

Appendix A: Burlington Downtown Business Association Holiday Market Survey Results

60 Second Survey: Burlington Holiday Market

The Burlington Downtown Business Association was a **sponsor** of the recent Burlington Holiday Market held downtown from Thursday December 9-Sunday December 12, 2021.

Our sponsorship of this event was intended to provide our member businesses with a NO COST vendor space at the Market, assist in promoting the downtown to new and returning visitors and residents, and, (ideally) this increased foot traffic would drive sales and awareness of your business

The BDBA would like to provide your feedback to the event organizers and City Hall as they consider next year's event.

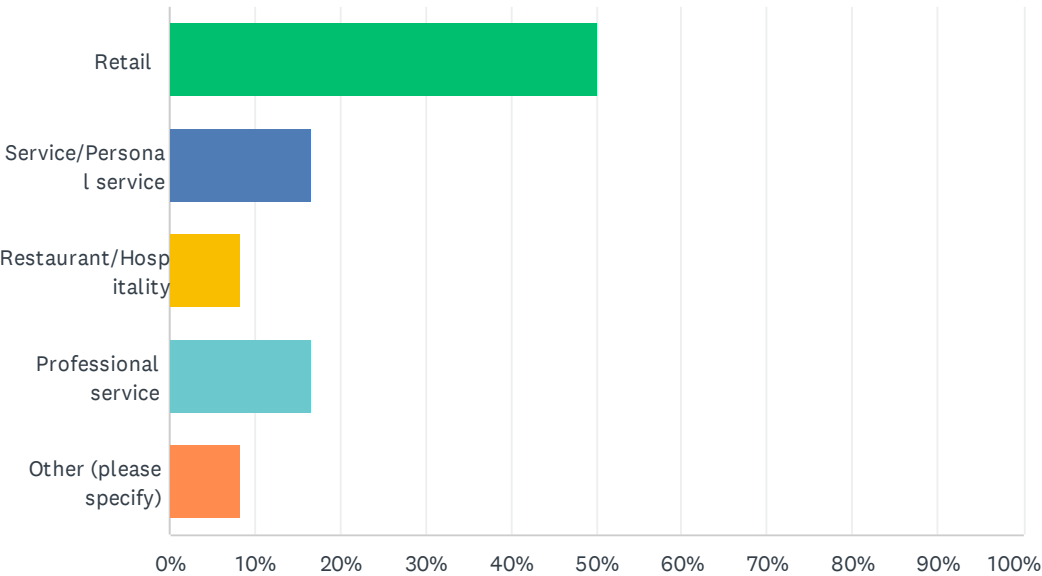
Please take a few minutes to share your opinions and feedback.

Survey tenure: December 16-December 22, 2021

Respondents = 12

Q1 Which category best describes your business?

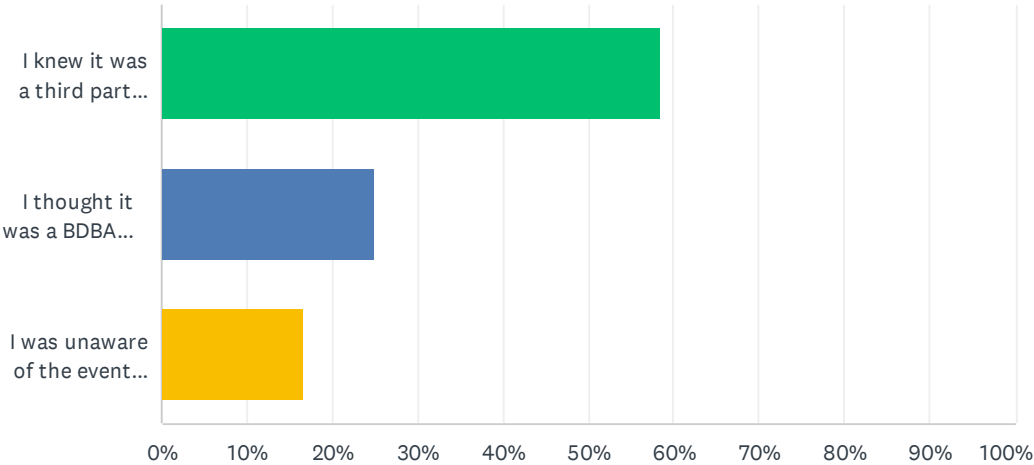
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Retail	50.00%	6
Service/Personal service	16.67%	2
Restaurant/Hospitality	8.33%	1
Professional service	16.67%	2
Other (please specify)	8.33%	1
TOTAL		12

Q2 Did you know that the Burlington Holiday Market was a third party event, or did you think it was organized by the BDBA?

