

Merchant Survey Results

For each question below please circle a number (1-5) with 5 being “strongly agree” and 1 being “disagree”

- Tourists make up a large percentage of my annual business:
 - 36 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 13 Merchants
 - Agree- 7 Merchants
 - Neither agree nor disagree- 8 Merchants
 - Disagree-4 Merchants
 - Strongly disagree- 4 Merchants
- Non-Tourists make up a large percentage of my annual business:
 - 36 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 12 Merchants
 - Agree- 8 Merchants
 - Neither agree nor disagree- 7 Merchants
 - Disagree- 8 Merchants
 - Strongly disagree- 1 Merchants
- Advertising in publications targeting in-state tourists is a good use of Town marketing funds:
 - 36 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 13 Merchants
 - Agree- 15 Merchants
 - Neither agree nor disagree- 8 Merchants
 - Disagree- 0 Merchants
 - Strongly disagree- 0 Merchants
- Advertising in publications targeting out-of-state tourists is a good use of Town marketing funds:
 - 34 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 9 Merchants
 - Agree- 9 Merchants
 - Neither agree nor disagree- 13
 - Disagree- 1 Merchants
 - Strongly disagree-2 Merchants
- People that have come to my business mention that they see Town of Fairplay advertisements in publications:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 0 Merchants
 - Agree- 2 Merchants
 - Neither agree nor disagree- 4 Merchants
 - Disagree- 9 Merchants
 - Strongly disagree- 20 Merchants
- Advertising in Summit County helps my business:
 - 34 out of 36 returned surveys answered this question

- Merchant answers:
 - Strongly agree- 7 Merchants
 - Agree- 9 Merchants
 - Neither agree nor disagree- 8 Merchants
 - Disagree-7 Merchants
 - Strongly disagree-3 Merchants
- People that have come to my business mention that they have heard an advertisement for the Town of Fairplay on the radio:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 0 Merchants
 - Agree- 2 Merchants
 - Neither agree nor disagree- 6 Merchants
 - Disagree- 6 Merchants
 - Strongly disagree- 21 Merchants
- People that have come to my business mention that they have gone to the Town’s website:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 1Merchant
 - Agree- 3 Merchants
 - Neither agree nor disagree- 5 Merchants
 - Disagree- 9 Merchants
 - Strongly disagree-17 Merchants
- Putting my business on the Town’s website has helped drive traffic into my business:
 - 29 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 3 Merchants
 - Agree- 1 Merchants
 - Neither agree nor disagree- 13 Merchants
 - Disagree- 5 Merchants
 - Strongly disagree- 7 Merchants
- The Fairplay Town map has helped people unfamiliar with the area find my business:
 - 34 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 8 Merchants
 - Agree- 8 Merchants
 - Neither agree nor disagree- 7 Merchants
 - Disagree- 5 Merchants
 - Strongly disagree-6 Merchants
- It is important to advertise and promote gold panning as a “to-do” activity in the Town of Fairplay:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 10 Merchants
 - Agree- 15 Merchants
 - Neither agree nor disagree- 7 Merchants
 - Disagree-2 Merchants
 - Strongly disagree-1 Merchants

