

2nd Quarter Business Survey

Many factors go into where and when the City can improve lighting (existing conditions, infrastructure, costs, etc.) PBIA may be receiving additional one-time funds from the City for a special project aimed at welcoming visitors back to downtown as the pandemic wanes. One area we are exploring is improving safety and sense of safety through lighting. We will share your ideas with the City.

1. Would you like to see more lighting like the overhead "festival" lighting currently strung over Washington and 5th Ave?

- Yes
- No

2. Would you like to see night lighting to enhance murals and as a byproduct better illuminate alleys and parking lots?

- Yes
- No

3. What ideas do you have for lighting improvements (be as specific as possible about needed locations)?

4. How well lit is the area by your business at night? Please provide general location of your business (nearby street intersections, near corner, midway of block)

Next

2nd Quarter Business Survey

Marketing Investment

While we have your attention, we'd like to ask a few questions about Downtown marketing.

5. Have you seen the Why I Go Downtown promotional videos?

Yes

No

6. Thinking about continuing the Why I Go Downtown promotional campaign, what ideas do you have for next steps in the campaign (examples: bill board, self guided mural tour)

7. Anything else you'd like to share?

Prev Done