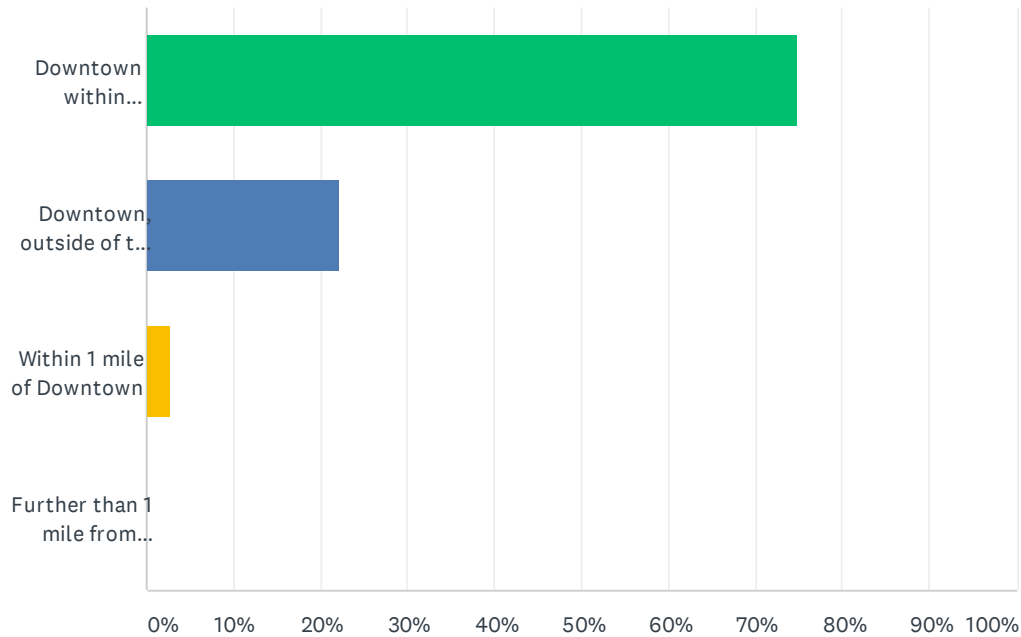


Q1 Which best describes your business' location?

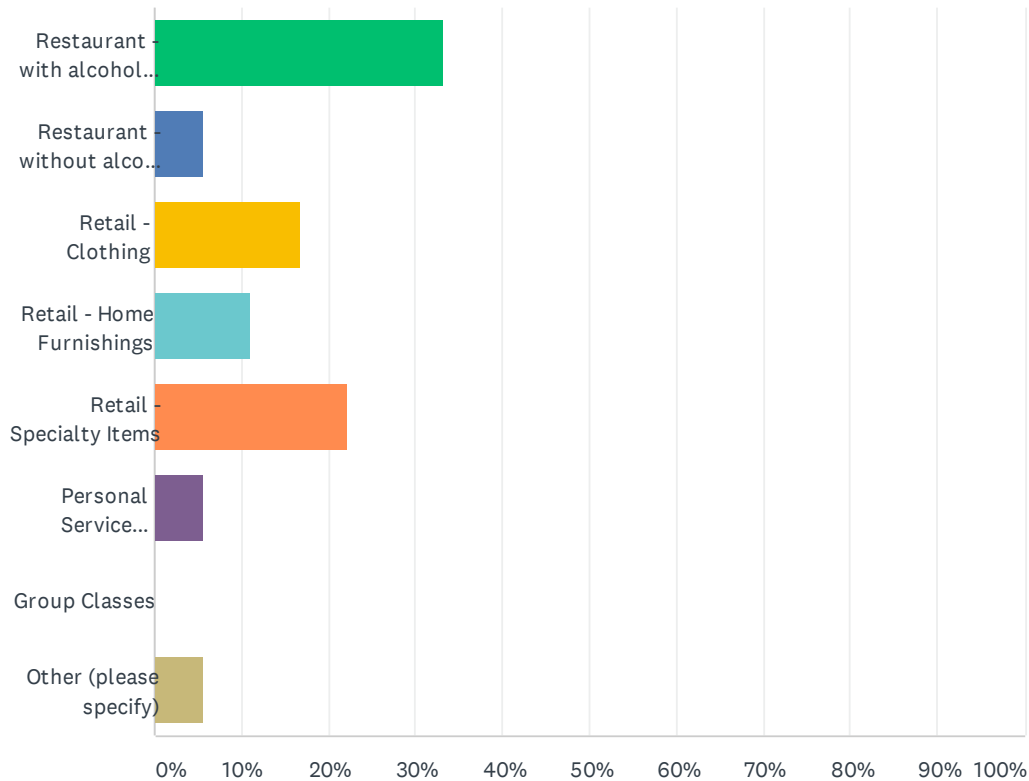
Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES	
Downtown within Promenade street closure area (on N. Santa Cruz Avenue, between Bachman Avenue and Main Street).	75.00%	27
Downtown, outside of the Promenade street closure	22.22%	8
Within 1 mile of Downtown	2.78%	1
Further than 1 mile from Downtown	0.00%	0
TOTAL		36

