

How is RDBID Doing?

The Public

Along with their perceptions of Downtown as a place to live, work and play, the public's awareness and satisfaction with RDBID improved.

- Almost 70 per cent felt RDBID was somewhat helpful, very helpful or indispensable – a 12 per cent jump over 2015.
- Those who responded, "Who is RDBID?" dropped from 19 per cent to 11 per cent.

RDBID Members

Among RDBID members, these numbers were even higher, with 86.7% of respondents stating that the RDBID is either 'somewhat helpful' (25%), very helpful' (45%), or 'indispensable' (16.7%). Only a negligible number of RDBID members were unaware of RDBID.



Satisfaction with Services

Very Satisfied

RDBID members reported a high level of satisfaction with RDBID's publications and marketing and promotion services.



Did You Know?

RDBID's many services to its members include shopping events, Cinema Under the Stars, the Concert Series, Clean Team, Graffiti Gone and Downtown Ambassadors.



Looking Ahead

The services or enhancements RDBID members would most like to see included:

Façade Improvement Grants **65%**

73% More Special Event Coordination

Cooperative Advertising Coordination **74%**

88% Downtown Public Improvement Projects

Do a Deep Dive

This document summarizes the findings of Ascent Management's 33-page report. While we have tried to gather the most significant observations, there is much more information in the report that will help guide the decisions of business owners and policy-makers alike. We encourage all RDBID members and other stakeholders to review the full report at www.reginadowntown.ca.

Regina Downtown Business Improvement District

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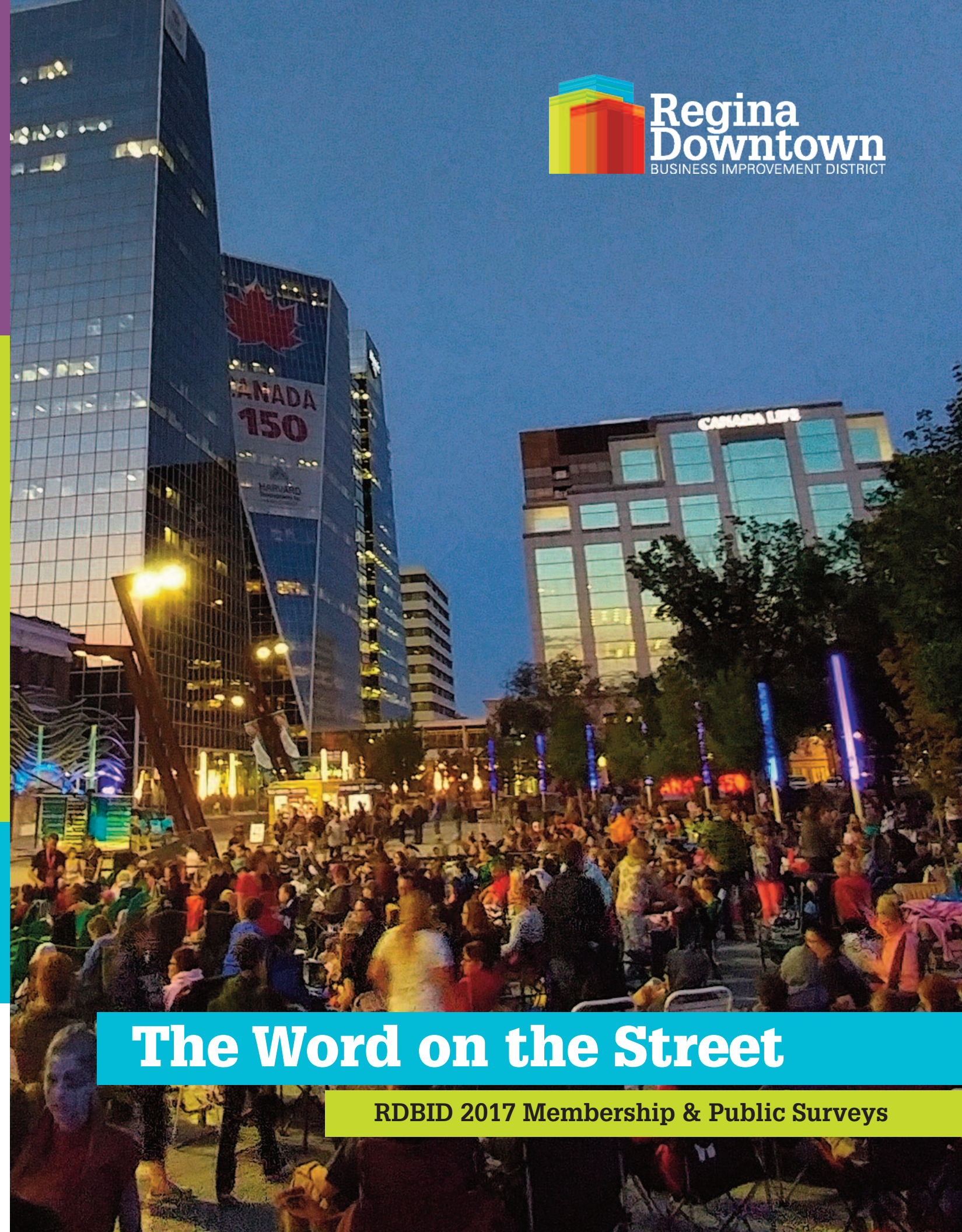
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www.reginadowntown.ca



