

Attachment 'B'

A Summary of the Survey Results on the Wednesday Afternoon Bell Tower Farmers Market

Surveys were hand delivered on January 25 and 27, 2023 to 75 merchant businesses between Bedford and Sacramento Streets. The surveys had three questions that were targeted at the Wednesday farmers market that has been held around the Bell Tower, asking if each merchant personally liked, disliked or were neutral on the location, whether it helped, hurt or was neutral in its effect on their business, and their impression of whether it helped, hurt or was neutral on the downtown overall.

23 surveys were returned by the deadline of Friday, February 3, 2023, and the survey results are below.

Question #1: Do you personally like or appreciate having the Farmer's Market at the Bell Tower on Wednesday afternoons from June to October?

<u>Response Choices</u>	<u>Number of Responses</u>	<u>Percentage</u>
<input type="checkbox"/> Yes, I like or appreciate it	17 answered Yes	(74%)
<input type="checkbox"/> No, I do not like or appreciate it	5 answered No	(22%)
<input type="checkbox"/> I am neutral on this question	1 answered neutral	(4%)

Question #2: Does having the Farmer's Market at the Bell Tower hurt or help your business?

<u>Response Choices</u>	<u>Number of Responses</u>	<u>Percentage</u>
<input type="checkbox"/> It helps my business	10 answered that it helps	(43%)
<input type="checkbox"/> It hurts my business	6 answered that it hurts	(26%)
<input type="checkbox"/> I am neutral on this question	7 answered neutral	(30%)

Question #3: Does having the Farmer's Market at the Bell Tower hurt or help the Downtown overall?

<u>Response Choices</u>	<u>Number of Responses</u>	<u>Percentage</u>
<input type="checkbox"/> It helps the Downtown overall	16 answered that it helps	(70%)
<input type="checkbox"/> It hurts the Downtown overall	4 answered that it hurts	(17%)
<input type="checkbox"/> I am neutral on this question	3 answered neutral	(13%)