



Downtown Morehead City Inc. www.downtownmoreheadcity.com

Business Retention & Expansion Survey for Downtown Morehead City, Inc.

Dear Business Owners & Managers,

As an accredited Main Street organization, Downtown Morehead City, Inc has been instrumental in the revitalization, growth, and continued economic development of the downtown Morehead City commercial district for over 20 years.

This is a confidential survey. Please return your completed survey questionnaire in the self-addressed envelope provided. If you have any questions, please contact Kathryn Metts via email at kathryn@downtownmoreheadcity.com or 252-808-0440.

Name of Business:
Business Owner:
Address:
Mailing Address (if different):
Email & Phone #:
Building Owner (if not same as above):
Building Owner Email & Phone #:
Website:
Social Media handles:

- 1. Which of the following best describes your primary business type?
Retail, Financial/Banking, Manufacturing, Service, Eating/Drinking Places, Non-Profit, Professional/Office, Entertainment, Other - Specify
2. Do you own or rent your business location? Own Rent
3. What is your monthly rent (if rented) \$ Also, check all that apply - does your rent include: Electricity Water Sewer Trash/recycling
4. What is the total square footage your space?
5. How many employees (including yourself) are Full Time Part Time (include seasonal)

6. How long has your business been open?
 ___ Less than 1 year ___ 1-4 years ___ 5-9 years ___ 10-20 years ___ 21+ years
 How long has your business been located in Downtown Morehead City?
 ___ Less than 1 year ___ 1-4 years ___ 5-9 years ___ 10-20 years ___ 21+ years
7. What are your hours of operation: _____ Tourist Season _____ Off Season
8. Have you expanded your business since being downtown? ___ Yes ___ No
 If so, how (please be specific: expanded space, renovations, expanded product, etc.) _____

9. Which category describes the likelihood for your business to expand within the next 1-2 years?
 ___ None to Very Low ___ Low ___ Moderate ___ High ___ Very High
10. In the next year or two, do you plan to change or modify your business in any of the following ways?
 (Check all that apply.)
- | | |
|--|---|
| ___ Expand my business | ___ Increase my number of employees |
| ___ Down-size my business | ___ Decrease the number of employees |
| ___ Expand my hours of operation | ___ Start and/or complete building improvements |
| ___ Decrease my hours of operation | ___ Relocate my business within downtown |
| ___ Increase Marketing | ___ Move my business out of downtown |
| ___ Decrease Marketing | ___ Sell my business |
| ___ Expand service or product lines | ___ Close my business |
| ___ Decrease services or product lines | ___ Other (Specify _____) |
11. Give a percentage of your customer base? (Must equal 100%)
- | | |
|---|-----------------------|
| ___ Local/Regional/Second Homeowner residents | ___ Visitors/Tourists |
| ___ Downtown area employee | ___ Don't know |
12. Who is your target clientele? _____
 How do you reach them? _____
 What marketing and advertising methods work best for your business? _____
 Do you manage it yourself or outsource to a marketing agency? _____
13. Please check all that you have/do for your business:
 ___ Website ___ Facebook Page ___ Instagram page ___ You Tube Channel ___ Google My Business Page
 Can we help you with resources/information to stay current? ___ Yes ___ No
14. Would you be interested in serving on one of DMC, Inc.'s committees? ___ Yes ___ No
 If so, which one? ___ Promotion ___ Design ___ Economic Vitality
15. Are there ways that Downtown Morehead City, Inc. could better support your business success?

We sincerely appreciate your time in answering these questions as they will give us a broader perspective on the business health of our downtown. Thank you!