



Olde Town Arvada Merchant Survey Results

2. What type of business do you own?

Retail: 40%

Dining: 11%

Professional Service: 11%

Beauty & Wellness: 16%

Organization: 0%

Other: 22% (bank, dog grooming, real estate, coffee shop, insurance, florist, etc)

3. Do you own or lease your building?

Own: 29%

Lease: 71%

6. Are you a HOTA member?

Yes: 91%

No: 9%

8. Please rank these ten HOTA member benefits from most important (1) to least important (10):

(1 = Most)

Web Listing	3.5
Marketing Opps	3.6
Representation in Community	4.5
Event Participation	4.9
Merchant Directory	5.2
Networking	5.6
Newsletters	6.3
Committee Involvement	6.7
Educational Seminars	7
Member Discounts	7.7

10. How would you rate Olde Town for the following on a scale from 1 to 5, with "1" being excellent and "5" being poor:

Attractiveness	2.3
Cleanliness	2.2
Parking Convenience	3.9
Shopping Hours	3.0

Safety	2.4
Variety of goods/ services	3.0
Quality of goods/ services	2.5
Special Events	2.5
Customer Service	2.4
Signage	3.3

11. Do you have a website?

Yes: 84%

No: 16%

12. What types of advertising have you used in the last twelve months? Select all that apply.

Local Newspaper: 21%

Paid Internet Ad: 11%

Radio: 3%

Direct Mail: 12%

Social Media (i.e. Facebook, MySpace, YouTube, Twitter, etc): 24%

Other: 29% (flyers, movie theater, word of mouth, Arvada Center, Wmns Edition Mag, TV, email, Dex, google ad words, networking)

13. How often do you advertise?

Every two weeks: 23%

Monthly: 33%

Quarterly: 13%

Less than 4 times a year: 23%

Never: 3%

Other: 5% (Daily, weekly)

14. Keeping members informed is important to us. Which communications method works best for you?

HOTA Merchant Newsletter: 50%

HOTA Monthly Newsletter, the Chronicle: 11%

Committee and Board Meetings: 11%

Website (oldetownarvada.org): 13%

Other: 15% (face to face, emails, personal)

17. What types of presentations would be most helpful?

Marketing: 19%

Advertising: 16%

Window Display: 10%

Holiday Sales: 7%

Customer Service: 10%

Business resources (available financing, payroll, taxes): 8%

Olde Town Committee Updates: 13%

Olde Town Special Events: 14%

Other: 3% (Variety, merchant sharing)

19. Do events in Olde Town help your business?

Yes: 44%

No: 40%
Not Sure: 16%

20. Are you open during most events?

Yes: 73%
No: 9%
Some events: 18%

21. Please rate the following HOTA Sponsored events on a scale from 1 to 5 with "1" being excellent and "5" being poor as it relates to your business success.

Choc Affair	2.5
LOST	2.2
Farmers	2.7
NNO	3.2
Flicks	2.7
Scarecrows	2.6
Trick or Treat	2.8
Celebrate	2.8
Lagniappe	2.4

22. Please rate the following NON HOTA sponsored events on a scale from 1 to 5 with "1" being excellent and "5" being poor as it relates to your business success.

Tartan Day	3.0
Blues & BBQ	2.9
.5K Challenge	3.0
Harvest Fest & Parade	2.8
CarTunes Show	2.8

Olde Town Merchant Survey Comments

1. What is your Business Name?

7-11

Rocky Mtn Gold & Gems

Lewis One Art

Bliss Bar and Bistro

Egg Shell

Bank of Choice

Turning Heads Studio

Creative Advertising

The Grandview Tavern and Grill

Legends Studio/Salon

Hart's Dancewear

All State Insurance CO

Gunther Toody's Diner

Mrs. K

The Carlton Company

Fiori di Flavio

D'Ametris

House of Seasons

S&N Lawnmower

Cartunes of Olde Wads

K-9 Cuts

Pilates Movement for Life

CareerMagic.com

DOT MECHTENBERG, INC.

Rheinlander Bakery

Book Cranny

Charlie's Fly Box, Inc.