Q2 Which industry or use type best describes your business?

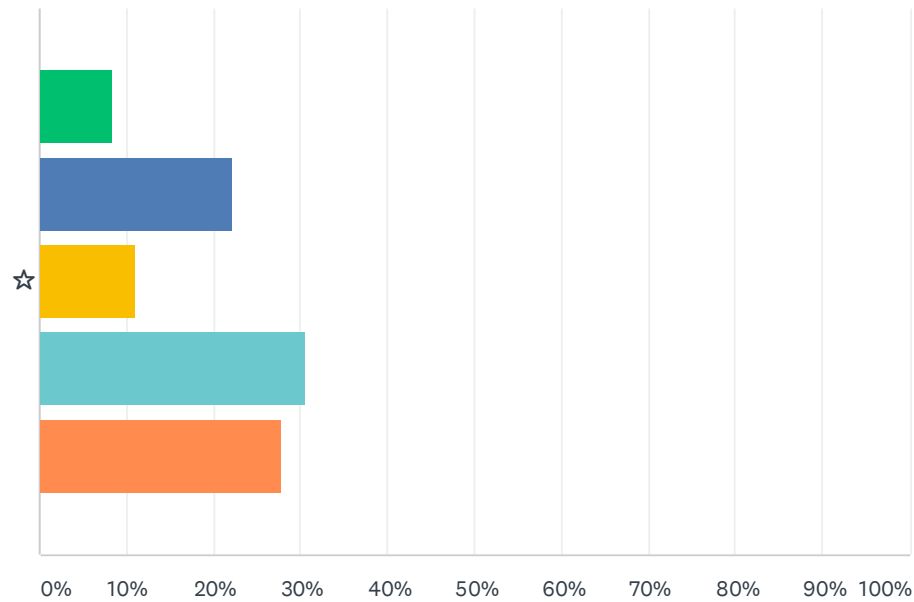
Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES	
Restaurant - with alcohol service	33.33%	12
Restaurant - without alcohol service	5.56%	2
Retail - Clothing	16.67%	6
Retail - Home Furnishings	11.11%	4
Retail - Specialty Items	22.22%	8
Personal Service Business	5.56%	2
Group Classes	0.00%	0
Other (please specify)	5.56%	2
TOTAL		36

Q3 How did the Thursday Promenade events impact the number of visitors inside your business?