The Word on the Street

RDBID 2017 Membership & Public Surveys



In 2015, the Regina Downtown Business Improvement District (RDBID) completed the Imagine Downtown initiative that explored the experiences and perspectives of the public and RDBID members to better understand their views of and hopes for downtown.

In 2017, we repeated this survey to measure our progress. These key findings provide important insights into the areas where Downtown is succeeding and areas where more work is needed.



imagine downtown
A vision for downtown Regina today, and tomorrow

The Public

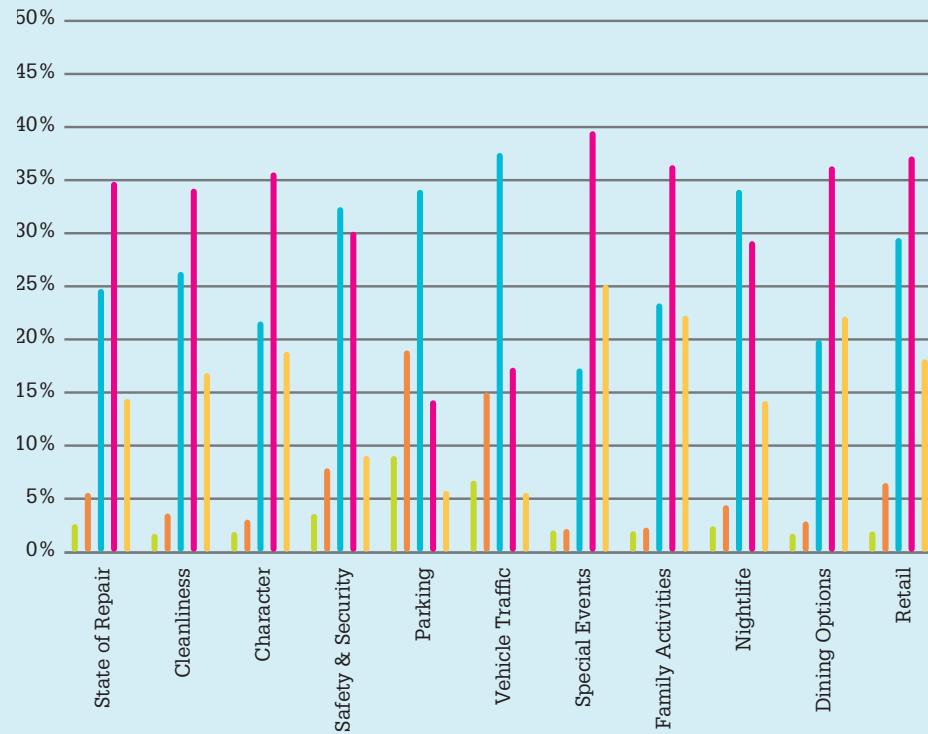
How People See Downtown

General Public

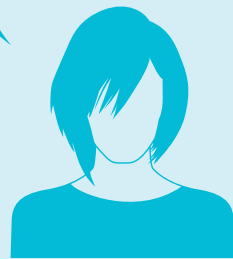
Compared to two years ago, which of the following aspects of Regina's Downtown have:

Improved? Declined? Stayed about the same?

