

# 2021 DGBA Membership Survey

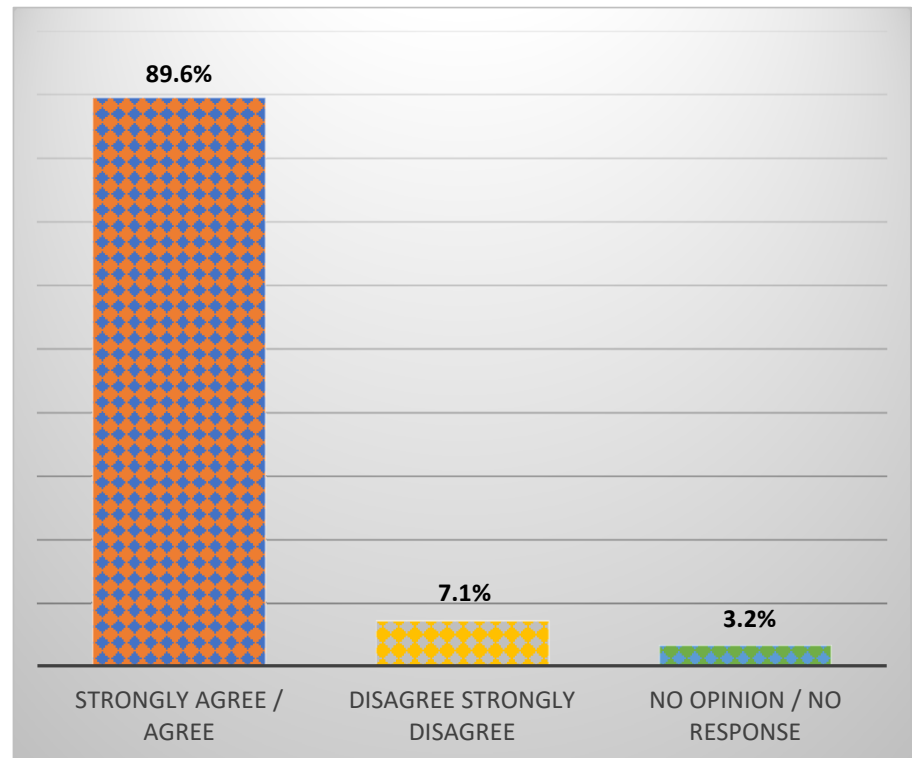
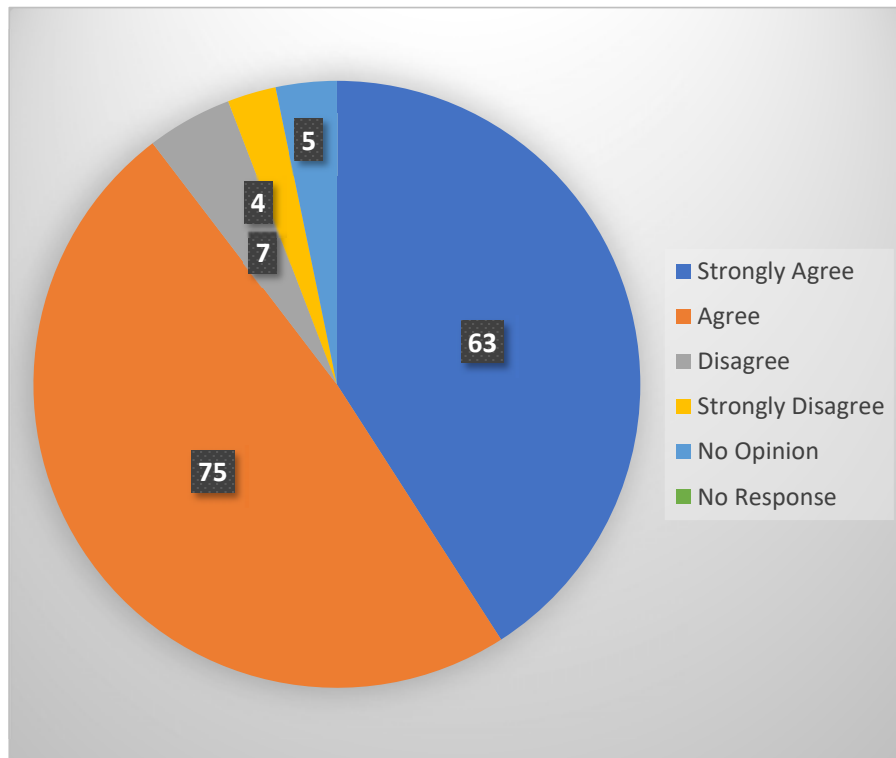
# Our Mandate

**Downtown Guelph Business Association (DGBA) is downtown Guelph's business improvement area (BIA) organization. DGBA's mandate is to represent members and support the downtown in the following areas:**

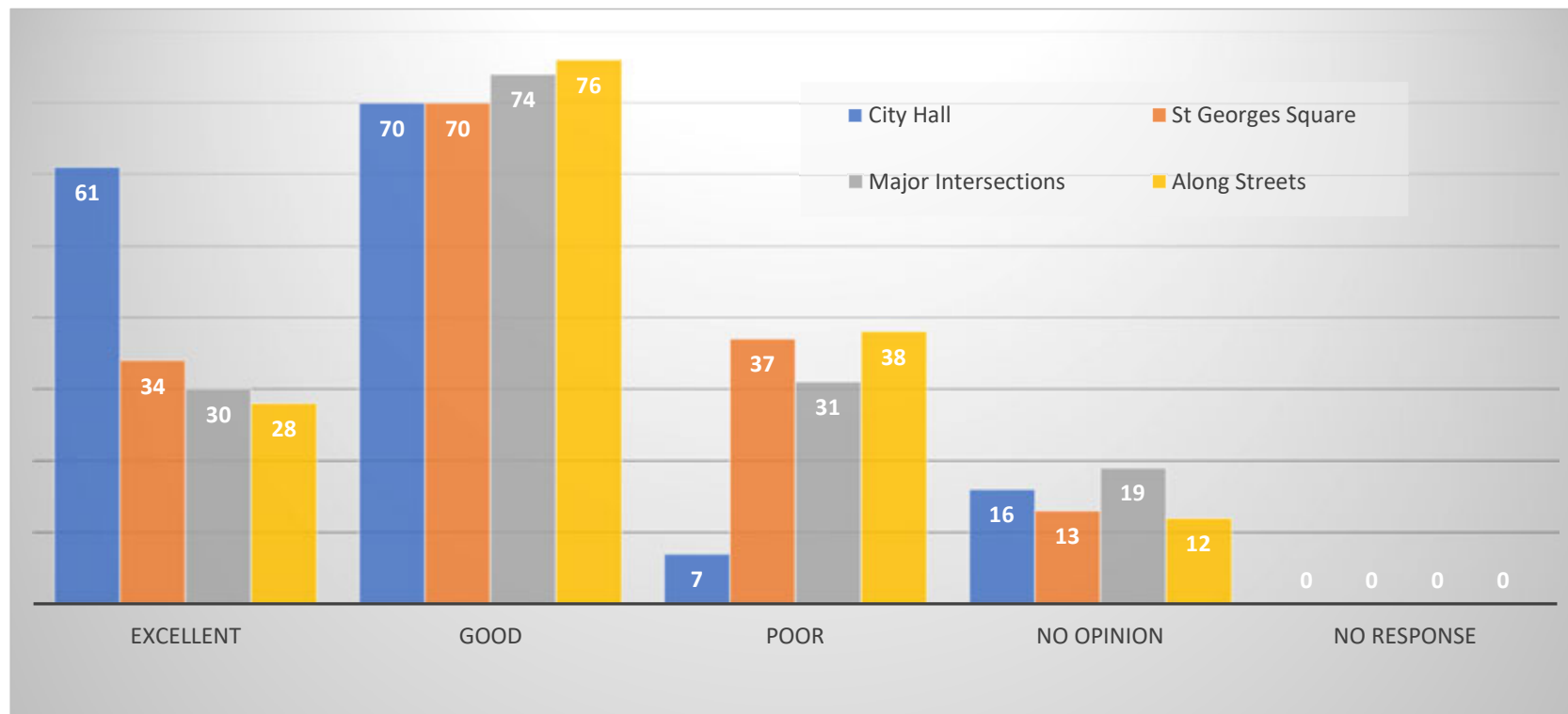
- **beautification and streetscaping**
- **event programming and marketing**
- **support and enhance economic development opportunities**
- **advocate with city departments and council for policy and operational performance to enhance and protect essential services**
- **contribute to the social well-being of the city's core**
- **outreach and communications**

# Beautification & Streetscaping

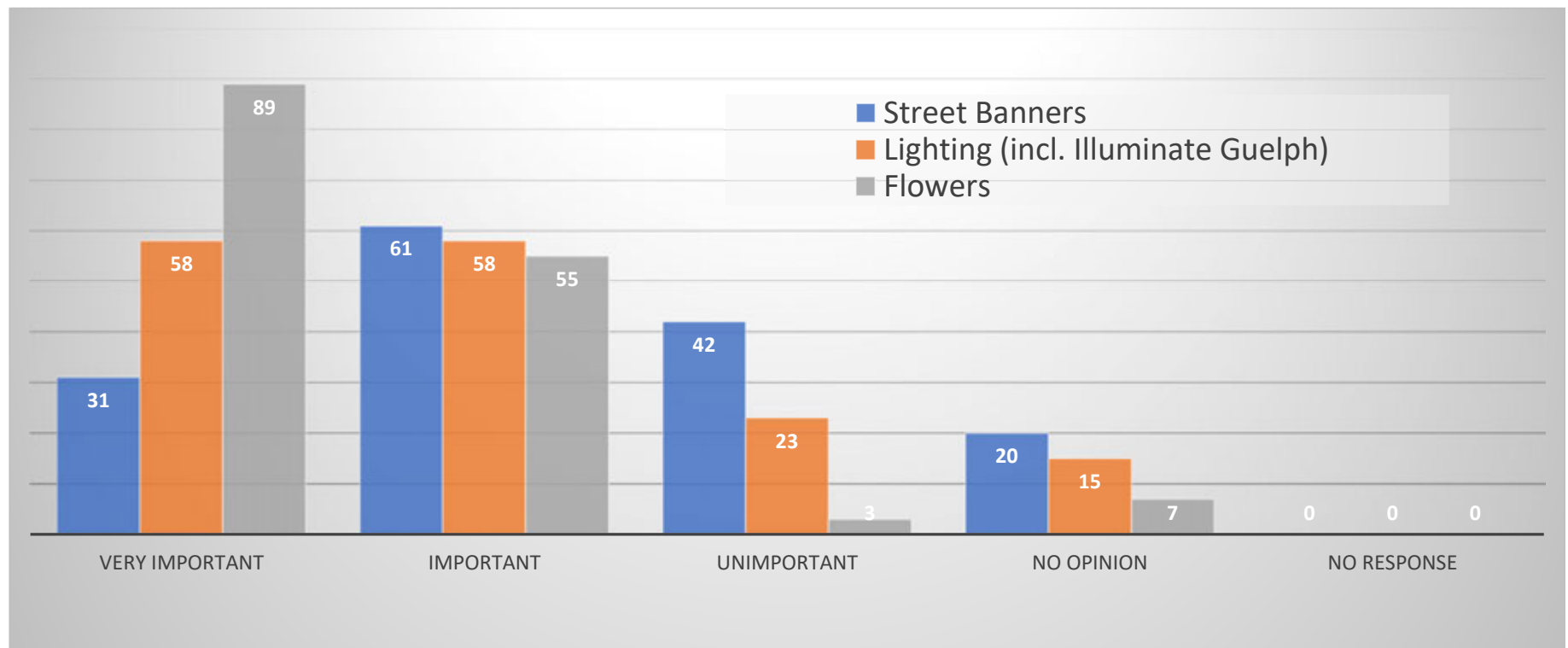
“Beautification and Streetscaping sponsored by the DGBA are generally positive for the downtown.”



