants are listed below in order of which they thought are most likely to occur:

### 4.4 / 5

People will want to **support locally-owned businesses**.

### 4.1 / 5

New business models, **multi-channel retailing** (online sales, co-merchandising, gift boxes, deliveries, etc.) will be more important.

### 4.0 / 5

**Young entrepreneurial talent** will be crucial to economic recovery.

## WHAT STICKS?

This was actually the first question asked on the survey. Below are some themes and specific remarks in response to the question: *“What sticks with you from the May 7 webinar?”*

### Entrepreneurs

- The backbone for economic recovery
- Support their growing businesses via online, to-go, media support
- More retail options
- More interaction for the people who visit
- More exposure for the interacting elements
- Need more city support to keep businesses alive
- Have an online presence

### Empty store fronts

- This deters people from visiting the rest of what downtown has to offer
- Lots of opportunities to try out new businesses!
- Need affordable leasing arrangements
- Creative, interactive retail store fronts
- How can we utilize empty storefronts mainly controlled by city

### Garage

- The possibilities of the garage.
- Use of Chamber Garage retail space
- Potential for retail expansion downtown. Use of Chamber Garage retail space as "retail incubator"

### Dynamic of downtown

- Adding retail can add more business and visitors to downtown, driving traffic to build up the economy
- Need connecting elements - 13<sup>th</sup> street is its own unit, and needs to be connected to the heart of downtown
- That everything is intertwined, determining what businesses might thrive also depends on can people walk or bike, depends on housing stock, zoning, so much more.
- Lots of bars, but need more retail
- “Need for consistency with commercial real estate zones.”
- Not as many young people in downtown, and could be due to lack of affordable housing

### Community Support

- Everyone can have a part to keep the conversation alive
- “Need to focus on supporting local businesses and the unique kinds of business that are possible.”

### Village of the Arts

- How to connect to downtown
- Potential to build up both Village of the Arts and downtown together

A cohesive, written plan

- Everyone is wanting to move forward, but how and in need of a strong plan for movement
- Need to address business development
- Affordable housing plan (young people!)
- Transparency so that everyone can help out with the plan

Bradenton Farmer’s Market

- Multi-channel retailing with online market
- Keeps everyone connected “variety, local products, a blend of activities and shopping, walkability, and a place you can feel a part of.”

COVID-19

- Need leadership for this new era
- Difficult to chart direction for the pandemic crisis with everything constantly changing.
- “Great information to consider for the future of downtown and how to kick start economic recovery. I am truly appreciative of this research project that has the potential of getting people and organizations the motivation to work together.”

Municipal Auditorium

- Use for meetings and should “be presented to groups with sleeping room needs as well. Heads on beds - for the three hotels drawing travelers to the Downtown Area.”

From one participant: “I was left feeling optimistic about the future of downtown Bradenton. I found the chart on sales leakage particularly interesting. Now that the market analysis is complete, it is important that we take the time to really digest it all and begin to make improvements based on what the data is telling us. We cannot sit idly by. Community leaders and small business owners will need to keep this conversation alive. I’m looking forward to doing my part!”

A word cloud generated from all of the comments:

