

2022 London Downtown Business Association Annual Survey

The goal of this survey was to get a comprehensive understanding of member satisfaction of LDBA programs we delivered since late 2021/2022. Additionally we asked about the level of importance of the programs and services offered and new ideas and feedback members may have as we prioritize LDBA programming for 2023.

Why this survey was important for members to take:

1. This is the first time ever that a comprehensive annual survey has been completed, which gives our members an opportunity to have their say
2. Member feedback helps us understand what programs and services are important to merchants and their business. This input will help guide LDBA's 2023 work plan and budget.
3. Helps us understand what is working and not working for our members so that we can continuously improve our program and service delivery.
4. Determine what is the most effective and efficient way to develop programming and share communications with our 1400+ members
5. Helps us understand the demographic profiles and needs of our membership to better target our programming and services.

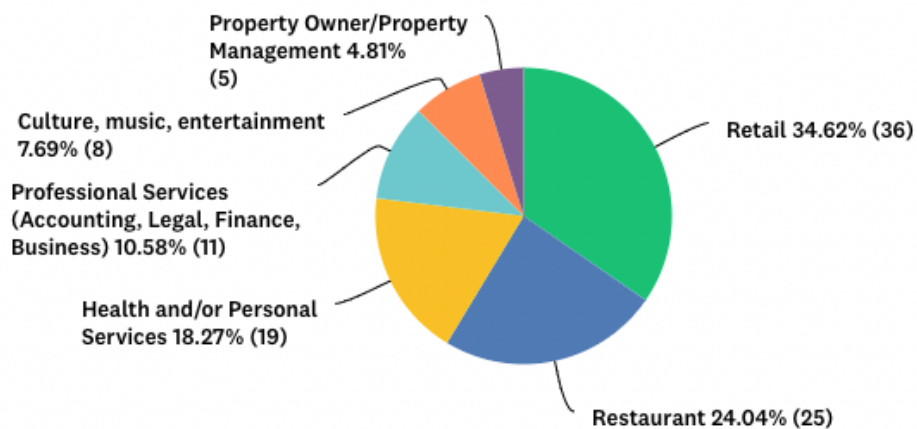
BACKGROUND

A 22 question survey was available for the membership to fill out from July 5 to August 26. Members were reached in various ways: Business Insider, in-person visitation with Ipad, in-person visitation with QR code to complete at more convenient time, and phone calls. As a result of these efforts, LDBA staff collected 107 responses from downtown members.

SURVEY RESULTS

What is your business sector?

Of the 107 participants, 104 respondents answered this question. The majority of your respondents belonged to the retail and restaurant industries and the lowest participation was from culture, music, and entertainment and property owner/property management.



How many years has your business operated in the downtown?

Of the 107 participants, 106 respondents answered this question.

Less than 5 years	22
5-9 years	25
10-19 years	15
20-29 years	18
30-39 years	15
40 plus years	10
Unsure	1

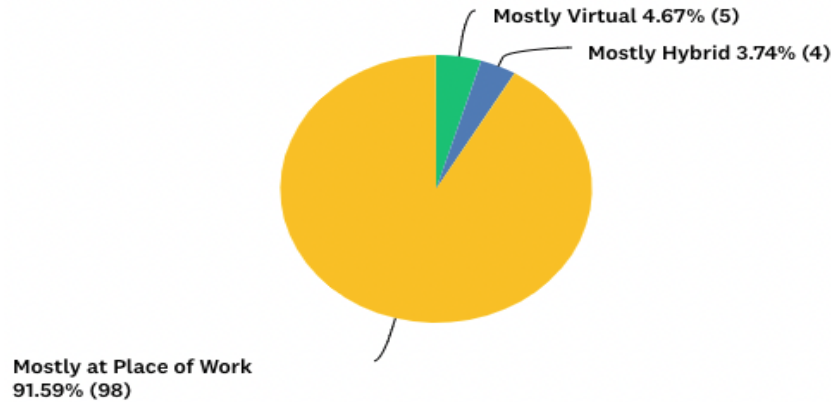
How many employees do you employ?

Of the 107 participants, 106 respondents answered this question.

Less than 5	32
5-9	30
10-19	20
20-29	9
30-39	3
40 plus	12

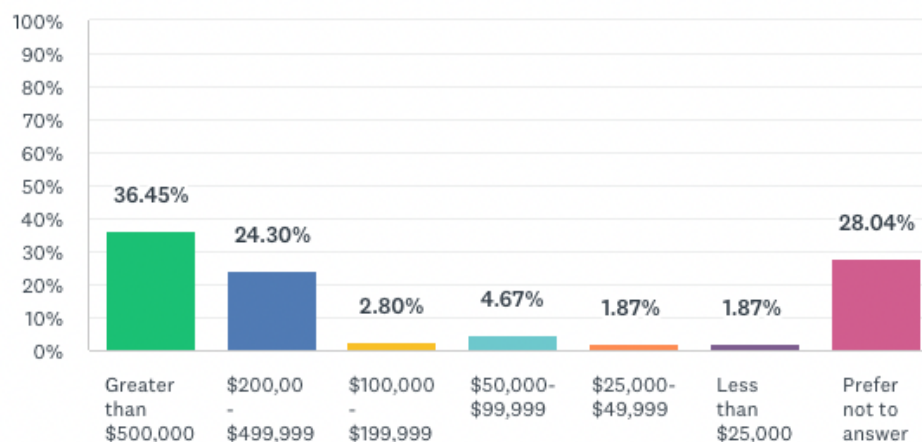
What best describes where your staff is currently working?

All 107 respondents answered this question with almost 92% of respondents indicating that their business was operating mostly at place of work.



Question: What is your estimated annual revenue?

All 107 respondents answered this question. Over 28% of respondents indicated that they would prefer not to answer, however those that did respond were just over 36% had an annual revenue of greater than \$500,000, while slightly more than 24% had a revenue of \$200,000-\$499,999 per year.

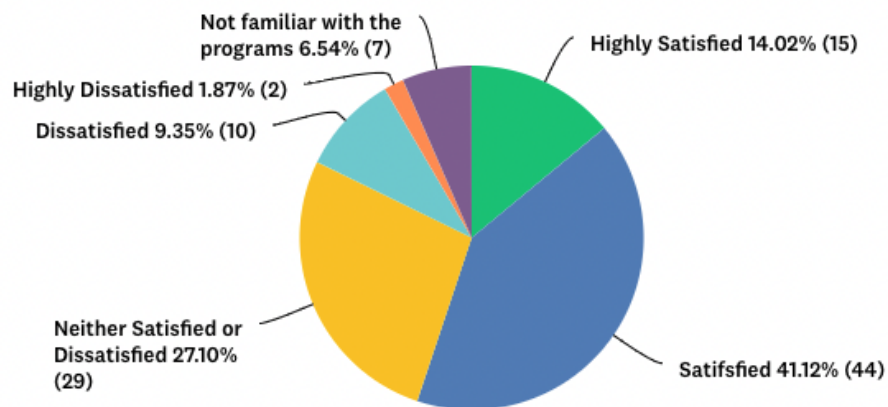


How satisfied are you with LDBA's beautification and street scaping programs?

All 107 respondents answered this question. There were just over 55% of the members who responded they were highly satisfied or satisfied with the streetscaping and beautification programs LDBA offers. Just over 27% responded being neither satisfied or dissatisfied, while just approximately 11% were dissatisfied. Approximately 6.5% stated they were not familiar with these programs.

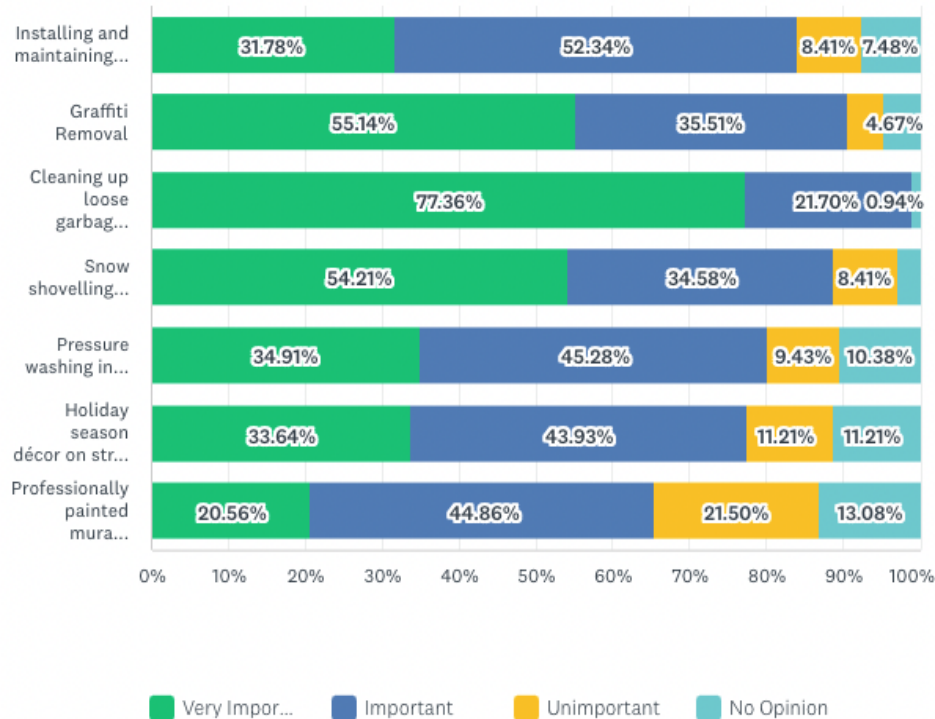
The main comments provided by members related to beautification and streetscaping impacting scores were directed towards concerns around ongoing street and safety issues, crime/vandalism, boarded buildings and homelessness. These are all factors which significantly and negatively impact the work that LDBA does to improve and beautify streetscapes in the BIA but are not within LDBA's direct control.

Other themes and suggestions made related to improving beautification and streetscaping that LDBA can address solely or in partnership with the City of London are a desire for increased variety of planters (i.e. hanging baskets) and street banners/flags, decorative lighting and more general district area improvements along Richmond Row.



Please rate the importance to your business of the above-mentioned beautification and street scaping services that LDBA provides.

From the 107 respondents the following beautification and streetscaping services were rated as most important: cleaning up loose garbage, cigarette butts and other debris; graffiti removal; snow shoveling along sidewalks with parallel parking and installing and maintaining sidewalk planters. The programs that were found to be less important to members were holiday seasonal decor on street light poles and professional painted murals in downtown. While these ranked lower, no program ranked below an overall 65% importance rate.



How satisfied are you with LDBA's overall marketing campaigns and promotional tools as described above?

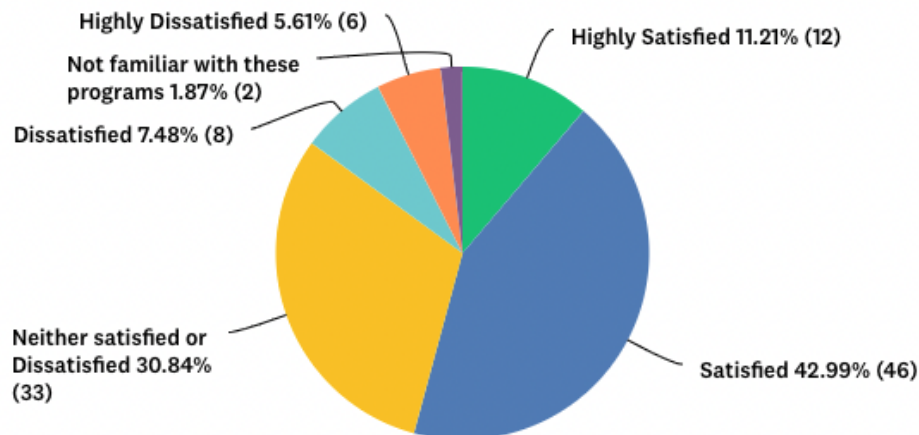
All 107 respondents answered this question. Slightly over 54% of members were either highly satisfied or satisfied with LDBA's marketing and promotion programs, while almost 31% stated they were neither satisfied or dissatisfied. A total of 13% of the respondents indicated that they were dissatisfied.

Respondents' comments were relatively positive in regards to LDBA's marketing/promotions programs but since there were a high number of respondents who were neither satisfied or dissatisfied as well as several comments that would suggest other downtown negative environmental factors may be impeding the efforts of LDBA marketing and promotional efforts. A summary of key themes and comments include:

- Attention and money should be spent on solving the crime issues, homelessness, and drug crisis instead of marketing/promotions. Marketing/promotion does not matter until these issues are fixed
- Ongoing construction is impacting business and customers and more support/grants/construction \$ needed for businesses
- More free parking needed. Make current free 2 hr parking less complicated (ie. HONK app not working/too complicated, create a parking vouchers program)
- Remove bureaucratic programs and business regulations

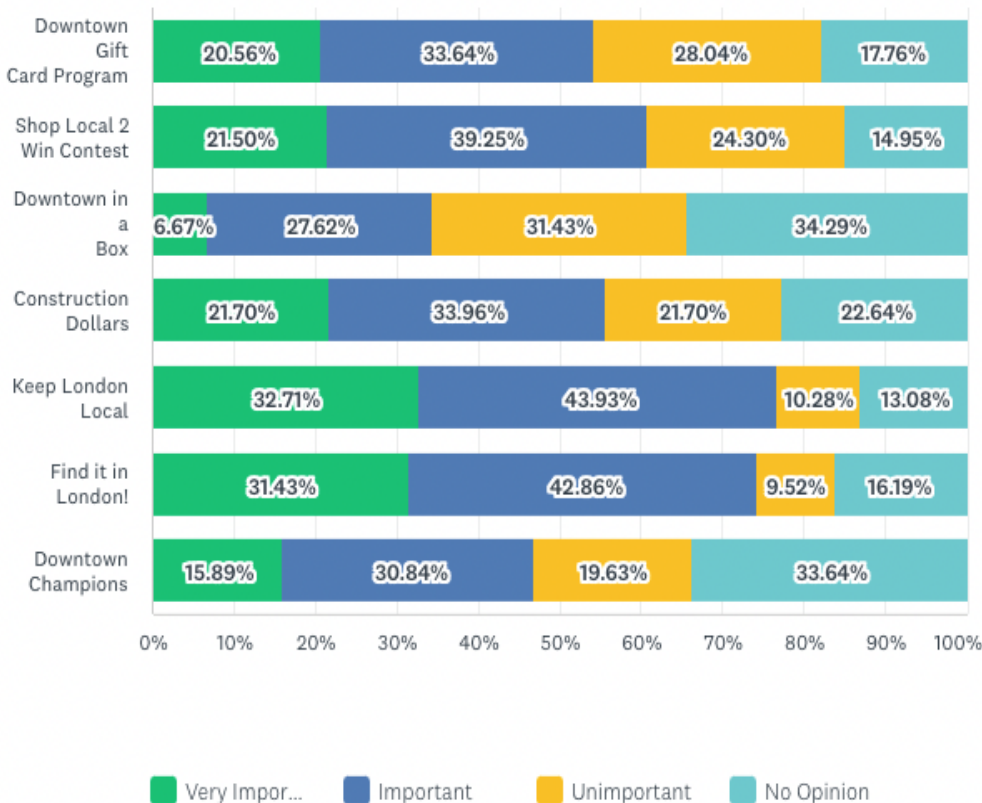
Other comments and suggestions included:

- More member to member cross promotions or create more packaged promotions eg. dining/entertainment promotions
- Explore new social media platforms (TikTok, YouTube videos, blogs)
- More targeted marketing/promotions to downtown residents and office workers
- More marketing/promotions support needed for office and professional services (lawyers, accounting firms)
- Promote more downtown business stories (eg Keep London Local)
- Promote to fill vacancies
- Establish a loyalty card program
- More member and district engagement and communications when new marketing and promotional programs are being developed and launched
- Better utilization of our website and improved access to information on it
- Improved awareness of LDBA programs and events being offered
- Use celebrities/testimonials to help promote downtown
- TV advertisement or segment on news