Please rate the quality of streetscaping and beautification in the following locations



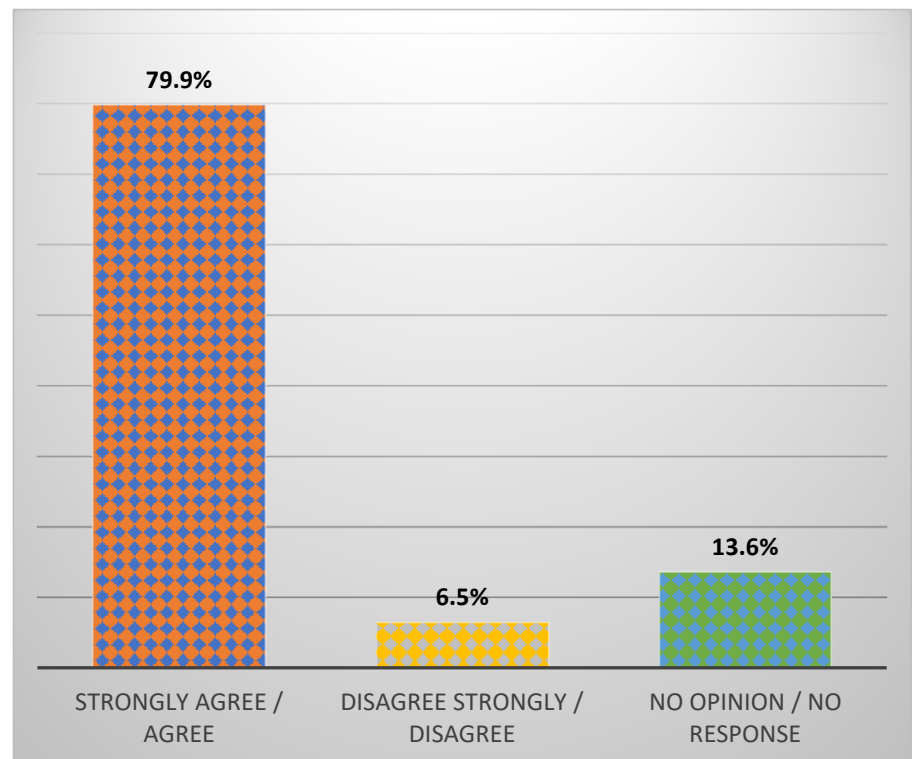
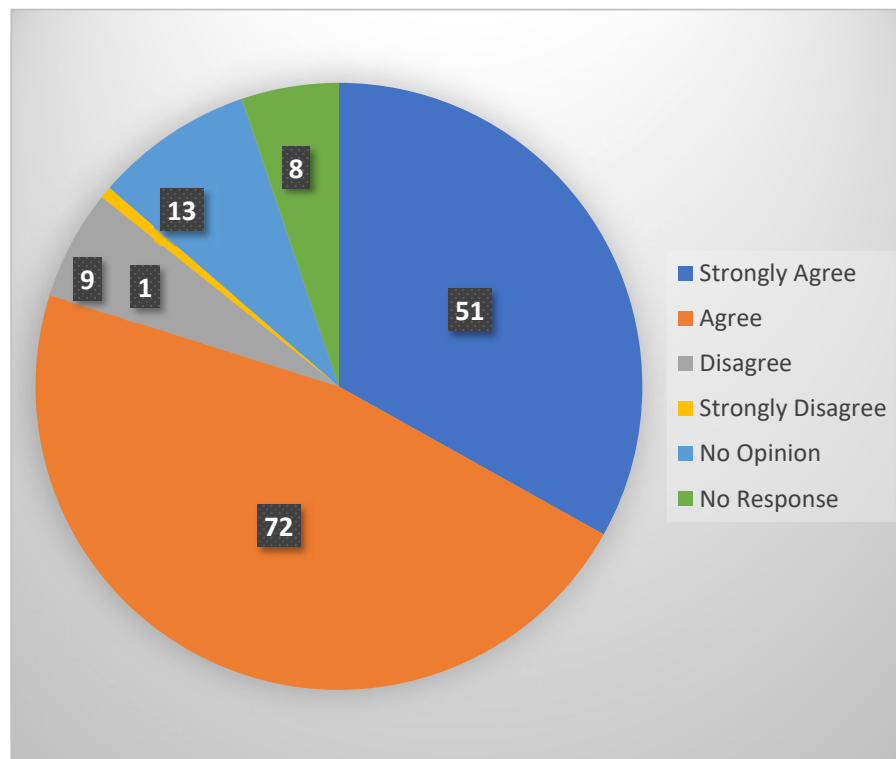
Please rate the importance of the following to the look and feel of Downtown



Events

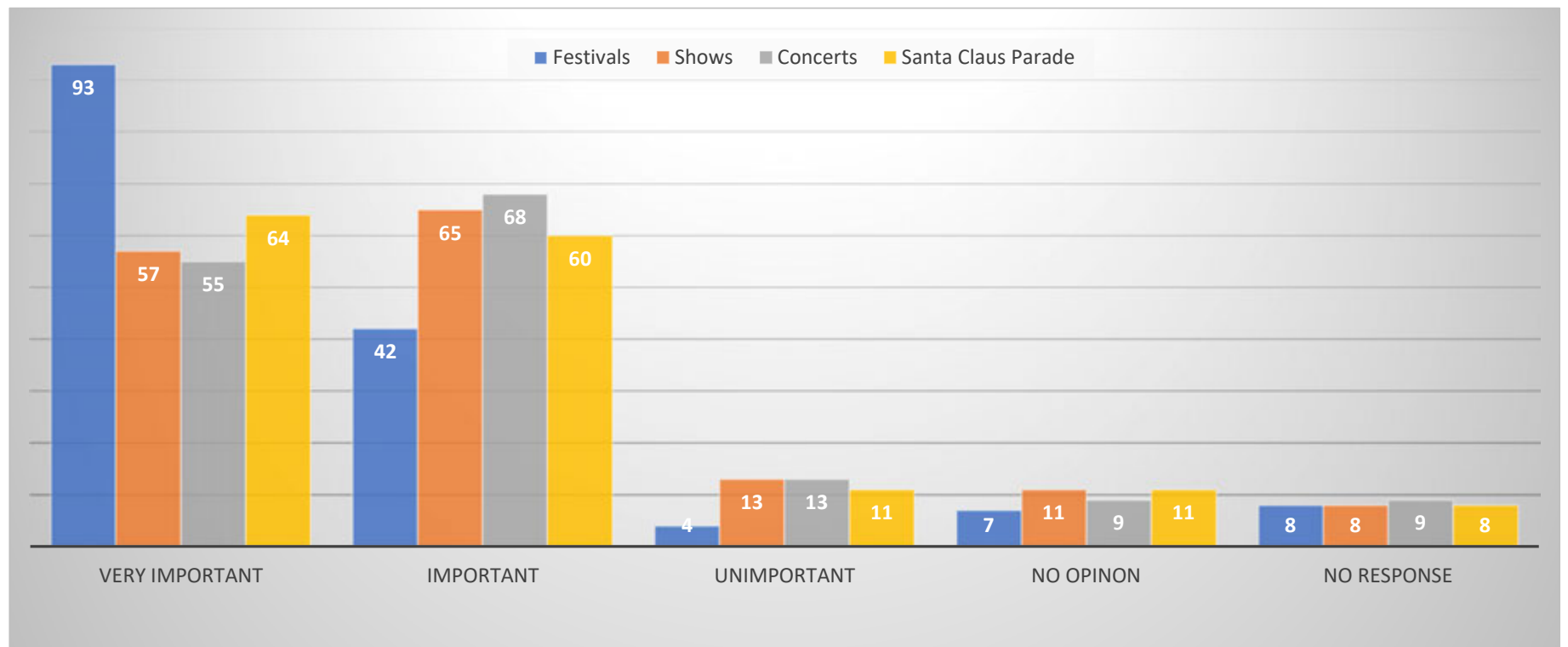
**Please rate how much you agree or disagree with this statement...**

**“Events organized and/or sponsored by the DGBA are generally positive for Downtown”**



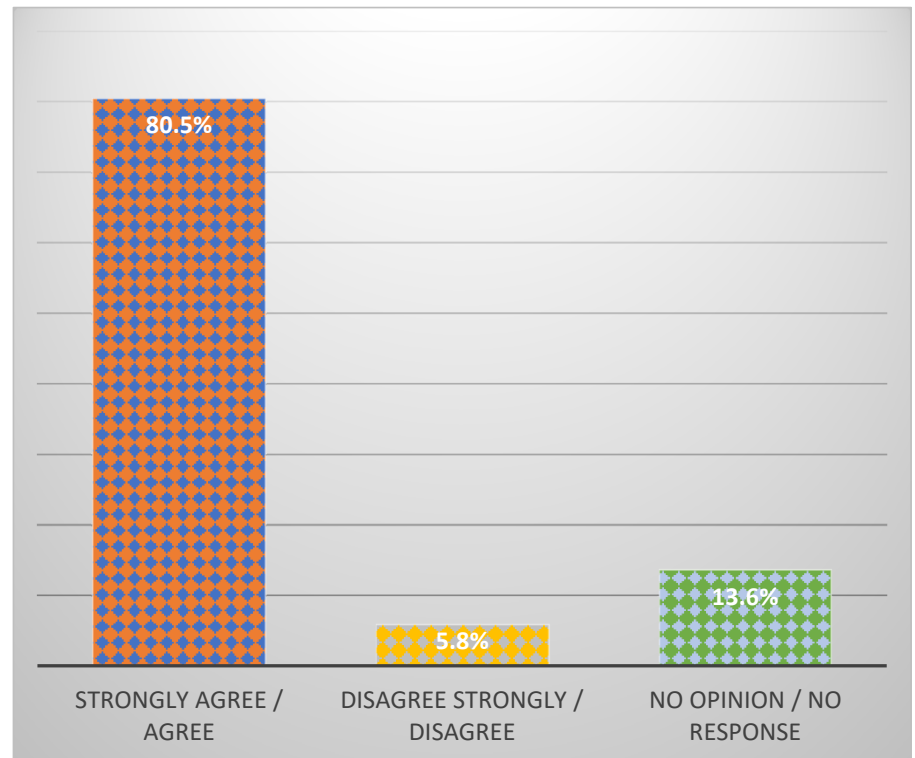
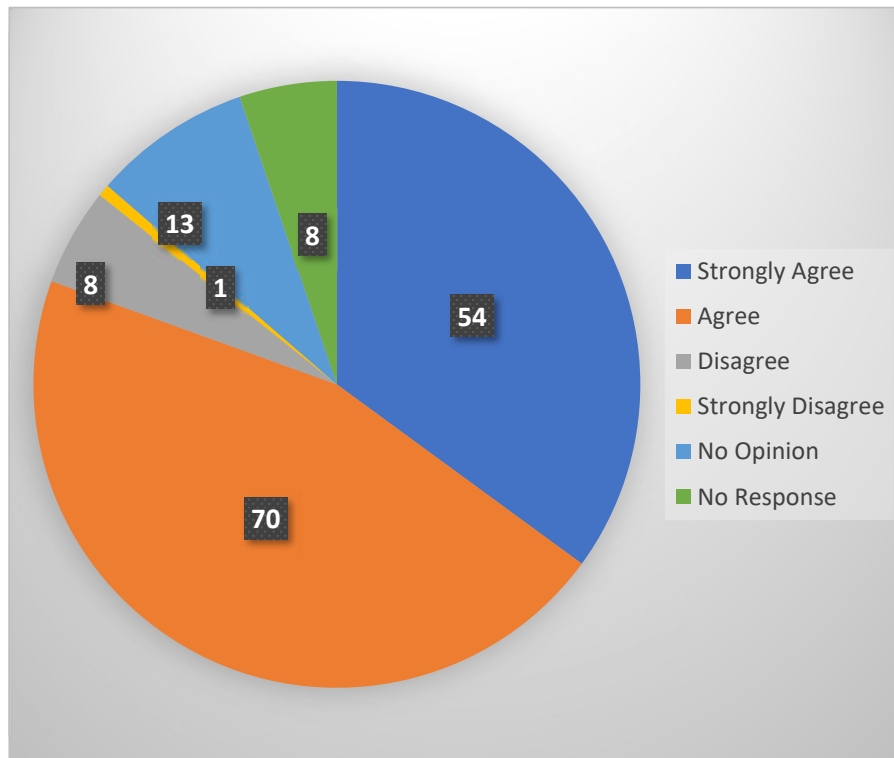