- Much Declined
- Somewhat Declined
- About the Same
- Somewhat Improved
- Much Improved



How People See Downtown



What's Up

Since 2015, members of the public have noted improvement in a wide range of areas. A greater proportion of respondents rated these items as "somewhat improved" or "much improved":

- Repair
- Cleanliness
- Character and sense of place
- Safety & security

What's Down

Respondents noted areas for improvement in these areas:

- Parking
- Vehicle traffic

What's Great

The single biggest areas of growth in public satisfaction over the last two years was in social activity-related items:

- Special Events and Festivals
- Family Activities
- Nightlife
- Dining
- Shopping and Retail

Members

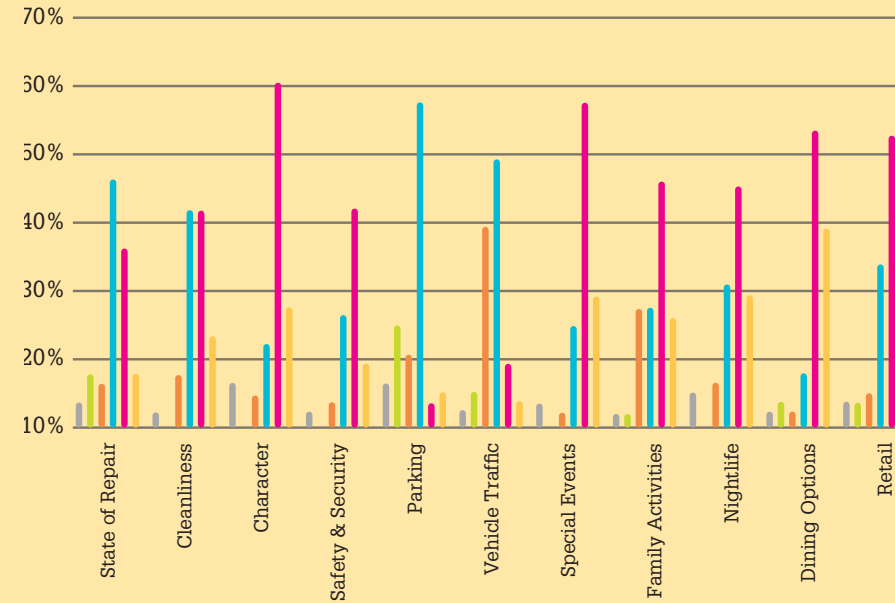
We're on the Same Page

RDBID Members

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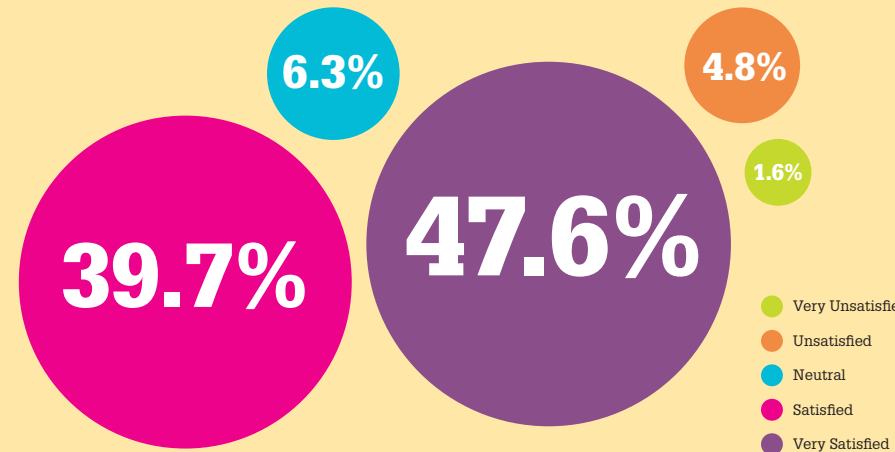
- Don't Know
- Much Declined
- Somewhat Declined
- About the Same
- Somewhat Improved
- Much Improved



Staying Put

RDBID members are overwhelmingly happy with doing business in their present location. Over 87 per cent stated that they are satisfied with their present location and over 82 per cent had no plans to move, expand, downsize or close.

How satisfied are you with the present location of your business?"



Safety

A notable variation in the attitudes of RDBID members compared to the public was on safety and security. Although members still rated sense of safety highly, their level of satisfaction was somewhat lower than the general public.

Who's the Competition



RDBID members did not perceive other areas of the city as significant competitors to their businesses. The highest local competition was perceived to come from East Regina (roughly 50 per cent "a little" or "a lot") and the Cathedral Neighbourhood (roughly 45 per cent "a little" or "a lot" of competition). A significant competitive sore spot for members was competition from online retailers which 20 per cent felt represented "a lot" of competition.

What's Important to Members

When asked the aspects of Downtown that were most important to their business, members noted parking and safety.



The perceptions of RDBID members about how Downtown has improved – and the areas where more improvement are needed – align closely with the public's views.