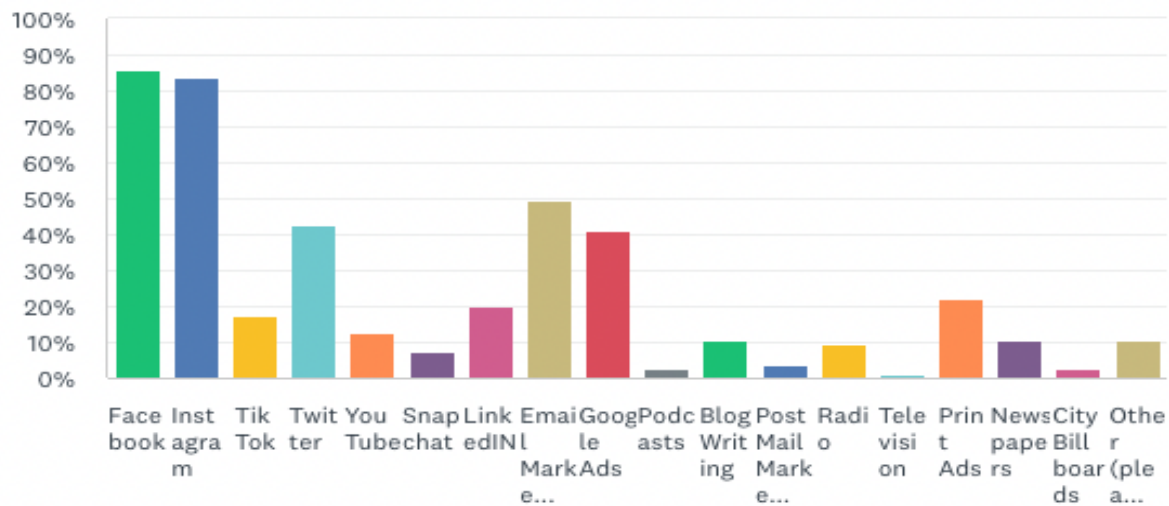
Please rate the importance to your business the marketing and promotional programs and services that LDBA provides.

From the 107 responses our top rated marketing and promotional programs and services were Keep London Local; Find it in London!; Shop Local 2 Win; and Downtown Gift Card program. The programs that were less important to members were the Downtown In A Box and the Downtown Champions.



Please select all the social media channels your business uses to communicate to your audiences.

The majority of merchants indicated that they use facebook and instagram as their main marketing channels for their business. Twitter, email, and google ads were also highly ranked. Little to no marketing efforts are being placed into television, podcasts, post mail marketing, and City billboards.



What type of advertising/communication tools from the list above would you like to learn most about? Please indicate up to 3 tools.

59 responses were submitted for this question. The marketing tools that businesses were most interested in learning more about were TikTok, Google Ads, Instagram, and Facebook.

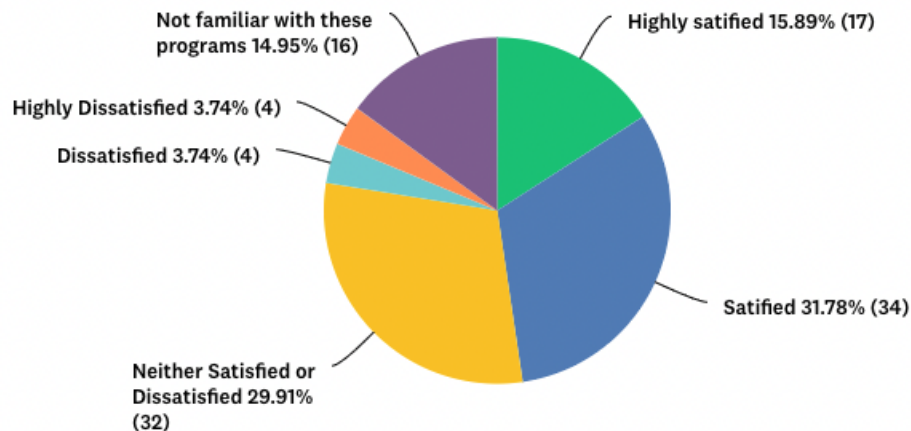
How satisfied are you with LDBA's overall events and event support?

All 107 respondents answered this question. After compiling the 'satisfied' and 'highly satisfied' rating we received a combined satisfaction rate of almost 48%, while almost 30% stated they were neither satisfied or dissatisfied. There were 7.5% of respondents who stated they were dissatisfied.

Although there were several respondents who did not offer any further suggestions for improvement or new ideas for LDBA events and some who provided positive comments of LDBA's efforts, many respondents commented on other environmental issues impeding successful event outcomes in downtown, including homelessness, drugs, safety issues, parking and construction.

Other suggestions and ideas shared about events were:

- Lack of awareness about when and where events are happening downtown. Improved communications needed about events
- Ensure events do not compete with existing businesses (eg. food trucks)
- More events and festivals needed on Richmond Row
- Create more district events/block parties
- More funding to help businesses put on their own events, improve equipment, etc.



Please rate the importance to your business the above-mentioned events and event support that LDBA provides.