Please rate the value of the following events to the Downtown

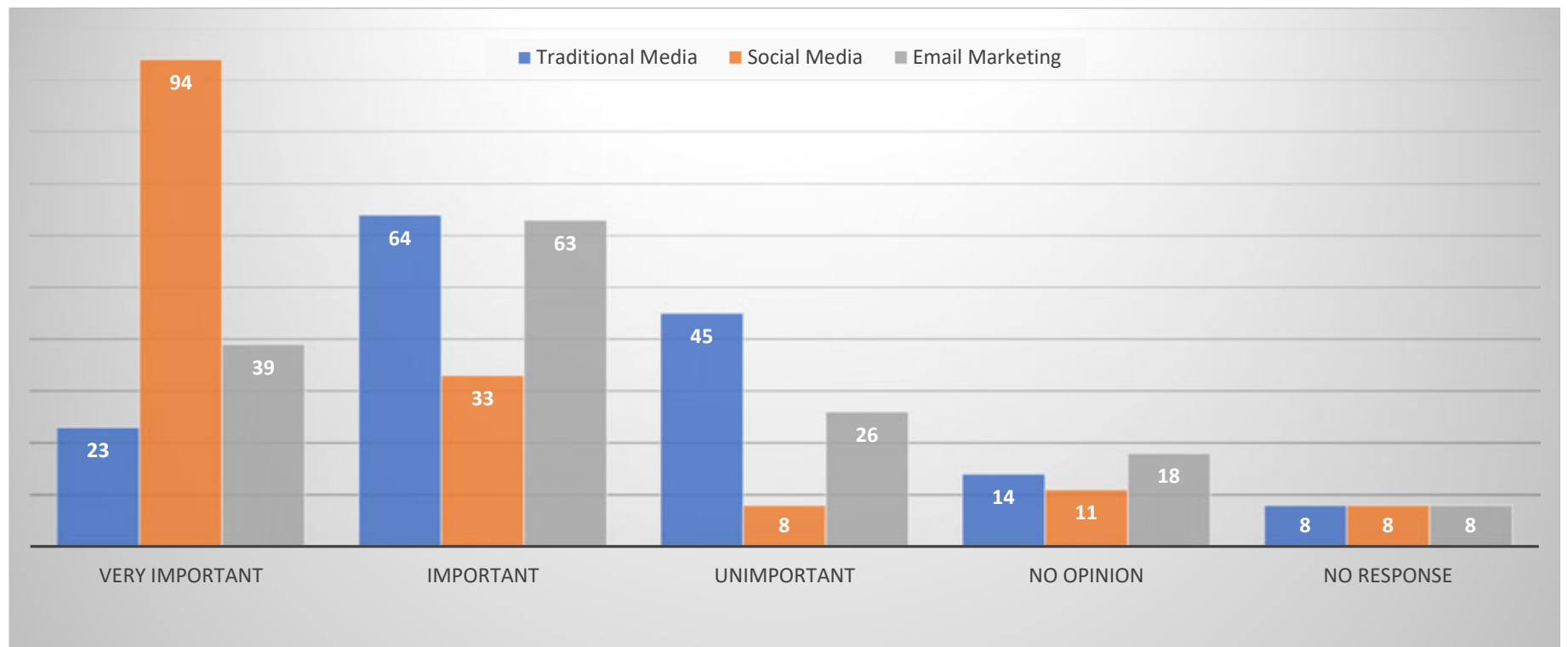


Marketing

Please rate how much you agree or disagree with this statement...  
“Marketing on Social and Traditional Media created and/or amplified (reposted) by the DGBA is generally positive for Downtown”



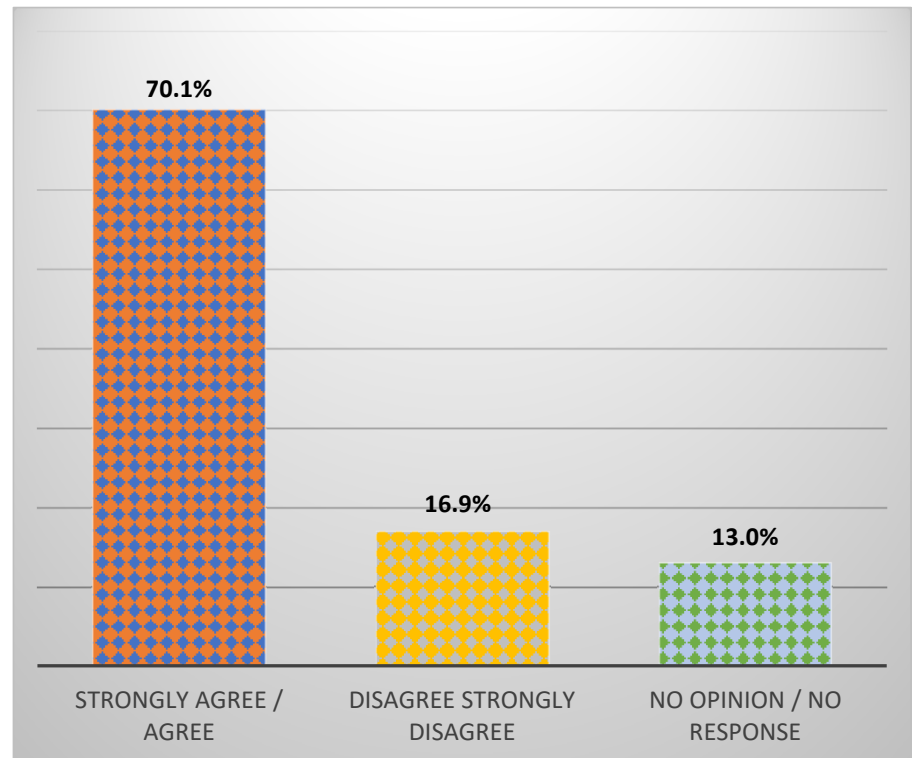
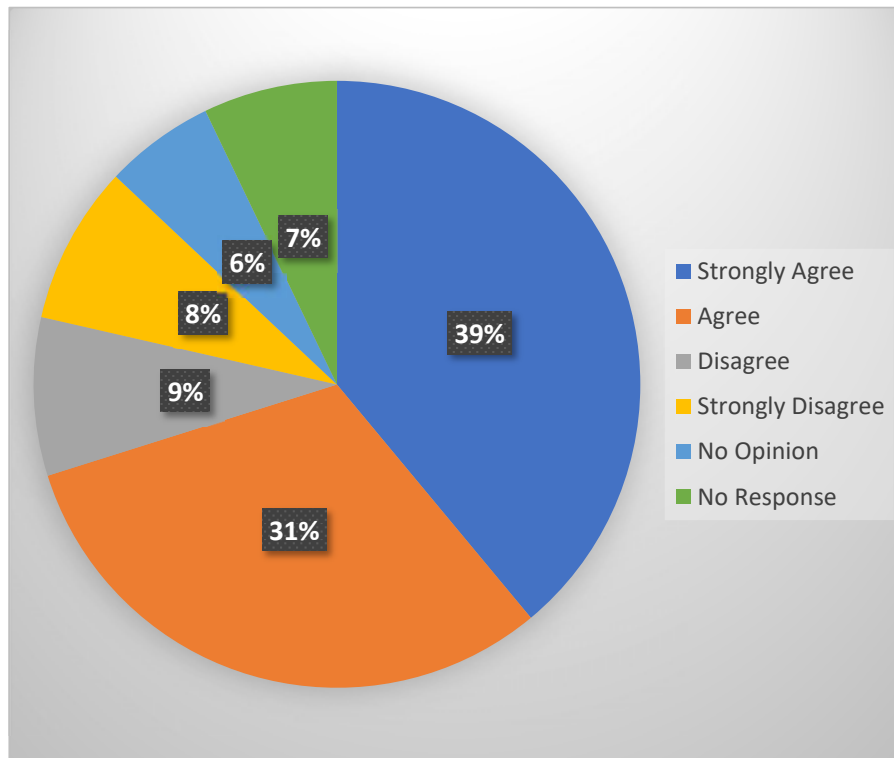
# Please rate the value of the following marketing channels to your business



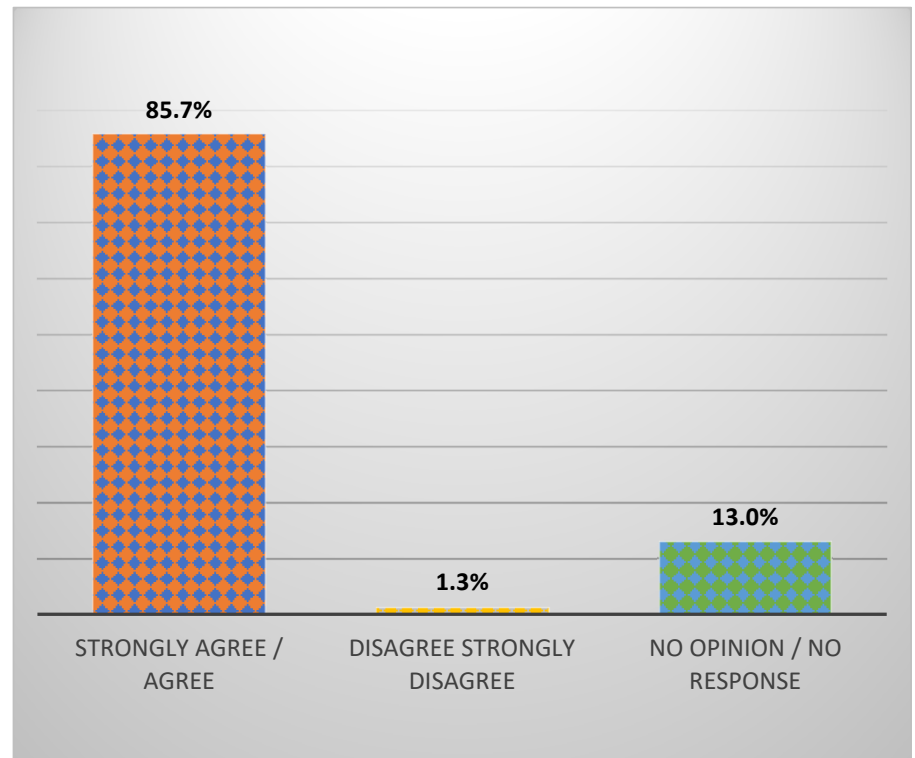
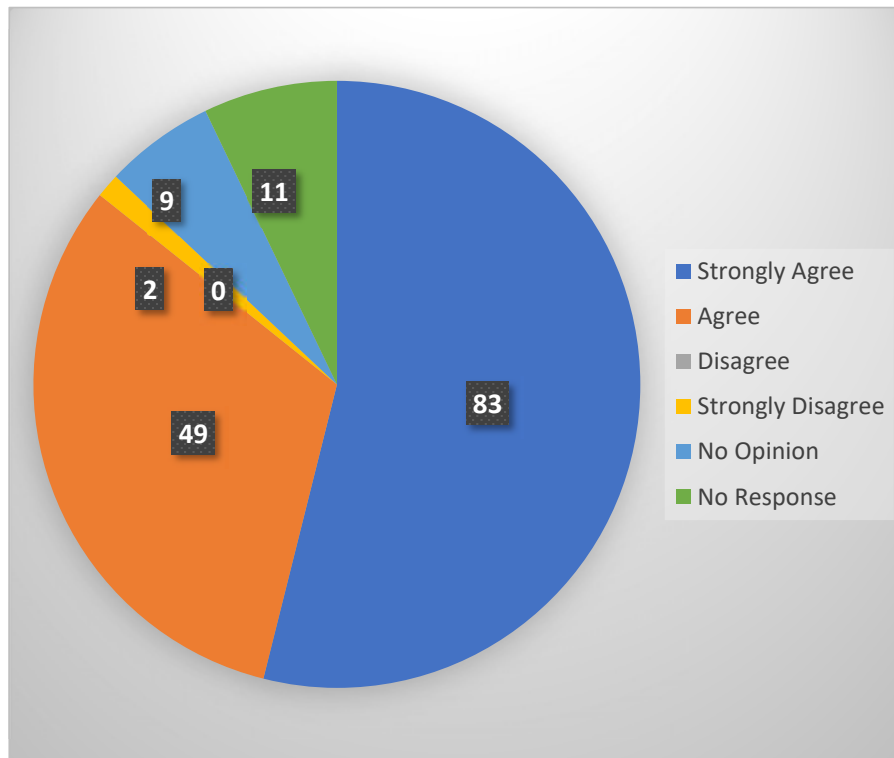
# Economic Development Advocacy

Please indicate how much  
you agree or disagree with  
these statements...