Salon Hethers

State Farm Insurance

Festival Playhouse

La Dolce Vita

Olde Town Acupuncture & Wellness

Shrine of St Annes Church

Paws 'n' Play

Arvada Bead Connection

Flame Studio

Stella B's

Into the Fire

Roadies Performance, Inc

Wellness Quest

Knit Knack

Lovely

Cheesecake Therapy

Downtown Toys & Games

Penzey Spices

9. What types of benefits should we consider offering?

-Cross Promotion/ Discount dual memberships w/ chamber

-More event & weekly networking

-Every business should offer to stay open until 8-9 one night a week. My friends tell me they have a hard time shopping in Olde Town because everything is closed by the time they can get here from work!

-I'm still sad the Gold Strike Festival was cancelled

-More advertising opportunities

-Advertising co-op

-signage

-More at large marketing of Olde Town as a destination for all of Metro Area. Not really advertising individual businesses in a directory ad, but advertising the concept of Olde Town, its historical significance and what it has to offer. This I believe is the one thing HOTA is failing to do right now.

-more events or sub-events (e.g. a few neighboring businesses participating)

-Co op advertising, perhaps a billboard for the area

more ads of what businesses do and do for the community emails for all to mailings

Interactive website

-Group buying

-Crime reporting

-Unfortunately, all merchants of Olde Town Arvada benefit from the marketing efforts of HOTA regardless of a paid membership. As far as the member discounts go, how does a merchant know who is a participating merchant when those business owners enter her shop? Unless we wear badges this seems another effort that has no bearings on membership status.

-Continue focus on marketing the community

15. How often are you able to attend the monthly merchant meeting (2nd Tuesday of each month at 8:30am)?

- Could come monthly if you send me location
- Every
- Once a month
- Sometimes I don't know when or where it is
- Whenever scheduling allows
- Quarterly
- To Early - lunch time would be better for me
- Barely
- Never
- None
- Not at all
- None
- Every other month
- Never
- Seasonally - winter only
- Never - I am always working in mornings
- Never
- usually
- Almost never
- every once in a while
- Never
- none
- Approximately 8 of 12 meetings
- Try to
- every other month
- Almost always
- Moderate attendance - Ken goes, I don't.
- About 7-8 times a year
- Not often
- Always
- most all except the summers are very busy
- Most

- merchant meetings are not a priority for me
- Every other month
- Almost every month
- 50% of the time
- unable to attend

16. How could we make attending Merchant Meetings more feasible for you?

- Once a month is fine depending on topics and attendees. As long as meeting is purposeful, local, & convenient
- Email reminder
- It's okay now -
- Evening Event
- Different Time
- I don't live in Arvada - hard to make these meetings - ok by me - changing drive/dates would not help
- Not sure. I have tight time constraints between working 12hrs and family
- Send me an email reminder
- ? I am working Tues at 830
- Cocktails at 5
- Occasional Monday morning meetings
- I teach at 9am every Tuesday. Any other day would work or lunchtime
- I understand that it is not feasible to reproduce meetings, but offering an afternoon meeting as well as a morning meeting might help.
- Send reminder emails on day of event.
- Scheduling is tough for me. Very busy running my own business.
- Mondays and Tuesdays
- I believe the firm meeting place (library) will work well, however, I know many enjoyed moving the meeting around to various business locations. For consistency sake, the fixed meeting location will work best for this meeting.
- same place
- More time for merchant discussions of issues at hand and what's going on instead of presentations.
- I might attend more if they were in the evening.
- I attend when I don't have another conflict
- Reminder
- For Roadies in the summer only, we could make more meetings if it were a little earlier.
- Possibly 7:30 or 8:00 am.
- It's not a question of feasibility for me.
- Different time. Interferes with kid-drop-off at school.
- Earlier or in the evenings

18. Please suggest types of new businesses you think would do well in Olde Town. Please be specific.

- Youth club
- Unique antique store
- Nick knack store
- Clothes/Shoe Stores
- More Art!
- Wine Bars?
- Whole Foods type of store
- Antique Store
- More restaurants and night clubs (more like D Note, less like Cheers)
- Women's Boutique for 50+ age
- Secondhand clothing shop