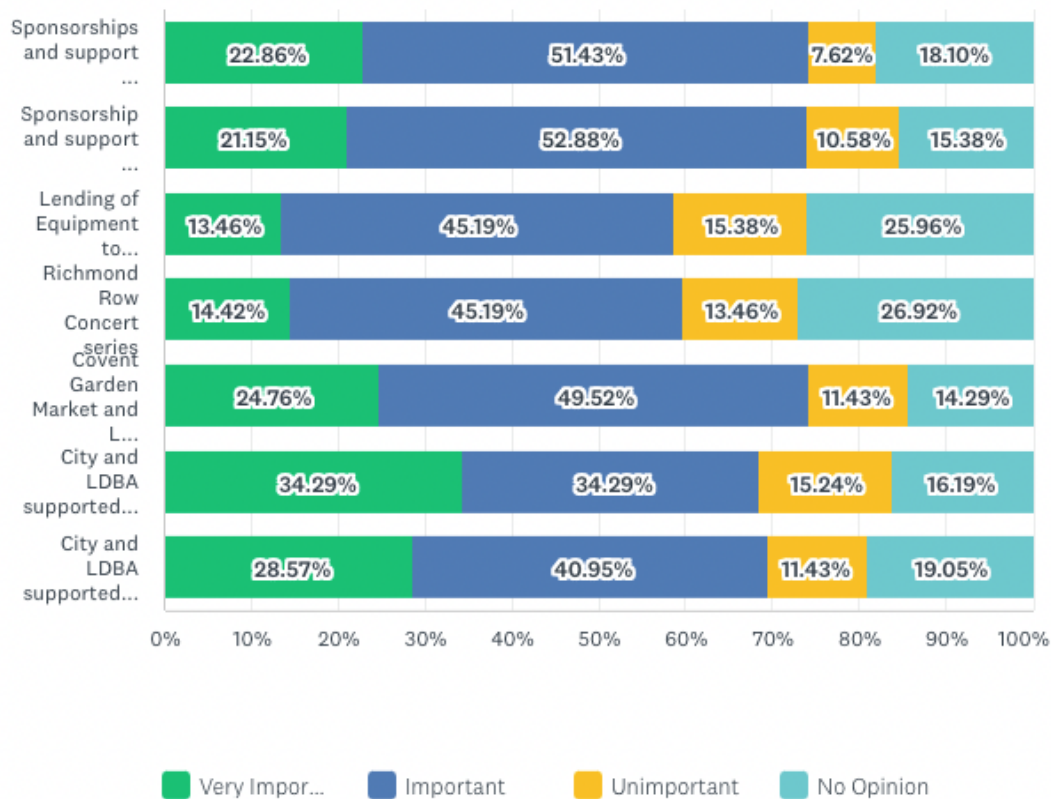
From the 107 respondents our top rated events and events supports were Sponsorships and support for downtown events led by LDBA members and those led by community organizers, as well as Covent Garden Market and LDBA supported market events. The programs that were less important to members were the Richmond Row concert series and the lending of equipment to support events and activations.

A summary of some common themes coming from respondent comments included:

- Need to improve safety, security, cleanliness, crime issues downtown
- Address the homelessness issues
- More awareness and notice needed about events coming downtown
- Construction issues impeding events as people can't navigate or get around
- Lack of parking

Other comments include:

- More Richmond Row festivals, markets, events
- More patios
- More street parking
- More block/district parties
- People attending festivals don't visit or help our businesses
- Face-to-face networking events
- More pop-ups, outdoor vendor markets
- More patios
- Provide more direct funding to businesses to make improvements to their events/equipment



How satisfied are you with LDBA's member services and programs?

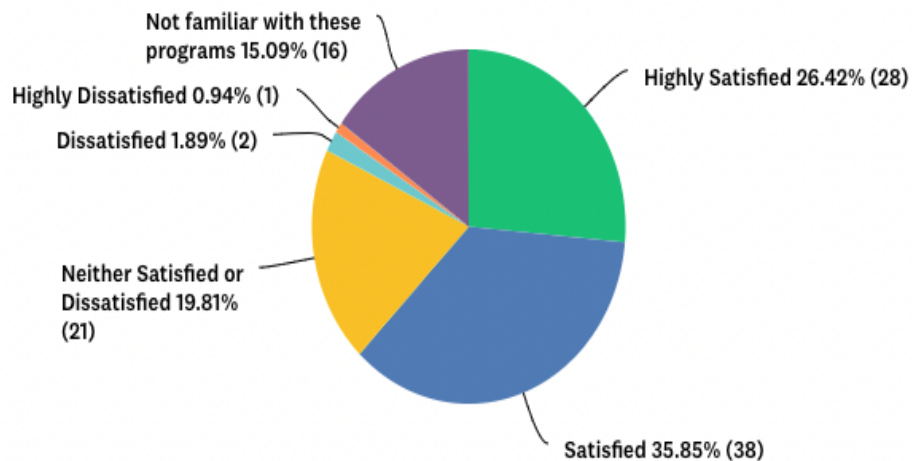
106 respondents answered this question. After compiling the 'satisfied' and 'highly satisfied' rating responses, we received a combined satisfaction rate of 62%. Of those who responded almost 20% stated they were neither satisfied or dissatisfied while only 3% stated they were dissatisfied.