**“The DGBA understands downtown business concerns and opportunities and advocates on my behalf.”**

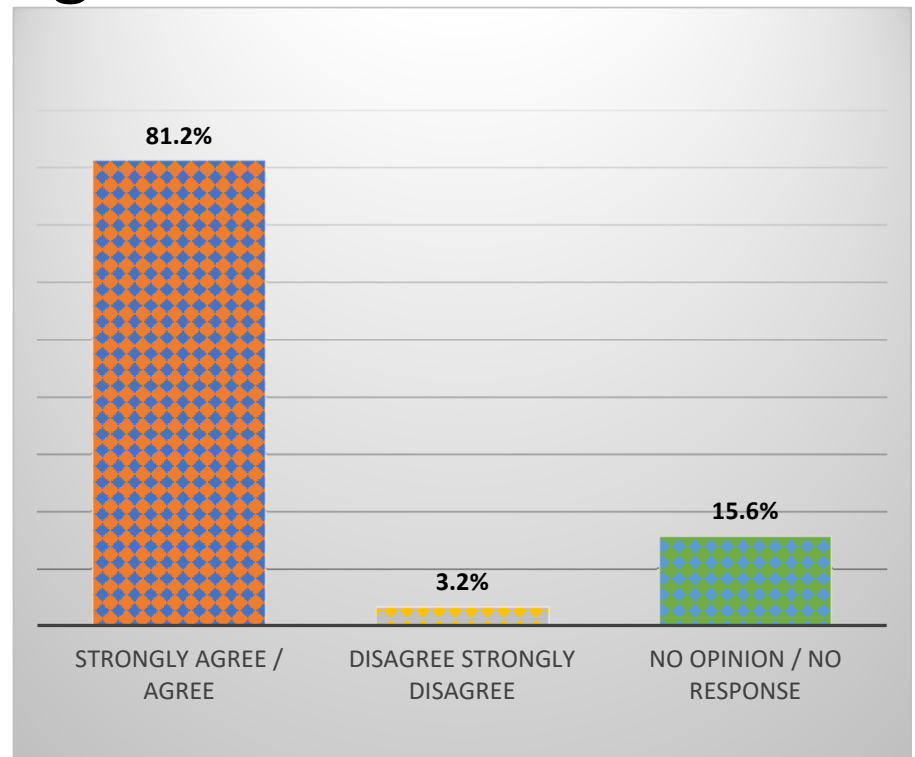
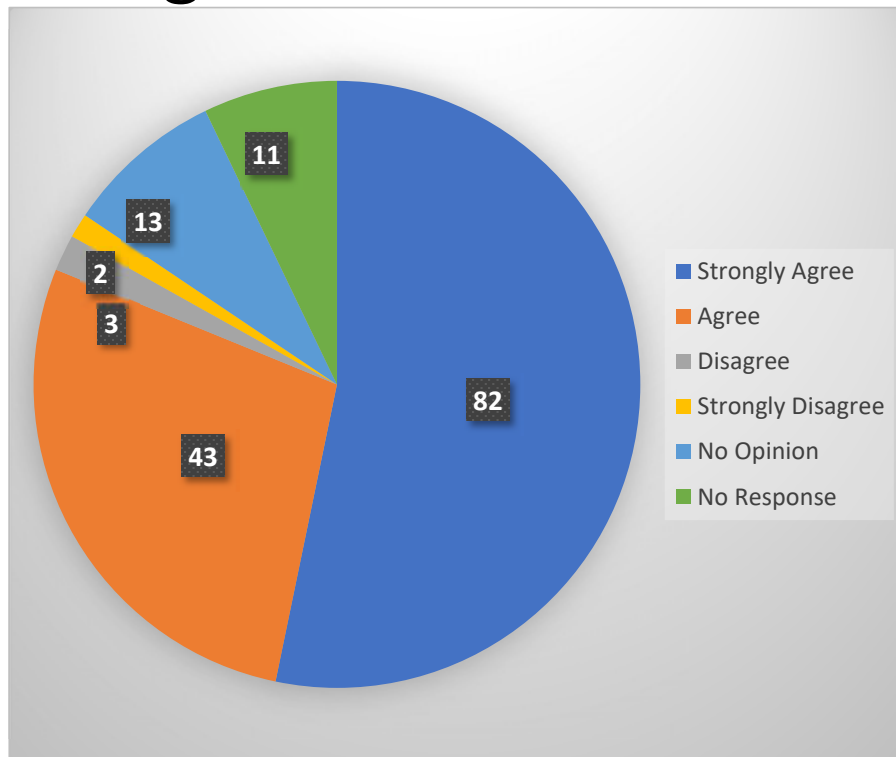


**“The way the streets and sidewalk look and function is important to the success of my business.”**

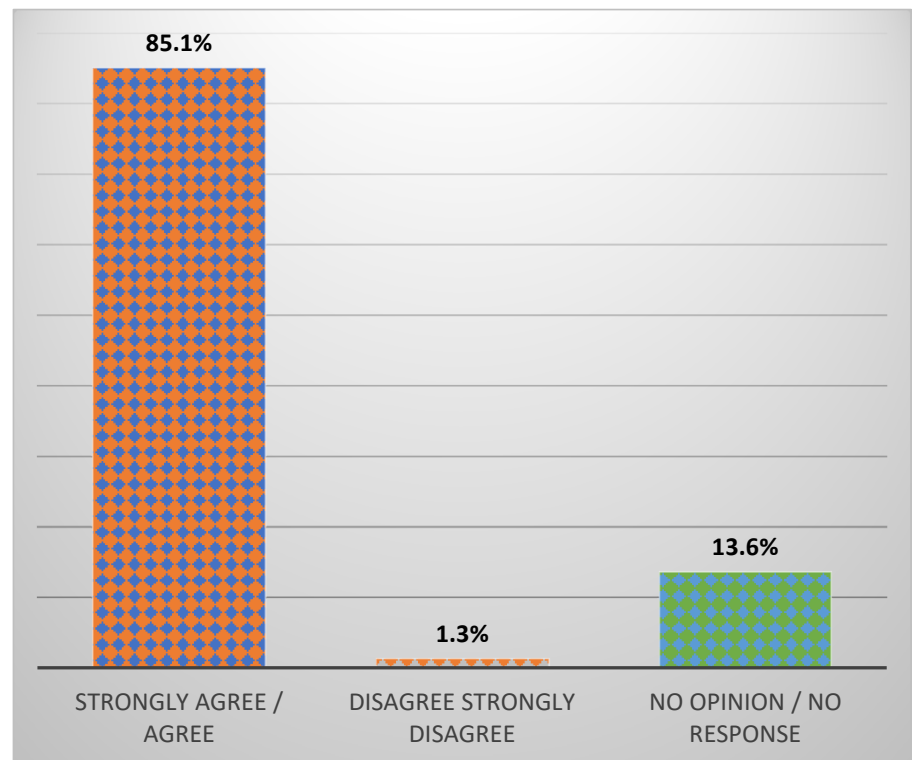
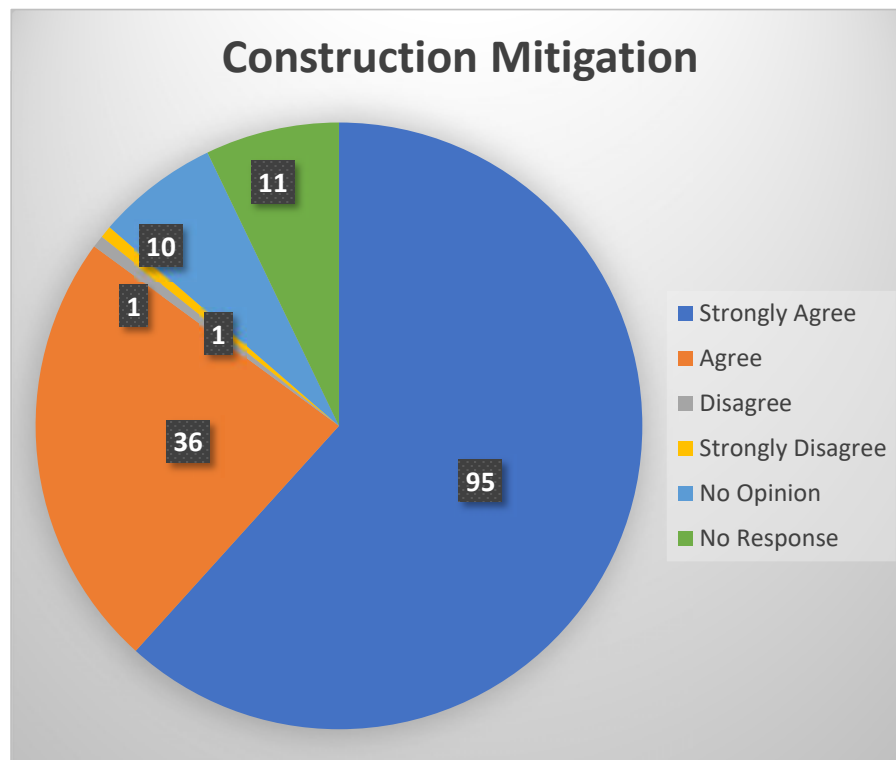




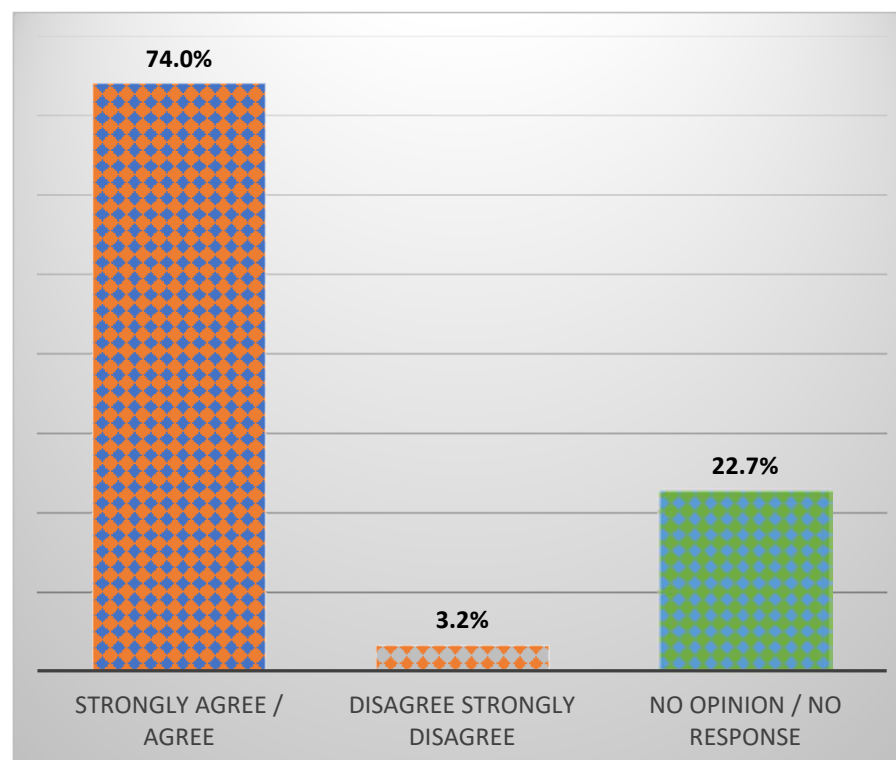
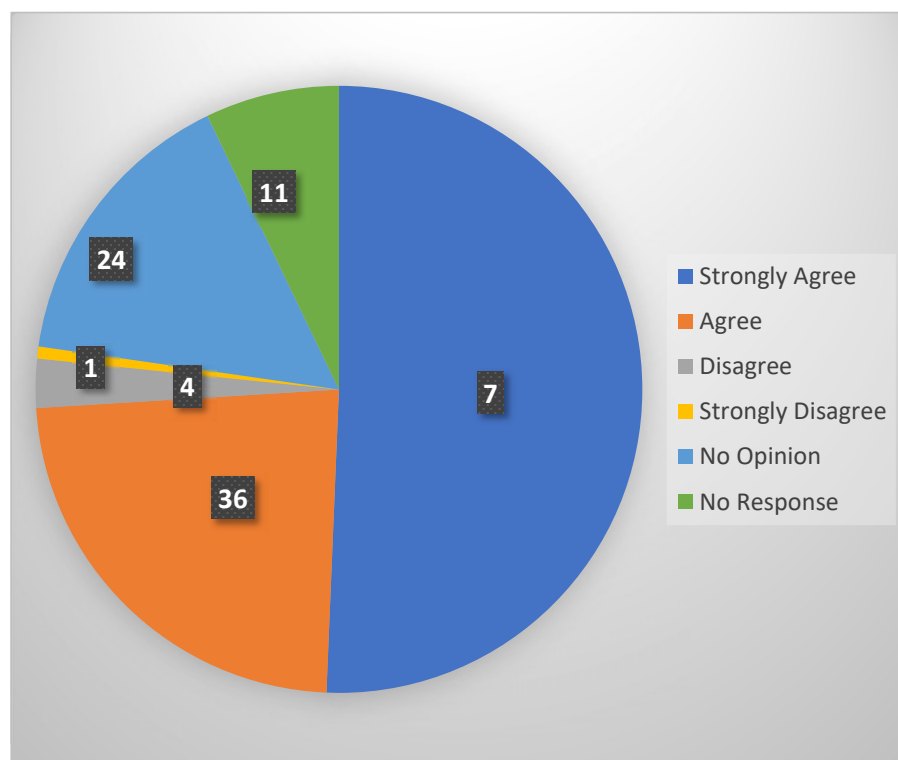
“The DGBA should continue to press the City on the Baker Development to achieve a better integration with the existing downtown.”