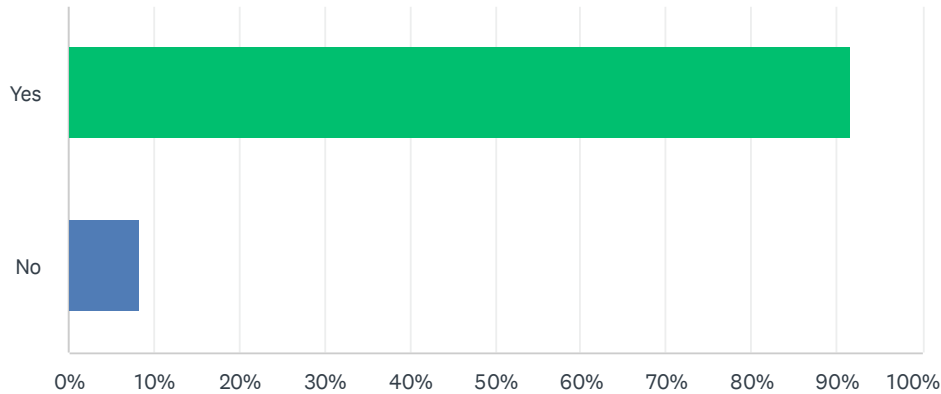
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
I knew it was a third party event	58.33%	7
I thought it was a BDBA event	25.00%	3
I was unaware of the event organizer	16.67%	2
TOTAL		12

Q3 Did you know in advance of the Thursday December 9th kick-off that the event was coming Downtown?

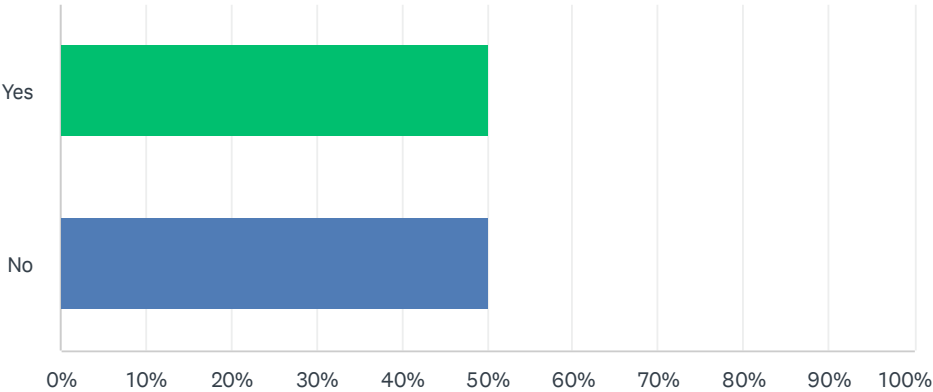
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.67%	11
No	8.33%	1
TOTAL		12

Q4 Did you know in advance of the Market coming downtown what the hours of operation were?

Answered: 12 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		50.00%	6
No		50.00%	6
TOTAL			12

Q4: Did you know in advance of the Market coming downtown what the hours of operation were?