Answered: 36 Skipped: 0

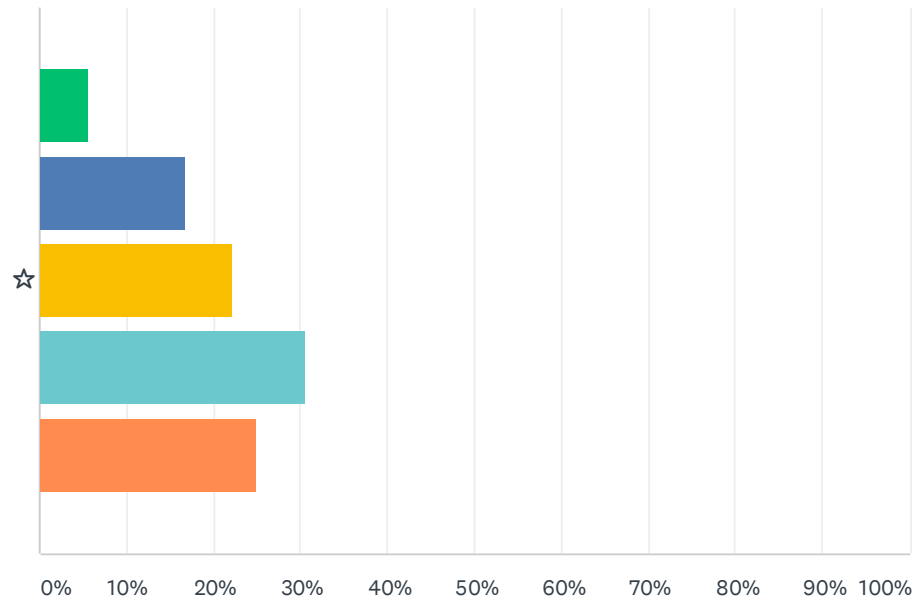


■ We were closed during the events.
 ■ We had less visitors inside our business.
 ■ We had about the same number of visitors.
 ■ We had somewhat more visitors inside our business.
 ■ We were very busy!

	WE WERE CLOSED DURING THE EVENTS.	WE HAD LESS VISITORS INSIDE OUR BUSINESS.	WE HAD ABOUT THE SAME NUMBER OF VISITORS.	WE HAD SOMEWHAT MORE VISITORS INSIDE OUR BUSINESS.	WE WERE VERY BUSY!	TOTAL	WEIGHTED AVERAGE
☆	8.33% 3	22.22% 8	11.11% 4	30.56% 11	27.78% 10	36	3.47

Q4 How did the Thursday Promenade events impact your actual sales?

Answered: 36 Skipped: 0

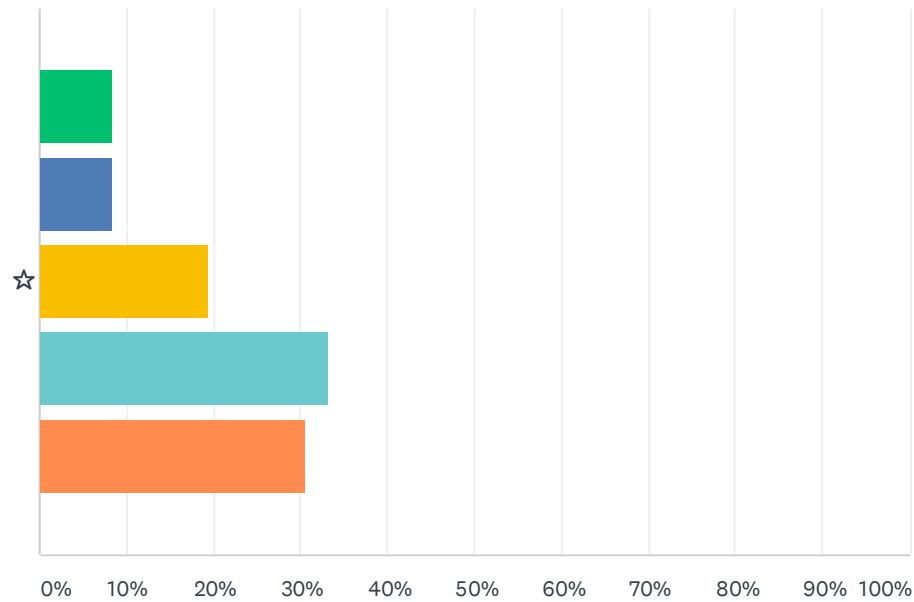


■ Our sales were drastically decreased.
 ■ Our sales were somewhat decreased.
 ■ Our sales were about the same.
 ■ Our sales somewhat increased.
 ■ Our sales were drastically increased.