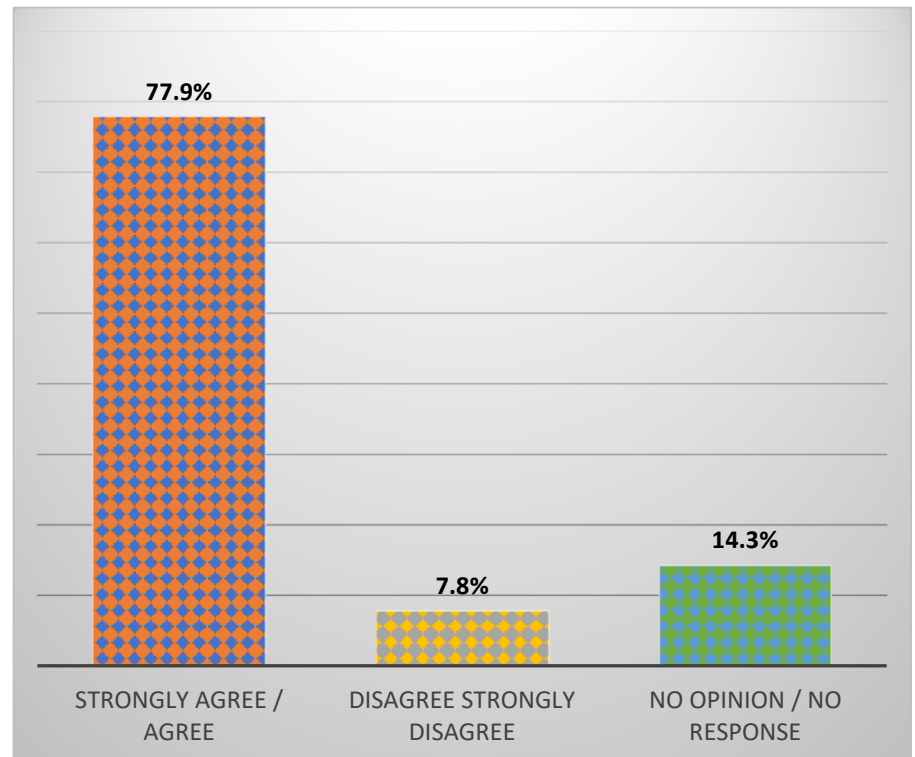
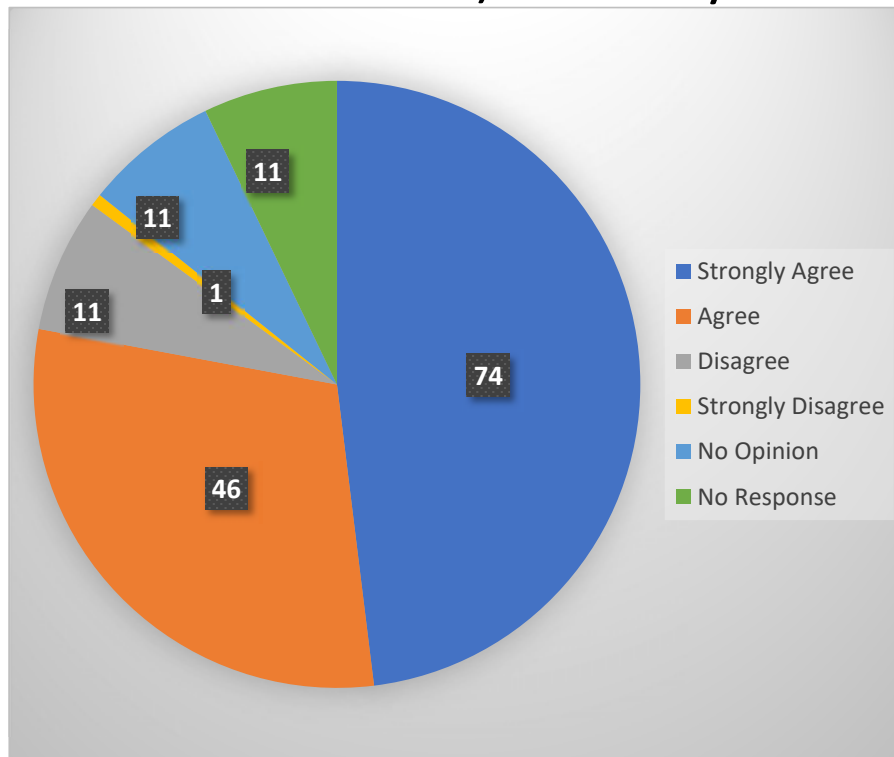
“The DGBA should work with the city on my behalf to mitigate construction disruptions.”



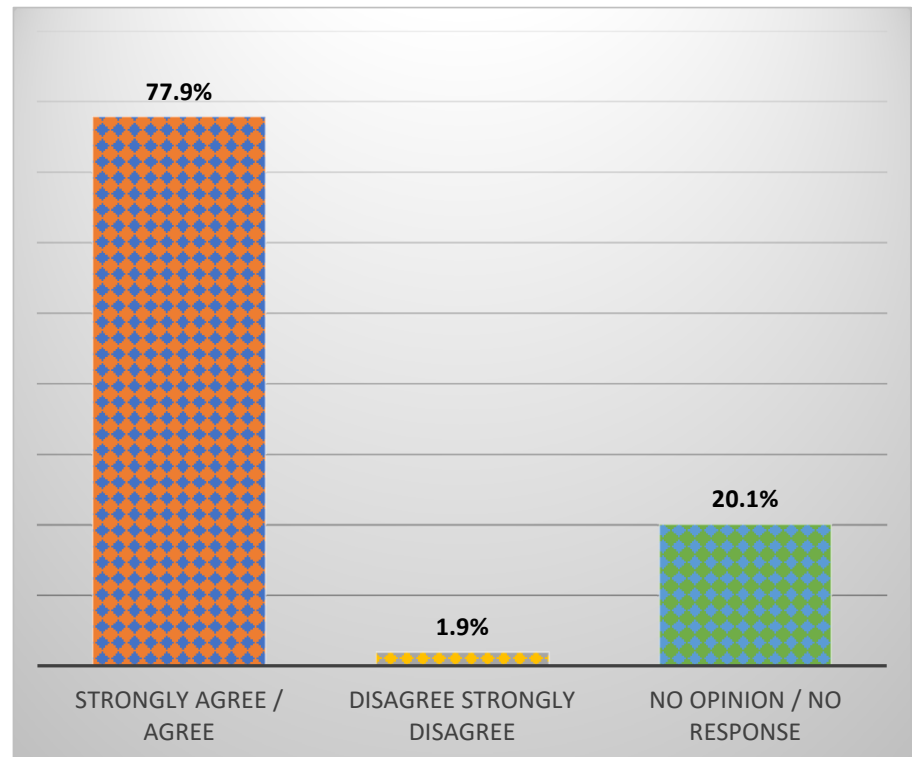
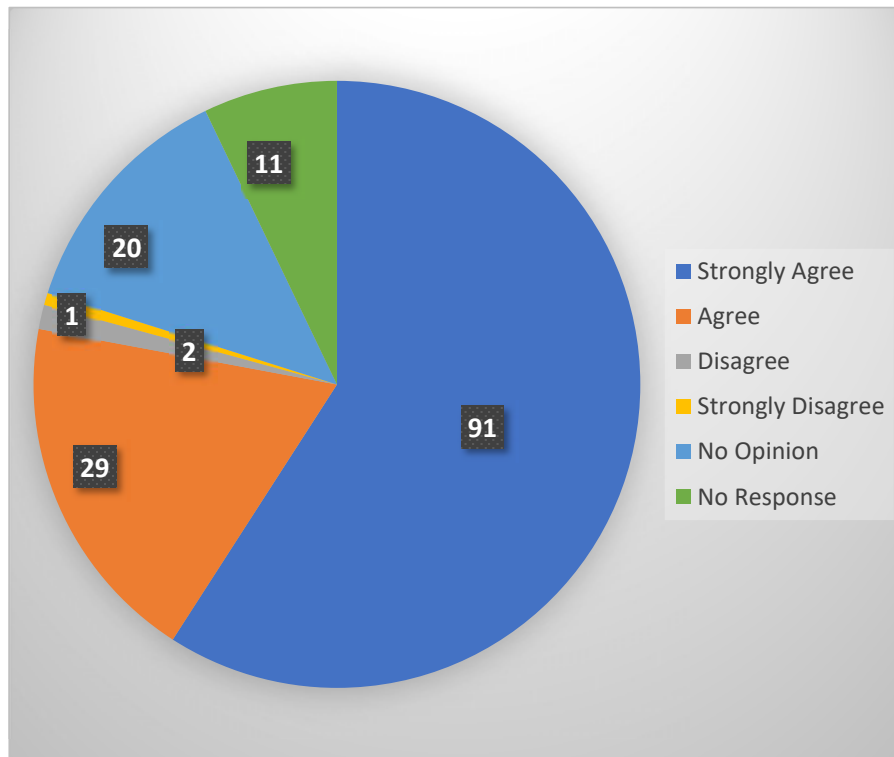
"The DGBA should work to reduce/eliminate municipal permit fees and red tape on my behalf."



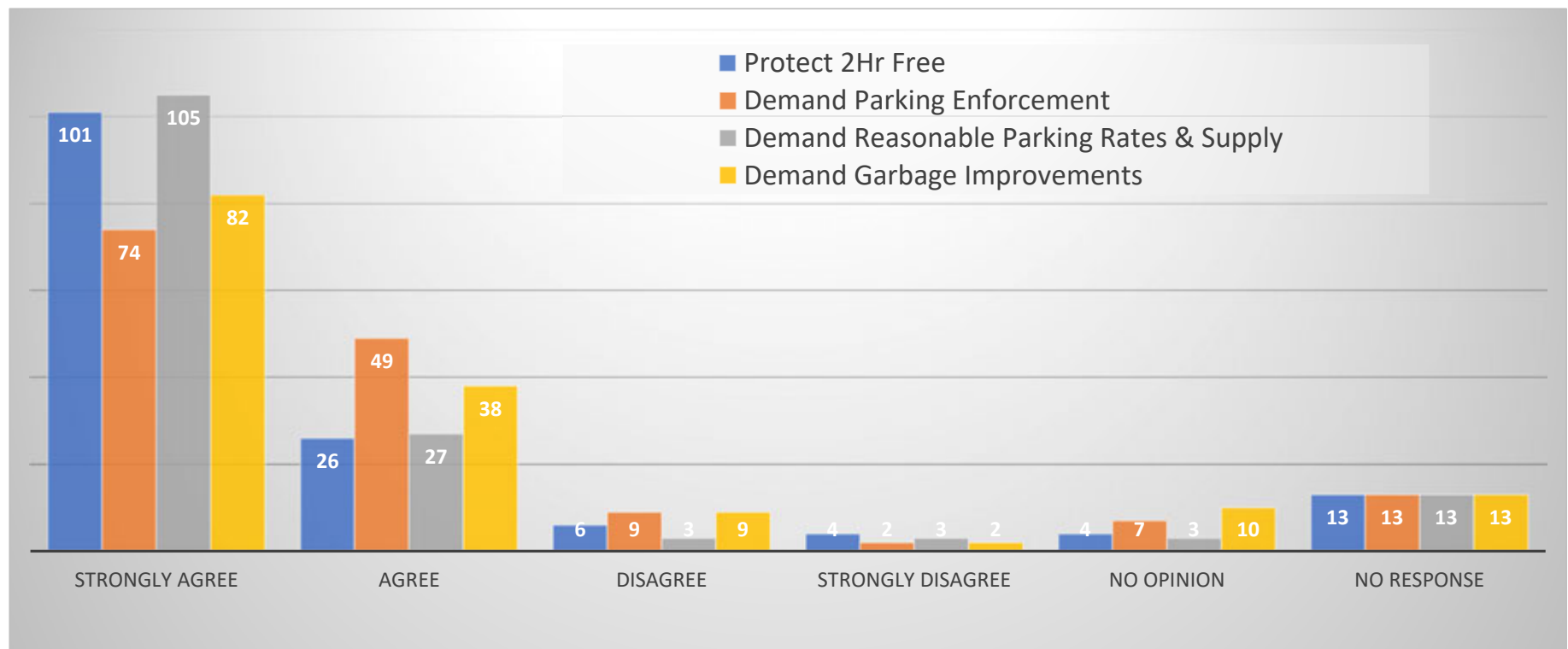
"The DGBA should work to seek direct business related supports (facade improvements, COVID related costs) on my behalf."



“The DGBA should press the City to create a Small Business Tax Class (l.e.Barrie, Toronto, and Ottawa) to lower the tax burden on small businesses.”

