Needs Assessment Survey Questions

Business Challenges:

- What are the top three challenges your business faces operating in the Heart of Brevard District?

Impact of Special Events:

- How do special events held in the Heart of Brevard District impact your business?
    - Have a positive impact on your business revenues.
    - Have a negative impact on your business revenues.
    - Have a neutral impact on your business revenues.

Additional Comments:

- Please provide any additional comments or feedback regarding your business operations in the Heart of Brevard District.

Stakeholder Benefits Enhancement:

- What Heart of Brevard stakeholder benefits would you like to see enhanced? (Choose all that apply)
    - More advocacy for downtown business and property owner needs.
    - HOB networking events.
    - HOB educational events.
    - More social media cross-promotion of members.

Ranking of Services:

- Please rank the following services for the Heart of Brevard District, with your top answer being the most important:
    - Long Term Planning (e.g., big picture ideas for downtown).
    - Downtown Business Support (e.g., small business grants, economic development, new business resources).
    - Business Promotional Events (e.g., downtown open house events, shared advertising).
    - Downtown Business Communications.
    - Advocacy for Issues Impacting Downtown (e.g., affordable housing, construction and development, cleanliness, maintenance, and street closures).
    - Mobility Enhancements (e.g., bike parking and lanes, ADA accessibility).
    - Special Events.
    - Enhanced Maintenance (e.g., sidewalk pressure washing, increased trash pickup, maintain/weed landscaped areas).

Capital Improvements (e.g., street and sidewalk improvements, public art, and street furniture).

Additional Comments:

- Please provide any additional comments or feedback regarding you'd like to share.