Several respondents' comments centered around needing more support and advocacy around issues related to homelessness, crime prevention and improving safety/security downtown. Some respondents commented that they would like more educational opportunities and/or discounted courses (advertising, social and digital media, de-escalation and dealing with violent behaviours, personal safety for staff, theft prevention, overdose training, building safety-ventilation, CO2 monitoring, etc.); member grants. It was also noted that communication and increased awareness of many LDBA programs and member services need improvement.

Some other ideas/comments that respondents offered were:

- Create a Downtown London Internet Hub that links and connects owners and businesses downtown
- Create a printed business directory booklet/magazine
- More direct face-to-face communications instead of emails

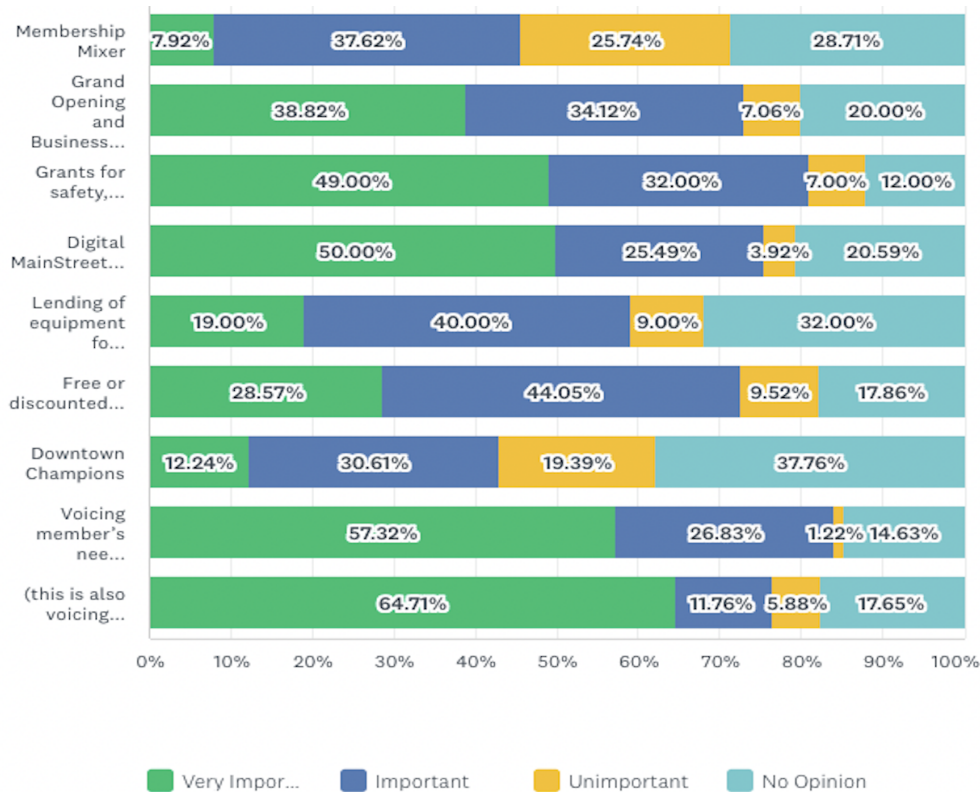
- Help promote other areas or “unknown gems” in the downtown (Talbot Centre shops)



Please rate the importance to your business the above-mentioned member services and supports that LDA provides.