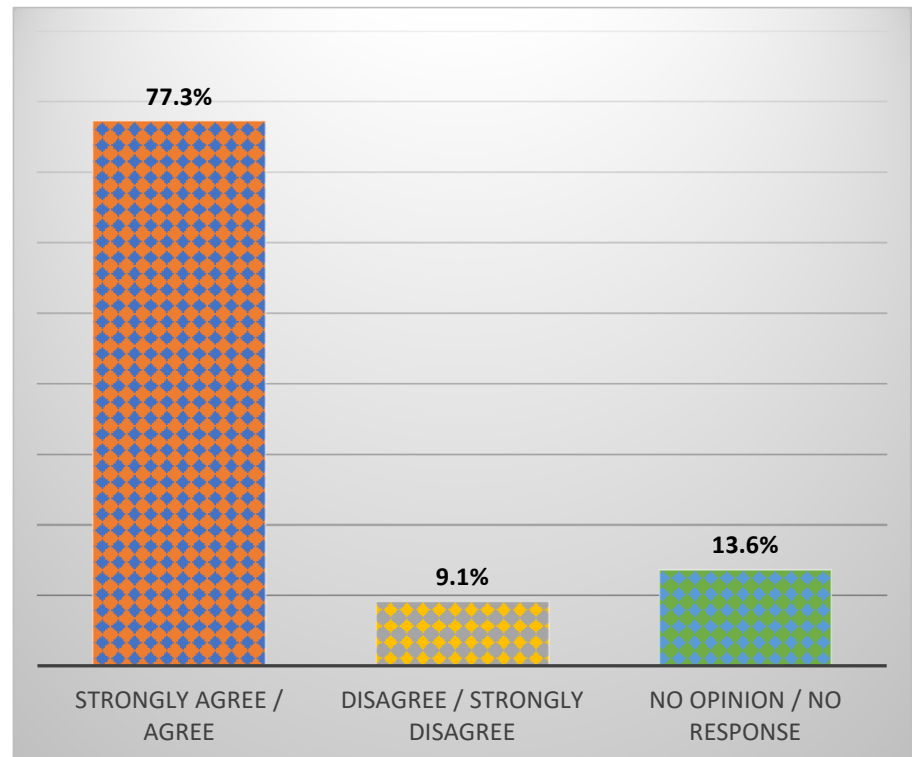
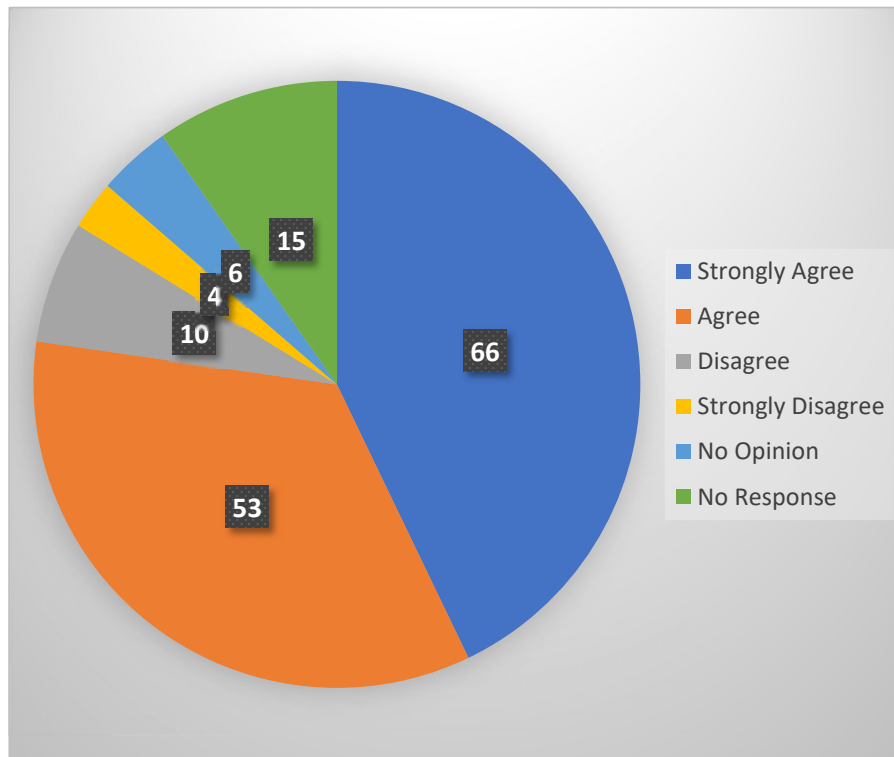


“The DGBA should continue to ...



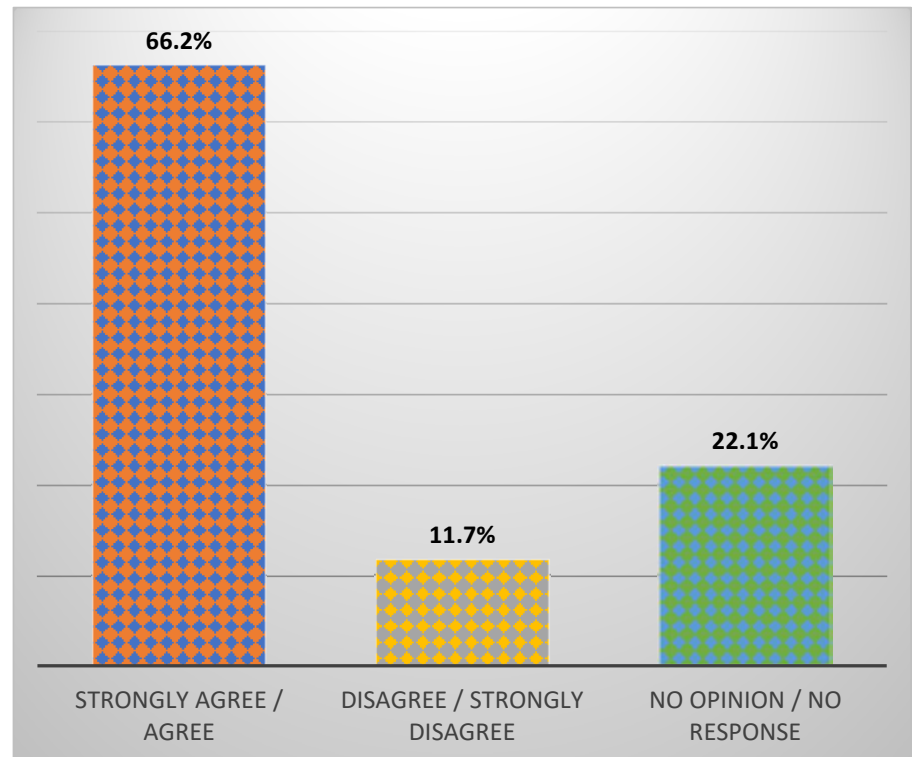
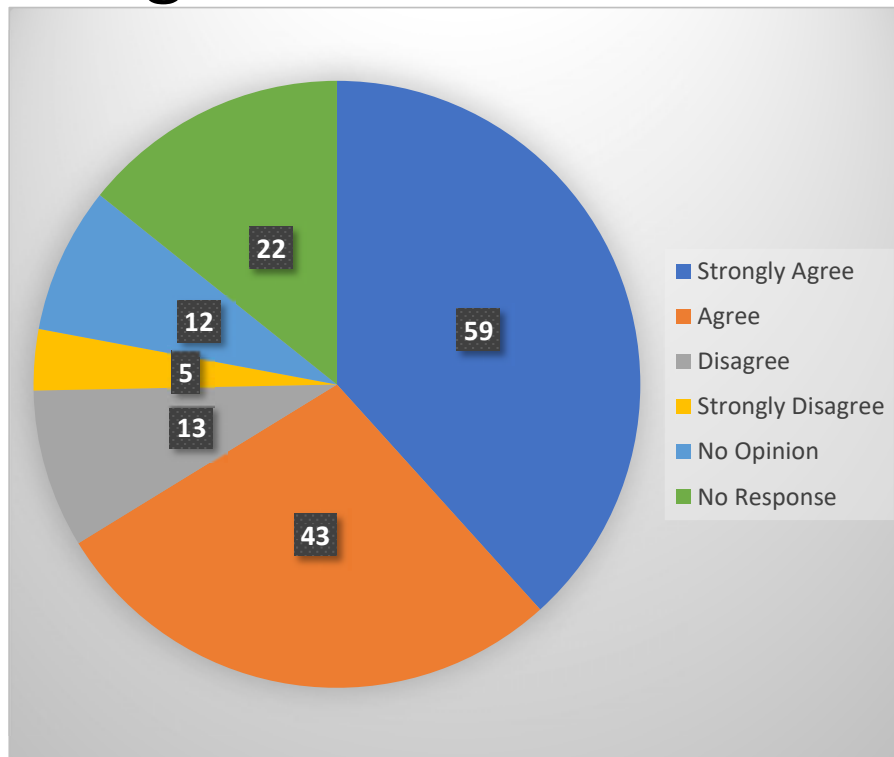
# Social Well-Being of Downtown

The DGBA has a role to play regarding the social issues (people living with Addiction, Poverty, and Mental Health challenges) we see in Downtown.”

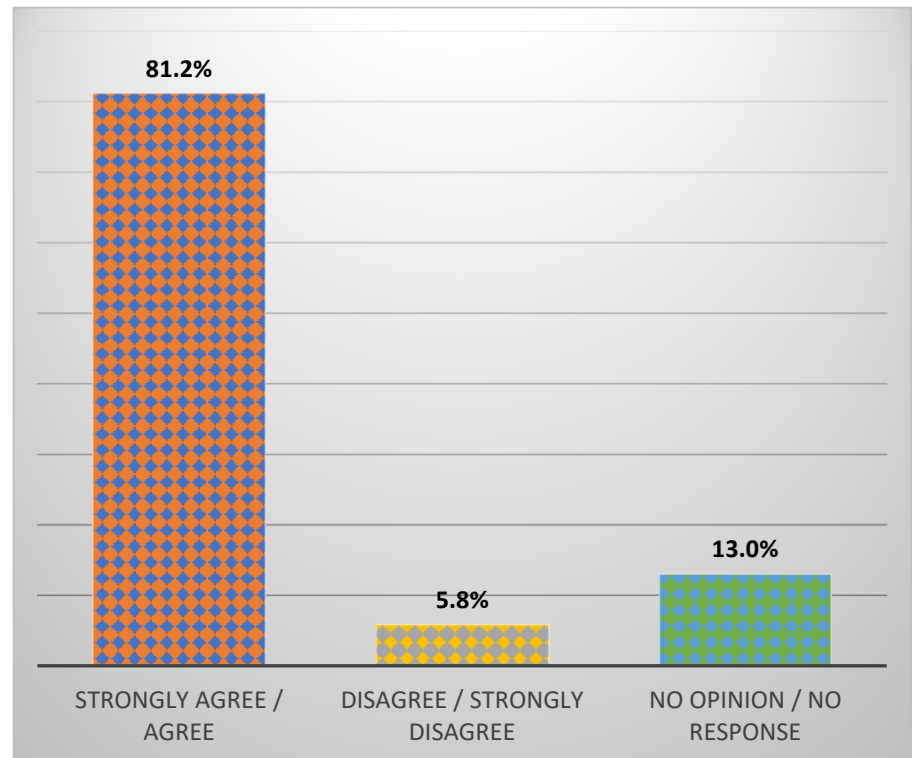
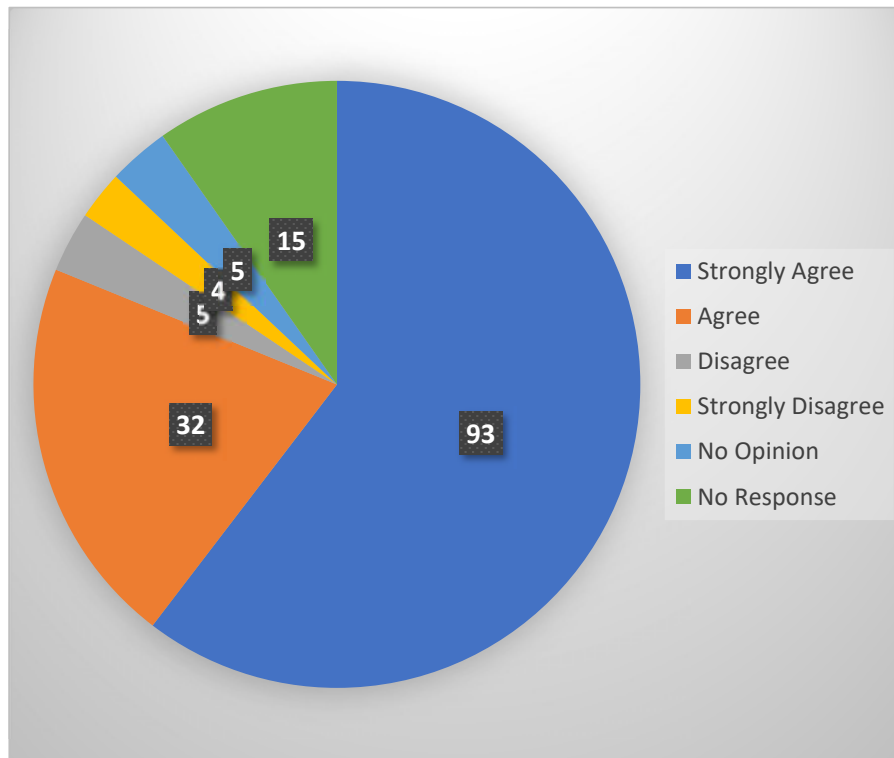