- It is important to advertise and promote events (such as Burro Days, the Contin-tail Rock and Gem show and the 4th of July celebration) as “to-do” activities in the Town of Fairplay:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 31 Merchants
 - Agree- 4 Merchants
 - Neither agree nor disagree- 0 Merchants
 - Disagree-0 Merchants
 - Strongly disagree-0 Merchants
- It is important to advertise and promote the South Park City museum as a “to-do” activity in the Town of Fairplay:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 30 Merchants
 - Agree- 5 Merchants
 - Neither agree nor disagree- 0 Merchants
 - Disagree- 0 Merchants
 - Strongly disagree- 0 Merchants
- Overall, I believe that the Town of Fairplay’s marketing positively effects my business:
 - 33 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 9 Merchants
 - Agree- 13 Merchants
 - Neither agree nor disagree- 8
 - Disagree- 1 Merchants
 - Strongly disagree- 2 Merchants
 - Merchant Comments:
 - Singly, one advertisement plan won’t probably do much, but when you put it all together it adds up and makes a difference.
 - Anything that brings people to Fairplay increases the chance of them finding my store.
 - Although some marketing tools differ, I believe most all advertising is good.
 - Happy town, happy in my business.
 - I don’t know if it is bringing people into my business. I will start asking them “how didyou find out about Fairplay” and about how they found me.
 - The Town does a nice job bringing people to our community for visitation and forevents. More visitors increases every businesses chances to succeed.
 - Fairplay is on the way to many destinations it is important to get people to shop
 - Yes. While we haven’t heard.
 - I just don’t think locals are checking Fairplay marketing when looking for a carwash or storage units and locals make up 95% of my business.
 - Not a tourist business.
 - I am a wholesaler of custom wood products I don’t retail so tourism is not my market.
 - It would be nice to try to get more skiers to our side of the pass during winter.
 - Need more publicity from major t.v. news and newspapers.
 - Yes, if people come through Town and need to do laundry/if people by a 2nd home and need their carpets cleaned.

- Have customers say they didn't know there was a town or businesses off 285.
- Signs on lamp posts are good, flowers are great.
- I believe any kind of marketing that would entice people to come to Fairplay to spend time in the area would positively affect my business.
- Our Business is not directly affected by the town's marketing but we believe that the Town's marketing enhances the Town and contributes to the success of our business.

For the following questions, please mark “yes” or “no” and explain your answer.

- The Town of Fairplay should lessen the amount of advertising it does:
 - 34 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 1 Merchant
 - No- 33 Merchants
 - Merchant Comments
 - I don't think you can ever do too much advertising. I say the more the better. Bring it on!
 - Just efficiently target their advertising.
 - Advertising brings attention to our community.
 - Business is necessary for this town.
 - Positive word of mouth and advertising are most important.
 - Advertising increases business. Should do more.
 - The more the better.
 - I think advertising brings travelers here and that helps the town as a whole
 - Tourism is an economic driver. However, be wary of its challenges (housing, low wages, etc) Target groups with lower impact to maximize density and relevance.
 - The Town needs to at least maintain or increase advertising.
 - I do not think it should change the amount of advertising it does. It needs to focus on capturing our highway traffic to stop here, events that go on and promoting good flow of traffic in town (i.e stopping the roundabout) to not make flow a hinderance so traffic (customers) do not just want to get through town as fast as they can.
 - People can't be reminded enough.
 - Maybe. Depends on if that advertising is effective? For me, I don't know. But for other businesses maybe they do know.
 - Advertising is a great way to get the word out.
 - Increase along 285 many people mention that they had no idea there was front street shops.
 - How's the budget look?
 - Don't really know where advertising is done.
 - All advertising benefits the businesses here.
 - That would be a step backwards.
- The Town of Fairplay does a good job advertising the Town:
 - 30 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 24 Merchant

- No- 6 Merchants
 - Merchant Comments:
 - I've seen more effort from the Town in the past several years than I've ever seen since I opened my shop. It used to fall under the Chamber to promote the Town and businesses, but more of their effort was spent raising money so they could afford advertising.
 - Front St. needs more attention. We still hear that people don't know the shops are there!
 - I have not seen or heard much by way of advertising the town.
 - It's gotten much better.
 - In town posters and events are great.
 - All the advertisements I've seen have portrayed our community and events in a very positive way.
 - Unsure.
 - The Town does much more to promote Fairplay, its businesses and activities than many larger towns.
 - I do not know what all you do and where you market.
 - Could be better.
 - Should do more to increase winter business.
 - I don't see much statewide.
 - I assume the town does.
 - Could always do better- heard summit stage bus lines are coming, big opportunity there.
 - I am not familiar with all the advertising the town does. With what I've seen I think the town does a really good job.
 - I think they do a good job!
- Advertising partnerships between businesses would help to bring in more business:
 - 25 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 24 Merchants
 - No- 1 Merchant
 - Merchant Comments:
 - Probably
 - I think partnerships would be a positive way that businesses could support each other as well as share expenses for advertising.
 - For certain types of businesses e.g. "restaurant Day"
 - not sure- depending on the business
 - Expedia and other hotel sites help but any additional advertising helps tremendously.
 - NO ROI.
 - More bang for the buck.
 - Local business need to take ownership of promoting their business. i.e. if a tourist finds their business on Fairplay's advertising or website, the business needs to catch their attention and incentivize them to do business with them.
 - These partnerships increase buying power and the collective "cache" of the Town.
 - It seems that some shared experience would be beneficial