	OUR SALES WERE DRASTICALLY DECREASED.	OUR SALES WERE SOMEWHAT DECREASED.	OUR SALES WERE ABOUT THE SAME.	OUR SALES SOMEWHAT INCREASED.	OUR SALES WERE DRASTICALLY INCREASED.	TOTAL	WEIGHTED AVERAGE
☆	5.56% 2	16.67% 6	22.22% 8	30.56% 11	25.00% 9	36	3.53

Q5 Overall, how would you say the Thursday Promenade events impacted your business specifically?

Answered: 36 Skipped: 0

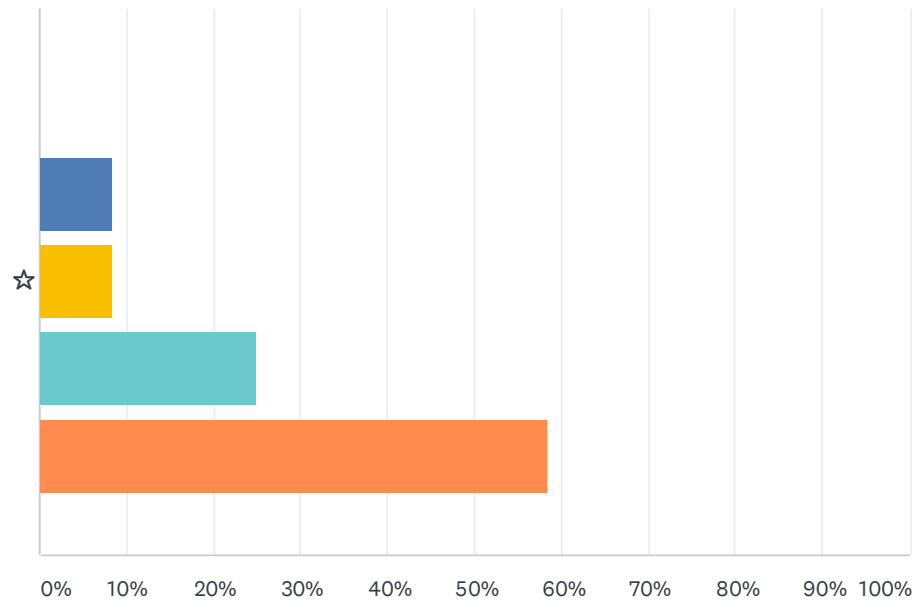


- The events had a drastically negative impact on my business.
- The events had a somewhat negative impact on my business.
- The events did not impact my business.
- The events had a somewhat positive impact on my business.
- The events had a drastically positive impact on my business.

	THE EVENTS HAD A DRASTICALLY NEGATIVE IMPACT ON MY BUSINESS.	THE EVENTS HAD A SOMEWHAT NEGATIVE IMPACT ON MY BUSINESS.	THE EVENTS DID NOT IMPACT MY BUSINESS.	THE EVENTS HAD A SOMEWHAT POSITIVE IMPACT ON MY BUSINESS.	THE EVENTS HAD A DRASTICALLY POSITIVE IMPACT ON MY BUSINESS.	TOTAL	WEIGHTED AVERAGE
☆	8.33% 3	8.33% 3	19.44% 7	33.33% 12	30.56% 11	36	3.69

Q6 Thinking more broadly, how do you think the Thursday Promenade events impacted the Los Gatos Community?

Answered: 36 Skipped: 0



■ Definitely provided a negative impact.
 ■ Likely provided a negative impact.
 ■ Unsure or neutral on their impact.
 ■ Likely provided a positive impact.
 ■ Definitely provided a positive impact.