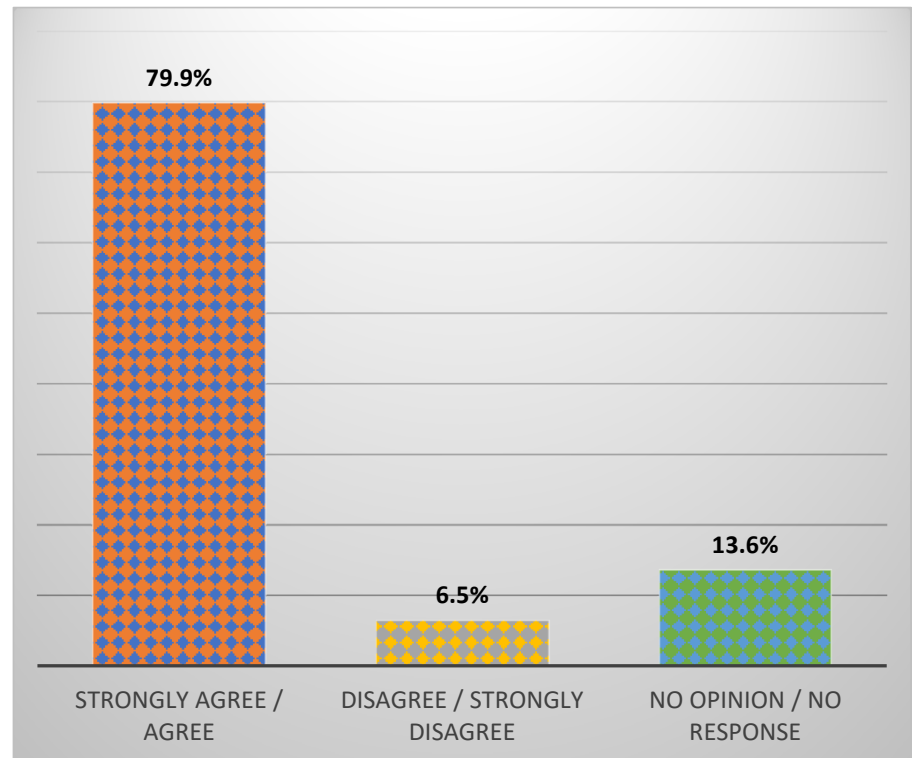
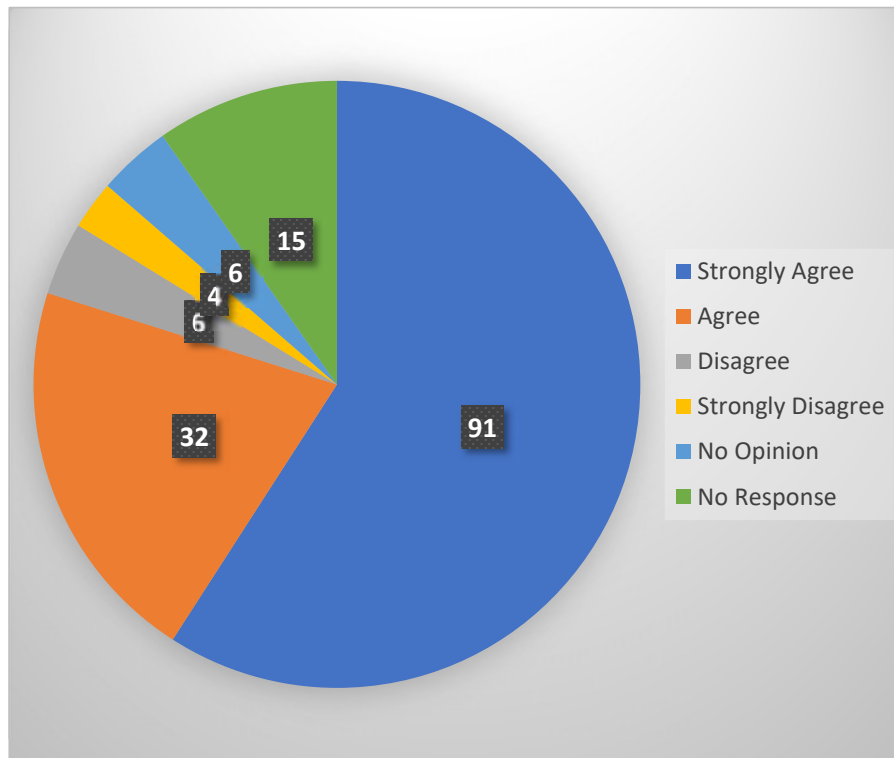
“The DGBA should continue to work with and financially contribute to the Welcoming Streets Program.”



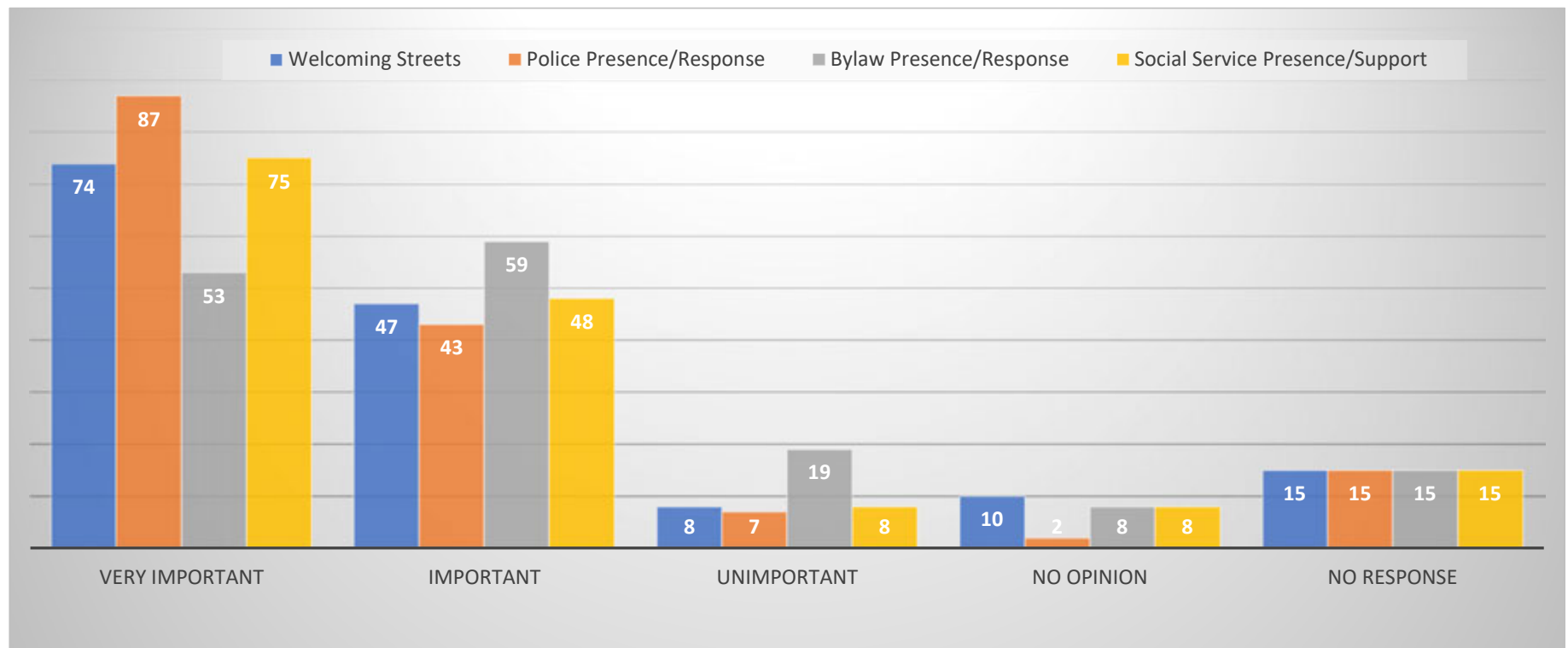
“The DGBA should continue to work with Police and Bylaw and push for more officers present walking the streets Downtown”



**“The DGBA should continue to work with Social Services and push for more support on the streets Downtown”**

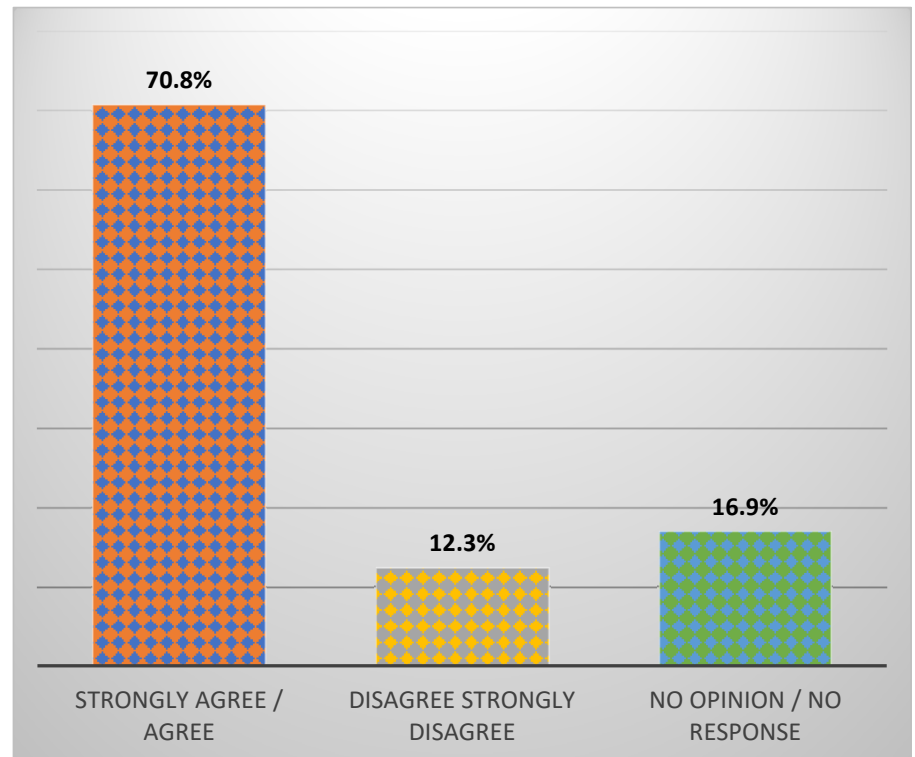
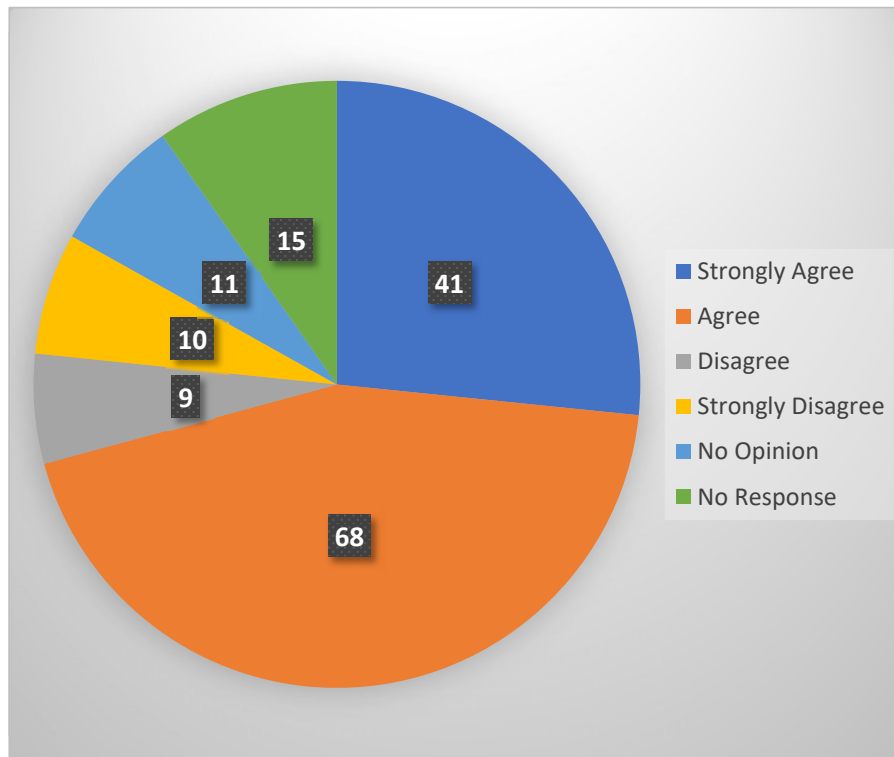


Please rate the relative importance of the following in addressing concerns for public safety and the overall well-being of the Downtown

