

Cheviot Businesses Survey – June 2010

Survey Taker Responses to Open-Ended Questions

#5 - What type of advertising do you do?

1. Reach Magazine, Web (Facebook, Twitter)
2. Periodicals, website and occasional radio
3. POS samples in restaurants
4. westsider magazine
5. Direct mail and Internet
6. BBB Pages; Pink Pages; Service Magic website
7. Very Little
8. TV, newspapers, internet, billboards, radio, and various local advertising.
9. Radio-newspaper-flyers-on line
10. Radio, Direct Mail
11. Cin Weekly Magazine, Door to Door Flyers
12. Internet
13. None - Word of mouth primarily
14. phone book
15. Yellow Pages, Trucks Bodies
16. Television, radio etc.
17. Majority is in the Western Hills and Northwest Press
18. Sponsor school-events
19. Direct mail, email, internet search engine
20. Word of Mouth

#6. - What businesses currently NOT in Cheviot do you believe would bring more people to your establishment?

1. More development of the Entertainment District including a push to a "Bourbon Street" at night.
2. Additional sit down restaurants
3. Wedding gowns
4. Not sure, something kid friendly
5. Wedding Related Businesses
6. We go to the customer
7. Don't know
8. Upscale business
9. I have no clue.
10. Big Business
11. Late Night Food. ie., Waffle House, Chili
12. Wholesale suppliers requiring warehouse space
13. Difficult to say since I offer architectural services rather than consumer goods.
14. Florist---live music shows---liquor store---restaurants---specialty shops
15. NA
16. I would be happy with any business that would get rid of the empty buildings around here. They are an eyesore and I feel hurt the area.
17. Home Interior designers, remodelers, builders

18. Grocery store- restaurants-pet store-
19. Nicer restaurants, production or manufacturing facilities
20. The City of Cheviot needs to focus on keeping the businesses they already have in Cheviot.

#7 - Given the recent economy, how has your business performed during the past 2 years?

1. Our industry is currently under attack by new startup operations. This happens in cycles and we have seen this many times before in our 20+ years of doing business.
2. New owners, but overall pleased with the past ten months
3. Down 40% due to new smoking ban and the economy
4. 2009 was terrible, this year is better than expected so far
5. Not as well in 2009 specifically.
6. The economy has not really affected my business. The changes in the City of Cheviot has affected my business.

#8 - If your business has suffered because of the recession, is it due to:

1. and street repairs

#9 - If there were 3 things the City of Cheviot could do to help your business be more successful and profitable, what would they be?

1. (a) Review it's policy for no parking during snow emergency. They are fast at putting it on and slow to remove it; (b))Cut back on how many festivals are in the area, although they take in great money for festivals that all comes out of the pocket of Cheviot's income.
2. (a) Eliminate section 8 housing; (b)Have the police actually police the streets by removing the large groups of kids (under 21) loitering all over the streets and in front of businesses. They are obviously not from this area and should not be allowed to congregate in our business district if at all. Their presence here gives Cheviot an unsafe image.
3. Advertise the Cheviot business district as a coop
4. I think we are on the right track with the streetscape progress
5. (a) Beautify the business district ; (b) Sweep the streets, etc.; (c) Encourage more trendy and artsy businesses
6. Enforce door to door solicitation laws currently in place.
7. Actually, the city is pretty supportive. My concerns would be more County and State taxes and regulations, very hard to compete with KY and IN
8. Increase home ownership, bring in businesses of various types, keep the city safe.
9. Parking-more visible police-more support among our own businesses
10. Tax Break
11. More Street Lights, More Parking, other businesses not towing from lots
12. (a) repeal the sign ordinance; (b) do NOT enact any zoning overlays; (c) acquire and demolish vacant properties where able.
13. A focus on particular businesses at various times on the City web site may be helpful. The business could present information to the City for highlighting on the web site. Awareness is a very positive factor.
14. Fill all open stores ---do not prevent any new business ---if all stores are full everyone benefits

15. Have it's own school system
16. Get rid of the empty buildings, make the owners either rent or sell them
17. (a) Keep the rift raft people out of our city, (b) get rid of the bus service line, (c) stop busing in kids to our schools.
18. Support cheviot business by spending money in Cheviot
19. (a) LOWER TAXES (payroll and city); (b) Increase cost of "vendors licenses" especially for "general goods" retail stores; (c) Tax incentives for new non-retail
20. (a) Police need to enforce the 25 mph speed limit on Harrison Ave. Buses and speeders now run the road, it take away from the small town feel when you can't cross the street since the cars are racing down Harrison Ave. now. (b) More Police on patrol, make it saver for my customers. My customers should not fear when they live my business to get to their car safely. (c) Parking, Parking, Parking we need more! The City of Cheviot needs to take a ride down to Harrison, Ohio to see what changes they have made to their small town. They used what they had to make things better for their business district.

#10 - Would you be interested in attending occasional education/informational meetings? If yes, please check any categories of interest.

1. I may be interested in some of the above
2. Actually getting old and tired, would like to sell soon
3. How Cheviot plans to attract new businesses and control crime. I don't need Cheviot to tell me how to run my business. I need Cheviot to tell me how they will revitalize this town so I can keep my business here.