



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?
2. Do you own or rent your business location?
3. What is your monthly rent (if rented) \$ Also, check all that apply - does your rent include:
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? Select all that apply:  
 Hosting Networking Events               Promotional Marketing/Advertising               Grant Funding  
 Provide Resources for Website/Social Media/IT Support     Provide Education/Training Resources  
 Other \_\_\_\_\_

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!