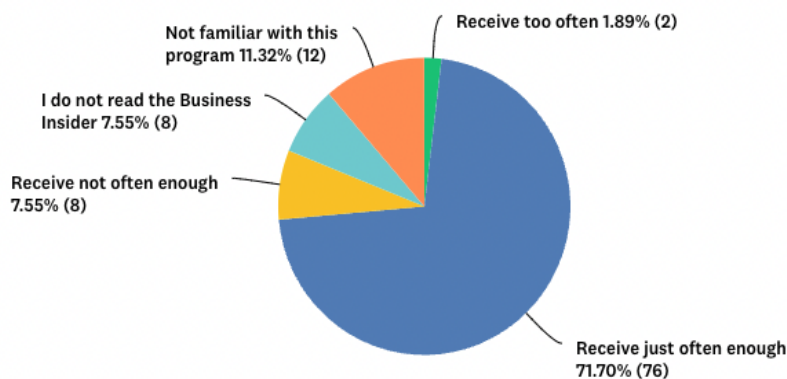
From the 102 respondents our top rated events and events supports were voicing member's needs to create new City funded business and recovery programs and business friendly policies and grants; grants for safety, security, facade improvements patios, etc.; digital main street e-commerce consulting and grants; and grand opening events. The programs that were less important to members were the membership mixer and downtown champions, even though in earlier survey questions, responses indicated that they wanted to have more member to member networking opportunities and involvement in the planning of marketing and events downtown.

***note: there was a glitch on survey monkey and the last two rows are both voicing members concerns*



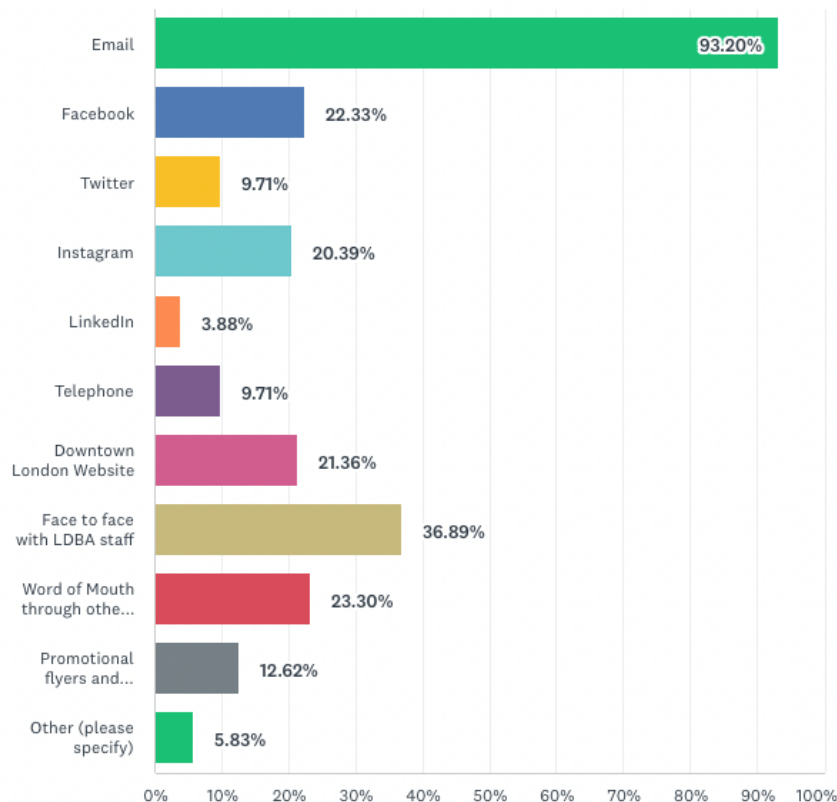
In an effort to help our members stay apprised of important business information and events taking place downtown, we share this information by email in a newsletter called the Business Insider. How satisfied are you with the frequency of this communication?

106 respondents answered this question, with a significant amount indicating that they are happy with the frequency in which they receive the business insider.



Please let us know the communication methods you use to receive information about LDBA's programs, grants, events and other important member related downtown information.

There were 103 responses to this question. More than 93% of respondents indicated that they preferred email as a method of communication between members and LDBA staff. 37% of respondents preferred face-to-face interactions with LDBA; while less than 23% preferred receiving their communications using Facebook; Instagram; and the Downtown London website



Thank you for taking the time to complete this survey. If you have any additional comments or ideas, please indicate them down below. If you are interested in entering the Downtown London gift card raffle, please provide your name, email, and business.

30 comment responses were submitted for final commentary. A significant portion of the responses reiterated the need to address homelessness, mental health and drug addictions issues, crime and the general safety and security in downtown. As well as a need for improved and timely communications from LDBA was also reiterated several times.