

## Business and Resident Survey Results

As of 12.15.2014

At the beginning of the Municipal Service District (MSD) evaluation process, the Task Force directing the effort sought input from residents, businesses and property owners about priority issues in Downtown. A survey was mailed and posted on line asking respondents to rank issues, with 1 being the most important and 9 being the least important. The survey results are below. Note that this methodology results in the highest priority issue receiving the lowest numerical score. Eight respondents replied with comments or rankings for all items as either 0 or 9.

Rank	Issue	Total Score	Average
1	Public Safety	235	2.07
2	Economic Development	356	3.15
3	Maintenance	395	3.49
4	Street Beautification	510	4.51
5	Special Events	564	4.99
6	Marketing & Promotions	577	5.01
7	District Identity	603	5.33
8	Transportation	727	6.43
9	Communications/ Advocacy	733	6.48