- All businesses need to talk up each other to keep the tourist money in town. We at the brewery have been doing that since we have opened. i.e. “we don’t have hamburgers here, but the Park Bar does.”
 - Possibly. Some Cross promotion may be available but for the most part each business advertises specific details.
 - Maybe. Not sure what that is.
 - It never hurts to get the word out.
 - I do not know what this is.
 - Probably.
 - Advertising shops on Front Street from Main Street allow businesses to specifically mention their business.
 - We've done many advertising campaigns- mainly radio- with other businesses and it helps keep our cost down and ad sounds full and fun.
 - Several Front Street merchants purchase ad space in the UteCounty News July-sept every year.
 - For example, Front Street merchants share the cost of advertising that highlights Front Street shops.
 - Because combined business can then put their monies together for signs and combined business ads on the Radio. Like Erik Bear and Even in the End I hear them on the Radio.
 - Working together would be more beneficial than anyone business or group trying to work alone.
- I would be open to entering an advertising partnership with one or more businesses in the Town of Fairplay:
 - 22 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 15 Merchants
 - No- 7 Merchants
 - Merchant Comments:
 - We've partnered up a few times in the past and it usually keeps the expenses down.
 - This would have to be approved by the board members.
 - I already have, and it worked out beautifully for the merchants that participated.
 - Maybe.
 - Probably If I knew more about how that works.
 - Unless someone else’s specific needs were very similar to our businesses I probably wouldn’t look in that direction.
 - Having solid events in town is what really drives traffic (i.e. burro days) other events on Front Street are great for other businesses but do not drive traffic to the brewery.
 - I do not have the authority to authorize this, but I would try to convince the owner.
 - Neither of my businesses are really driven by advertisement and I'd have to see more to decide if this would be a benefit.
 - depends
 - No ROI.

- You would have to talk to owners.
 - Not at this time.
 - Possibly.
 - Probably not.
 - Legal issues likely prevent our firm advertising in partnership arrangements.
 - Absolutely, I do a radio spot now with a couple other businesses through the station out of Salida (Hippie Radio).
 - Maybe.
- What **paid** marketing do you do for your business on an annual basis?
 - Merchant Answers:
 - Local Paper- 18 Merchants
 - Non-Local Paper- 10 Merchants
 - Magazine- 7 Merchants
 - Website- 17 Merchants
 - Printed Materials (Rack cards, Pamphlets, Flyers, etc.)- 7 Merchants
 - Radio- 13 Merchants

Events:

For each question below please circle a number (1-5) with 5 being “strongly agree” and 1 being “disagree”

- Town Events, where the sole responsibility lies with the Town of Fairplay, have a positive effect on my business:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 15 Merchants
 - Agree- 11 Merchants
 - Neither agree nor disagree- 6 Merchants
 - Disagree- 1 Merchants
 - Strongly disagree- 2 Merchants
- Events that the Town sponsors, where the sole responsibility lies with the event organizers, have a positive effect on my business:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 10 Merchants
 - Agree- 9 Merchants
 - Neither agree nor disagree- 8 Merchants
 - Disagree- 4 Merchants
 - Strongly disagree- 4 Merchants
- There are enough events, both those hosted by the Town and those sponsored by the Town, during the summer months:
 - 35 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 9 Merchants
 - Agree- 7 Merchants
 - Neither agree nor disagree- 7 Merchants
 - Disagree- 9 Merchants
 - Strongly disagree- 3 Merchants
- There are enough events, both those hosted by the Town and those sponsored by the Town, during the fall months:
 - 33 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 1 Merchants
 - Agree- 6 Merchants
 - Neither agree nor disagree- 11 Merchants
 - Disagree- 10 Merchants
 - Strongly disagree- 5
- There are enough events, both those hosted by the Town and those sponsored by the Town, during the winter months:
 - 33 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 0 Merchants
 - Agree- 3 Merchants
 - Neither agree nor disagree- 9 Merchants
 - Disagree- 13 Merchants
 - Strongly disagree- 8 Merchants