	DEFINITELY PROVIDED A NEGATIVE IMPACT.	LIKELY PROVIDED A NEGATIVE IMPACT.	UNSURE OR NEUTRAL ON THEIR IMPACT.	LIKELY PROVIDED A POSITIVE IMPACT.	DEFINITELY PROVIDED A POSITIVE IMPACT.	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	8.33% 3	8.33% 3	25.00% 9	58.33% 21	36	4.33

Q7 Please provide any additional feedback to be shared with the Town Council regarding the Thursday Promenade Events, or the Town's Economic and Community Vitality efforts.

Answered: 28 Skipped: 8

Q8 Please enter your business name below (optional). We'd love to know which business you are representing, but respect that you may want to keep your responses private.

Answered: 31 Skipped: 5

Q7 Please provide any additional feedback to be shared with the Town Council regarding the Thursday Promenade Events, or the Town's Economic and Community Vitality efforts.

Answered: 28 Skipped: 8

#	RESPONSES	DATE
1	the promenade was a great idea and even though it didn't bring us some business (people are more looking for cocktails and appetizers than pastries) we are happy to see the street crowded and happy people around our place!	8/12/2021 10:37 PM
2	While we didn't really directly benefit from the closure we believe it is a great, overall benefit to the downtown businesses and community. At a minimum more people walking around might have noticed us to come back in the future.	8/12/2021 3:28 PM
3	As everyone is aware, the last year and a half took a huge toll on essentially every type of business. The Thursday Promenade Event not only aided by way of an increase to our weekly sales, but also brought back an atmosphere I think everyone has missed. This atmosphere is essential to the continued growth of local businesses, especially restaurants that rely on a sense of community. We are very appreciative for the opportunity that these events provided us and for the way the town carried it out, and would love for these to become a more regular occurrence.	8/11/2021 6:06 PM
4	This was a great community event. It had a lot of buzz in town and people loved it. I am not sure it did much for retail business, but overall, it was such a positive thing to do for the town. I hope that it becomes a continued tradition. People loved it!	8/11/2021 2:48 PM
5	The team at Pharmaca appreciates all of the initiative that the Chamber of Commerce shows and all efforts to support downtown business are welcome.	8/11/2021 10:39 AM
6	Great idea, brings community together	8/10/2021 10:54 PM
7	more outside street vendors	8/10/2021 10:53 PM
8	Sales up about \$1,000 a week	8/10/2021 10:51 PM
9	Please provide trash with porta-potties	8/10/2021 10:50 PM
10	extended hours and increased sales	8/10/2021 10:49 PM
11	open til 6, close street later	8/10/2021 10:48 PM
12	Our customers enjoyed it and thought it would be fun to have again.	8/10/2021 10:47 PM
13	For future events, advanced notice more than two weeks before would be preferred. I would have been better prepared to participate. Levi Luna at Mike's Bikes	8/10/2021 10:46 PM
14	The live music is nice, we open our doors and shut off our music when they are playing. It does impact parking and our clients ability to arrive here on time - even with a phone call warning. We got used to it though and really enjoyed having it.	8/10/2021 3:34 PM
15	Each Thursday I have noticed a different crowd. Younger shoppers have ventured into the shop.	8/10/2021 12:47 PM
16	Have more food and drinks and vendors	8/10/2021 10:06 AM
17	I think this was a good try and people were definitely excited about the Promenade. However, with events such as these it can seem like the emphasis is on "having fun" (drinking) and people don't seem to be inclined to shop. We had a planter stolen after one Promenade so I think that people do misbehave, which is really too bad,	8/10/2021 8:16 AM
18	This has been a fantastic event for the town. I walked the street several times. Everyone was clearly enjoying themselves.	8/10/2021 8:00 AM