- Bed and Breakfast
- Health Food mini mart
- Sunflower Market, Whole Foods, Parking Garage
- Tea Store
- Retail Specialty
- Whole Foods, Sunflower market near Brooklyns
- Exercise Facility
- Day Care
- fun places for kids to go
- Look at Golden and Gaylord Area. They have a diverse, but good business mix. Contact Main streets that work and learn from them on what does and doesn't work
- convenience store, possibly pharmacy, children's entertainment, hotel
- A variety Cheese shop on Olde Wadsworth by the wine shop and the bakery would be a great addition.
- Not more alcohol places.
- shops that act somewhat like social centers
- Like coffee/food community events places.
- More Specialty stores like Charlies, strumming studio, dance, quilt.
- Of course all must be top quality appearance and customer service
- Less hobby style businesses with the owners who give up after a short run. Long term small business that will drive customers and shoppers not just to their store, but to the area.
- Good office supply business
- Convenience store
- Deli/ice cream
- Gift shop would be great. Something like Yours Truly. I think that we are starting to have too many dinning places.
- a food market, more and better restaurants
- More quality retail. Less salons and service businesses.
- Candy Store, Bicycle Shop, Doggie Daycare,
- A small grocery store or a healthfood store, also a breakfast place
- Possibly specialty service shops i.e. specific to manicure/pedicure shops or shoes. High end consigned clothes. Maybe a hand bag shop or how about western boot store. Art jewelry shop. A gourmet cooking shop.
- natural foods grocery/deli
- Motel
- card/gift shop
- A general store with a soda fountain. A HIGH-END, white-tablecloth restaurant. I don't care what Tim says, Bella Bistro is a pizza place. A valet service. A rickshaw service to the Arvada Center--just kidding--some sort of transportation between the Center and Olde Town is essential but has not been fully developed.
- Deli/specialty convenience store, children's clothing shop, women's shoe store
- In thinking of Idaho Springs, there is the cutest bath shop with lovely bath soaps, bubble bath, bath salts. It is cute and quaint and lovely. We need more stores like that.
- There are many already existing
- stationary
- cards
- books
- culinary items

23. Comments on events in Olde Town?

- Schedule of events is dry
- I would like to see more merchants involved in HOTA and their activities. I know it's hard to leave our businesses but there must be a way to get more merchants involved - maybe they could make phone calls!
- I love Olde Town! It is a very cool place.
- We enjoy being a part of HOTA and this fabulous community
- The Goldstrike Festival was a huge advertising avenue for us, some sort of alternative festival would be great for summer! Something dog-based: we all have and love our dogs!
- It's a shame that the Gold Strike had to be discontinued because it celebrated our history. If big events take too much focus and cost too much, the marketing committees should maybe focus on smaller community oriented events, like Second Saturdays, Music on the Street. These would be easier to organize and would be more budget friendly.
- The events are excellent source of new customers.
- Any way that crowds could be routed past the most businesses would help.
- Parking is a challenge when town is busy but thank goodness and that's what we tell our patrons because we are still open and then walking check out all the other business. It is hard to work around the events but fun to be apart of them also but not meant walk into a salon during these events.
- Mike's CarTunes was particularly beneficial to me due to its location and the auto theme. No particular reason for choosing the Harvest Festival except that I continue to run into people whom I insure and know at the festival.
- I think they're wonderful, and add to the community feeling in Olde Town, but we don't rely on them for exposure, increased clientele, etc.
- I love the events and participate if I can.
- They do not disrupt my business
- If we continue with Trick or Treat it should be a more defined event like a haunted house or something and be prepaid. Consider an age limit too
- I love being in Olde Town! I chose this location for my shop because of the historic district and its eclectic merchant base. I think the draw to Olde Town is the small town element. We need to somehow channel that element to AVOID the chain stores.
- Would like to see more consistency...such as, locations (park, Grandview, town square, etc). Also, better vendors for festivals...higher end, more real art, etc.
- Grow them!!
- Overall the events create problems for our regular customers without offsetting the loss of business by bringing in new customers.