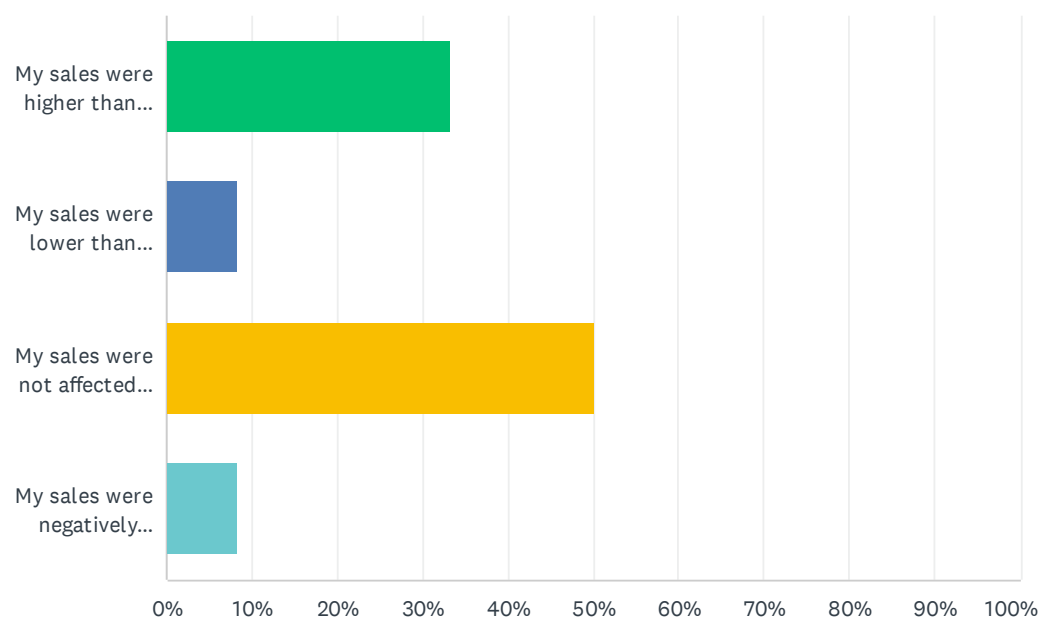
Showing **2** responses

Unfortunately there was a lot of confusion here - the first information stated the days correctly, however the hours were until 11pm. Then we heard Monday was a day. Then we understood Sunday ended at 7 instead of 8. It seemed everywhere the hours were shared, there was conflicting information.

This was an area of issue with many customers. We found that we were able to find 3 different sets of hours, all different start and finish times. With that said we were provided the good hours a few days before the event

Q5 One of the goals of this first time event was to drive patrons to experience Downtown bricks and mortar businesses. Over the course of the four days how were your business' sales affected?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
My sales were higher than "average"	33.33%	4
My sales were lower than "average"	8.33%	1
My sales were not affected by the Burlington Holiday Market	50.00%	6
My sales were negatively affected by the Burlington Holiday Market	8.33%	1
TOTAL		12

Q5: One of the goals of this first time event was to drive patrons to experience Downtown bricks and mortar businesses. Over the course of the four days how were your business' sales affected?

Showing 6 responses

The amount of people that came into our shop and said they were here visiting the market and saw our store was amazing!!!! The days the market ran our business did so well!!!

Since we don't have a "retail" space, it was amazing for us to attend the event and show off our wares!

We had a tent and our store is 2 minutes away and experienced well above average sales

It's a busy weekend for us anyways, so not 100% sure how it was affected. Some customers said they were going to check out the market after visiting the bake shoppe.

Lots of people made there way over to the store after visiting our booth and the traction has continued days after.

As everyone knows, parking downtown is a legitimate nightmare. This market only exasperated that at the busiest time of year. Taking up not only that entire lot, but most of the parking on Pearl without any subsidiary parking being open in an auxiliary lot caused us to LOSE customers, have no-shows in our barbershop and turned people off to shopping in Downtown Burlington. In addition, we did not see any additional foot traffic into the shop. People came and went to the market and that was all. There should also be Downtown ambassadors appointed and made available to the public during an event like this to suggest businesses and restaurants and direct people to explore. Overall this was a very negative experience for us and we hope it never returns.

Q6: Why did your business decide to participate/not participate as vendor at the Burlington Holiday Market?

Showing 9 responses

Do not believe it would have been productive for a small salon

It was a bit short notice for us to pull Something together. Also a busy season to begin with for us. Knowing ahead to plan would allow us the opportunity to get involved for next year for sure!!

not a retail business, also seemed it was not very well organized.

We love Burlington, and want to help it have a vibrant atmosphere. We also welcomed the opportunity to get our undies in front of our home community! It was so incredible to feel their support!

We did the holiday market 2 years ago, The North Coal, and it was financially successful. We also believe that the Downtown needs more events during the slower foot traffic months. Believing this is required also means we need to help in making successful and show others that it's OK to take a chance

They asked. I'm too busy and not worth my time

Too busy at the shoppe already lol

Great networking opportunity for a small business to get our name out there and drive business to the retail store.

We are stretched as thin as can be and already have overhead in Downtown Burlington so we could not afford the time or money to be a part of the event.

Q7: What would make the Burlington Holiday Market even better in coming years?

The decorations were beautiful. An increase in vendors would be good

Maybe 2 markets? One in mid- November (with vendors that concentrate more on the decor end of Christmas) and then again mid- December for vendors that concentrate more on the gifting options for people...

More vendors, better decorations (not just tents), more marketing ahead of time. Put it back into village square to add some charm.

- we thought the event was, overall, very positive and well received by the community - we would love to see more live music - we would love to see Santa and elves and other fun appearances more often - we would love to see a larger promotional effort

Better social media. Customers told be they'd like better vendors

Better vendors.

Concentrating the vendors in a single area. I get the idea of spreading it out to encourage people walking around, but for the sake of the vendors generating the most revenue, I'd suggest keeping all vendors closer together. Maybe in the square right beside us?

Having tents provided to the vendors for a small rental fee to ease up on the daily/nightly set up and tear down

Simply put, do not host this market again.

Very nice planned and organized event for it first year. Future years would be nice to have it on the first Two Weekends in December for those who miss it and also provides time to communicate the event to others and grow attendance.

Something to draw interest for the kids (Santa stroll with elves) Artisan craft vendors (Selling ornaments, wood products) various take away food options, sales of Hot drinks (cider)