19	Yes	8/9/2021 10:36 PM
20	The event overall has been good economically. I only have a concern of the alcohol consumption and it's 'looseness' in the streets. I am all about having fun, but there has been a fair amount of 'questionable' actions and happenings of all ages groups--mostly younger. I think we can keep doing the events and enjoy a 'positive' experience for all and the Town by putting in some slightly stronger restrictions to how & where alcohol is consumed. Again, not trying to squelch the "party in los gatos", but I fear its starting to "peak" in a direction that may do unwanted harm to the reputation of the Town.	8/9/2021 4:23 PM
21	This is the best thing that has happened to downtown Los Gatos in a long time. This program should be continued and expanded. The community has spoken loud and clear with its attendance which should not be ignored.	8/9/2021 3:40 PM
22	Did the businesses on N Santa Cruz Ave see an increase or decrease in business dollars brought in on those nights Were there comments made in regards to lack of parking on those nights? Have customers of businesses commented as to whether or not they attended the event or specifically did not come down to the downtown to shop / dine because of the event	8/9/2021 3:39 PM
23	Really decreased traffic and sales for us, not a fan.	8/9/2021 3:27 PM
24	Please keep these going!!	8/9/2021 2:47 PM
25	This event only benefit the food business, not retail business. The town should keep in mind that retail business in downtown has been deeply impact by the COVID too. By closing the street at 2 pm, we are basically done for the day. We may as well not open for that day. Don't forget, we are also hurting with the beach traffic on the weekend. Closing Santa Cruz Ave is a bad idea in my opinion.	8/9/2021 2:43 PM
26	The last 2 question would not let me select did not have any effect on our business.	8/9/2021 1:50 PM
27	These events have been FANTASTIC. They should happen every Thursday from labor to memorial day. Everyone I've spoke with has really enjoyed them. I know you've gotten a few complaints about the street closure but PLEASE ignore the minority. This is a greater good situation. My restaurant is on Main St, outside of the closure, and we didn't see a huge uptick in guest. I am HAPPY this even happens. These are a very positive step to breathing life into downtown.	8/9/2021 1:45 PM
28	Very positive experience and we should DEFINITELY do it more often	8/9/2021 1:43 PM

Q8 Please enter your business name below (optional). We'd love to know which business you are representing, but respect that you may want to keep your responses private.

Answered: 31 Skipped: 5

#	RESPONSES	DATE
1	Fleur de Cocoa	8/12/2021 10:37 PM
2	Tea on the Avenue	8/12/2021 3:28 PM
3	Rootstock Wine Bar	8/11/2021 6:06 PM
4	She She Boutique	8/11/2021 2:48 PM
5	Pharmaca Integrative Pharmacy	8/11/2021 10:39 AM
6	Moonstone Metaphysical	8/11/2021 8:52 AM
7	Restoration Hardware	8/10/2021 10:54 PM
8	lululemon	8/10/2021 10:53 PM
9	Jennifer Croll	8/10/2021 10:52 PM
10	Jackie 'O	8/10/2021 10:51 PM
11	Pharmaca	8/10/2021 10:50 PM
12	Automobuild	8/10/2021 10:49 PM
13	Terra Patio	8/10/2021 10:48 PM
14	She She Boutique	8/10/2021 10:47 PM
15	levi.luna@mikesbikes.com	8/10/2021 10:46 PM
16	eden storemanager100@bluemercury.com	8/10/2021 10:44 PM
17	Marcus Belardes, Oren's Hummus	8/10/2021 10:41 PM
18	Royal Shaving Parlor	8/10/2021 3:34 PM
19	J. McLaughlin	8/10/2021 12:47 PM
20	We Olive & Wine Bar	8/10/2021 12:28 PM
21	Palapa Lounge Beachwear	8/10/2021 10:06 AM
22	Great Bear Coffee Company	8/10/2021 8:16 AM
23	Oak&Rye	8/9/2021 10:36 PM
24	The Lexington House	8/9/2021 4:23 PM
25	Rootstock	8/9/2021 3:40 PM
26	East Kennedy	8/9/2021 3:27 PM
27	Cotton Works	8/9/2021 2:43 PM
28	Just Write Arts	8/9/2021 2:32 PM
29	purple onion	8/9/2021 1:50 PM
30	Centonove	8/9/2021 1:45 PM

