

## CANTON NY FORWARD: DOOR-TO-DOOR BUSINESS QUESTIONNAIRE SUMMARY

### A. QUESTIONNAIRE OVERVIEW

As part of the public engagement component of the NY Forward process, a short business questionnaire was developed. The purpose of this questionnaire was to gather input from businesses about Downtown Canton. This information will help inform the overall vision and goals for the Downtown.

Project team members walked the Downtown on May 30<sup>th</sup>, 2024 speaking with available businesses and gathering informal feedback. The project team engaged with a total of seven (7) businesses located within the Downtown. Project team members also provided public meeting flyers and project cards to inform the community about the NY Forward Program.

### B. QUESTIONNAIRE SUMMARY

The following is a brief highlight of the responses received.

#### **Question 1 (Q1) What is your busiest time of year?**

- Businesses noted that the school year is the busiest, from September to May
- Winter and Summer tend to be slower when school is not in session
- Some businesses noted that they are steady year-round or during the holiday seasons

#### **Question 2 (Q2) What improvement could be made downtown to extend that or encourage more people to come downtown more often?**

- A place for students and their families to gather
- Increasing involvement of college to advertise downtown as a place students can come
- Extending Farmer's Market season with an indoor location
- Increased signage to direct people to parking lots and businesses
- More restaurants and other businesses that can take advantage of riverfront access

#### **Question 3 (Q3) What are the most important improvements you would like to see downtown?**

- More restaurants and community gathering spaces
- Revitalization of existing buildings
- Increased pedestrian activity
- Better wayfinding