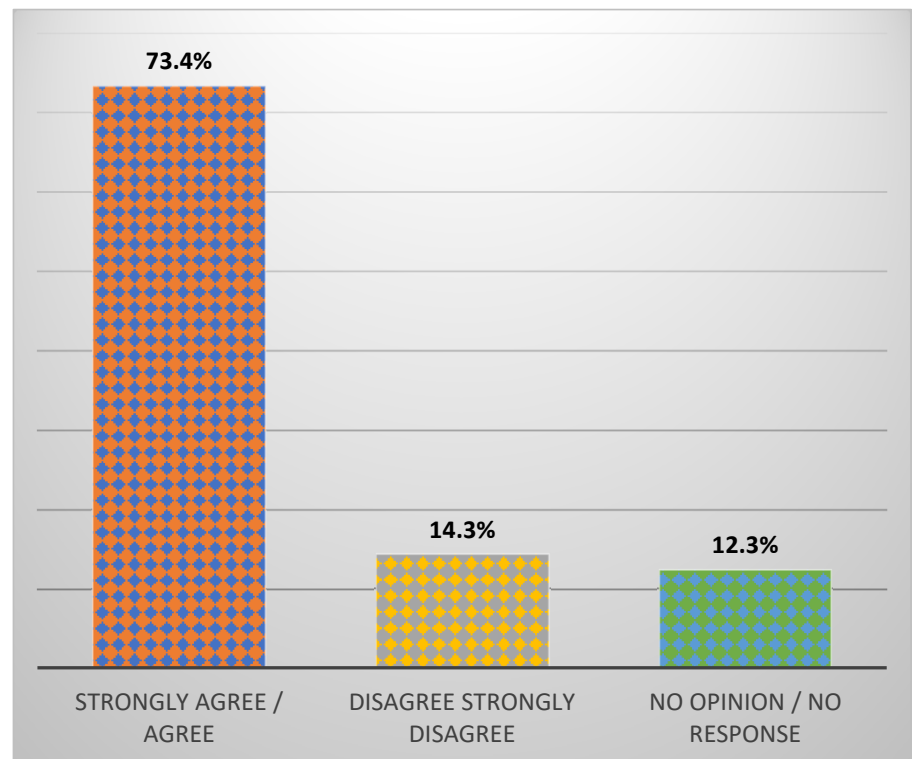
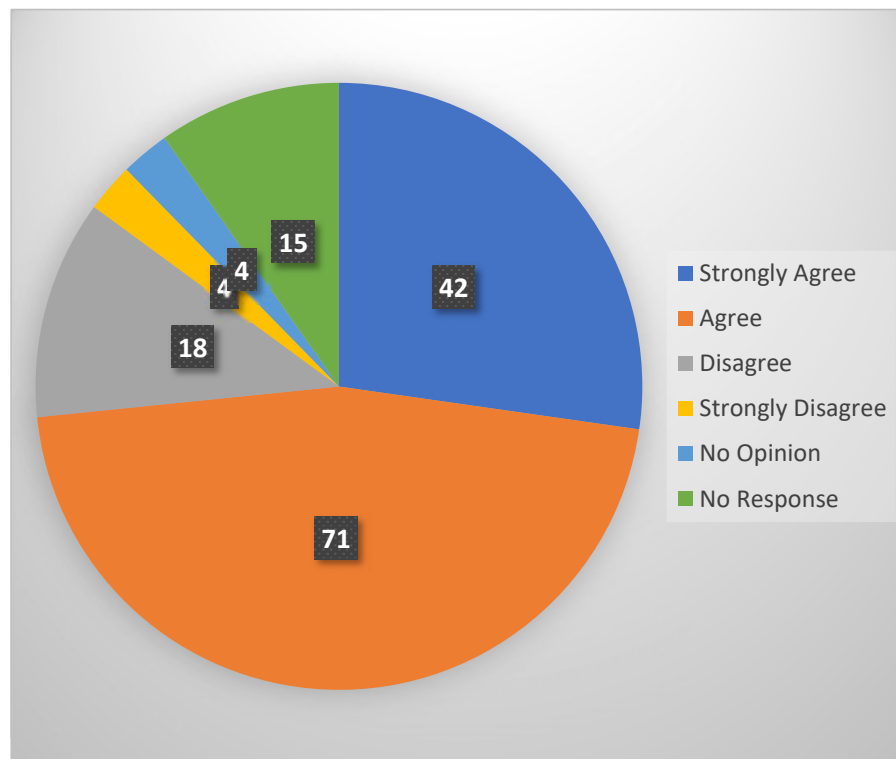


# Communications

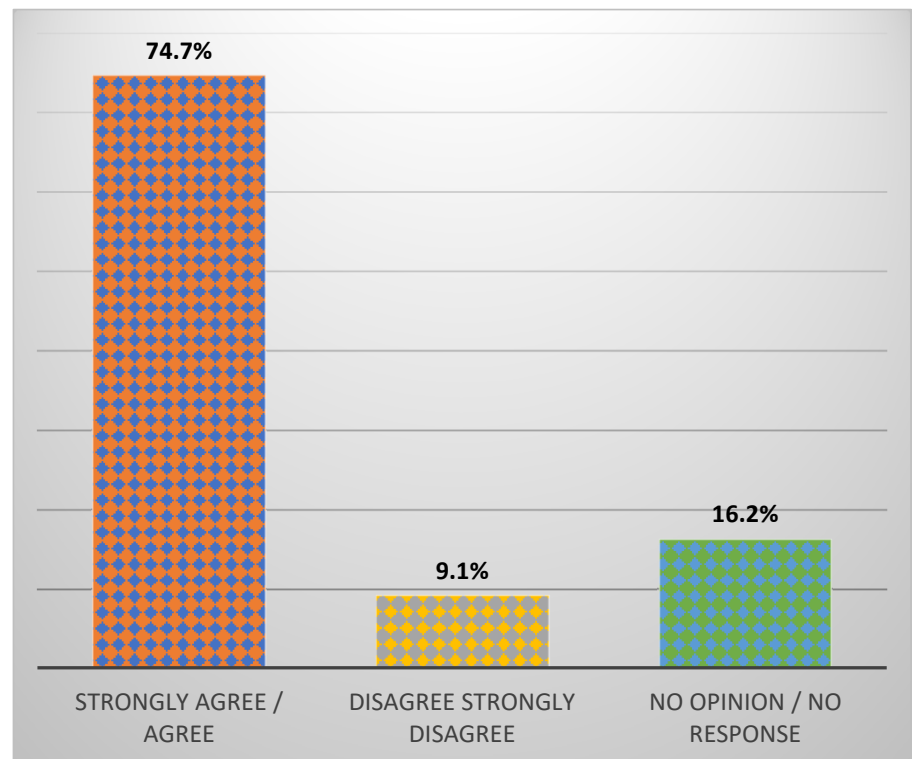
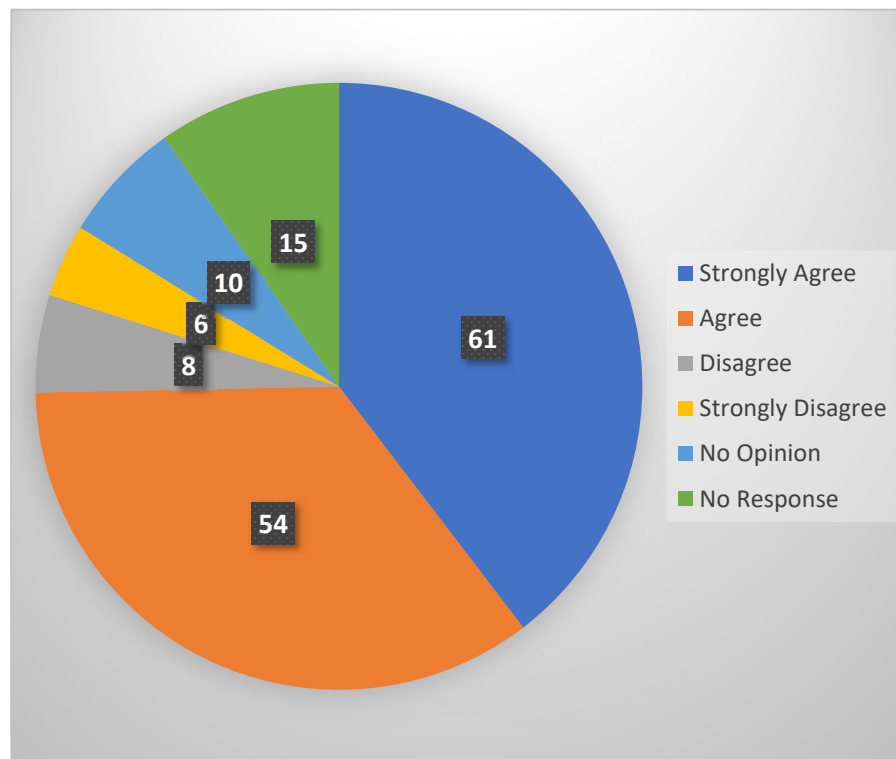
**“Communication from the DGBA Office is clear, consistent, and useful”**



**“I make a point to read most of the newsletter and other emails I receive”**

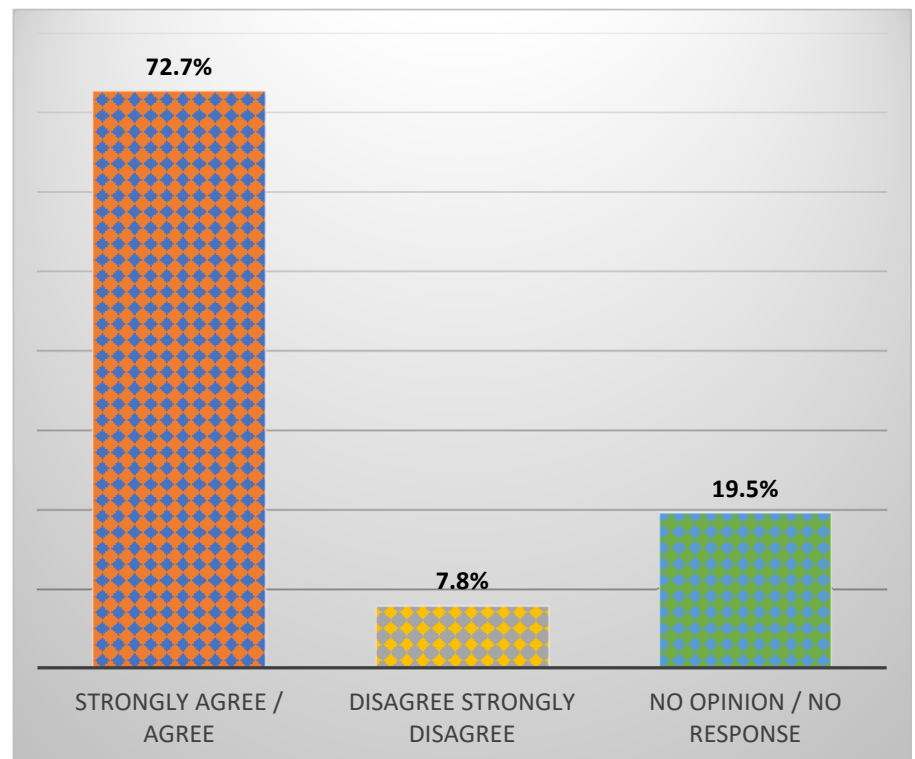
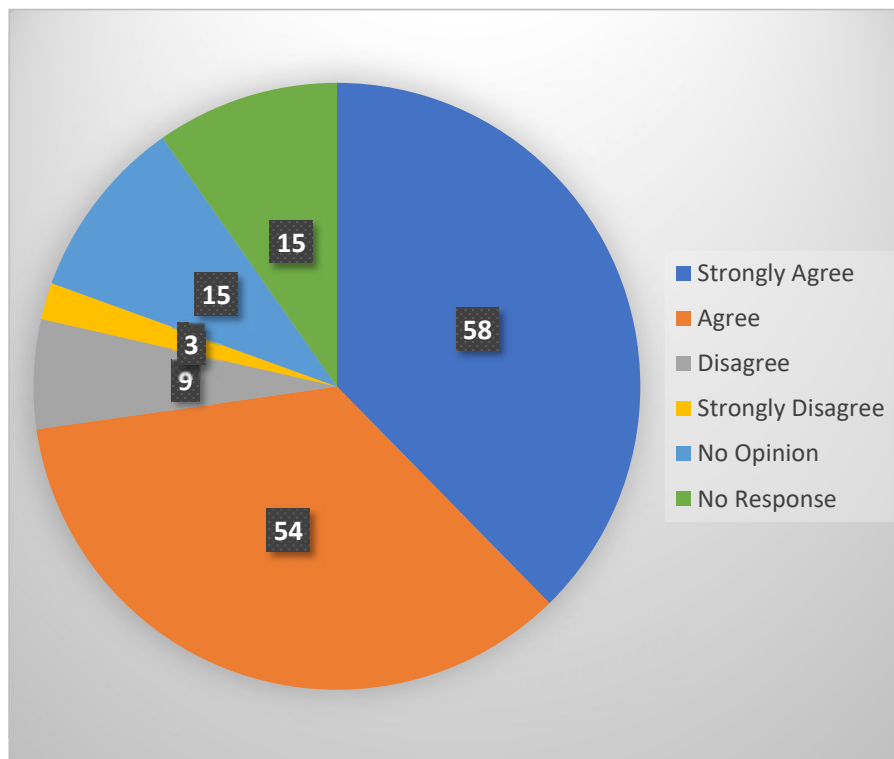


**“I am confident that if I ask for help or information, someone will respond to me”**





**“I know the DGBA Staff and have had personal interactions with them.”**



Please rate the value and effectiveness of the following