- There are enough events, both those hosted by the Town and those sponsored by the Town, during the spring months:
 - 32 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 0 Merchants
 - Agree- 3 Merchants
 - Neither agree nor disagree- 13 Merchants
 - Disagree- 12 Merchants
 - Strongly disagree- 4 Merchants
- Front Street should be the primary area for events, both those hosted by the Town and those sponsored by the Town:
 - 33 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 13 Merchants
 - Agree- 9 Merchants
 - Neither agree nor disagree- 5 Merchants
 - Disagree-4 Merchants
 - Strongly disagree- 2 Merchants
- It is the role of the Town to host events:
 - 33 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 5 Merchants
 - Agree- 15 Merchants
 - Neither agree nor disagree- 11 Merchants
 - Disagree- 1 Merchants
 - Strongly disagree- 1 Merchants
- Business advertising partnerships could help to promote business friendly events:
 - 22 out of 36 returned surveys answered this question
 - Merchant answers:
 - Strongly agree- 8 Merchants
 - Agree- 10 Merchants
 - Neither agree nor disagree- 4 Merchants
 - Disagree- 0 Merchants
 - Strongly disagree- 0 Merchants

Please write a short answer to the following questions:

- Where do you think the best place to host events is in the Town?
 - Merchant Comments:
 - Front Street for the most part.
 - Front Street with overflow side streets and Main Street.
 - Depends on the event. Front Street parties have positive impact on our businesses.
 - Front Street.
 - The park in town- library or museum. Front Street.
 - Front or Main Street.
 - Front Street.
 - Front Street.

- Front Street for the outdoor events and depending on indoor merchant locations.
 - Front Street.
 - Front Street.
 - Front Street is a great improvement to the beach. But it is not visible to road traffic, promoting the town. Maybe Front Street for some, getting permission to use old courthouse lawn for others at key traffic times to get people to stop and check out the town.
 - Main St.
 - Try a diversity of areas.
 - Depends on the event.
 - Downtown- Fairgrounds.
 - Front Street.
 - Front Street.
 - Old courthouse lawn and Front Street.
 - Fairbarn, courthouse yard.
 - Main and Front Streets, Fairbarn.
 - Gazebo on Main and the Beach as well as Front Street.
 - Front St, the Town Green, ball fields or South Park City.
 - The old courthouse and Front Street.
 - I like the TGIFairplay Concert series that's held on Front Street I did like the concerts at the beach as well. I think the Town should build a new facility down near the River property that they own.
 - On Main Street or advertised so people know to go to Front Street.
 - Front St, park at the court house.
- The top three events, out of both those hosted by the Town and those sponsored by the Town, are? Why?
 - Merchant Comments:
 - Burro Days, 4th of July.
 - Burro Days, The Concerts, Plein air and Bead and Fiber/ Wearable Arts.
 - Independence day, Burro days, Wearable Art. They seem to bring people to businesses and retail shops
 - Burro Days, Plein Air, Wearable art these bring in visitors to the town and area. Plus: Living history Days at south park city brings people to Front Street.
 - Burro Days, 4th of July, TGIF concert.
 - Burro days.
 - Burro Days, Concerts, Real Colorado Christmas.
 - Burro Days, Rock and Gem shop, Rodeo. People come from far and wide from across the country.
 - Burro Days, Independence Day, TGIF concerts.
 - Burro days, Friday night music fair.
 - 4th of July and Burro Days.
 - Burro days, Bazaar, 4th of July.
 - Burro days, Friday concert Series, Plein Air.
 - Burro days, Park County Fair and the Holiday Bazaar. These events have been regularly scheduled and retained over time so that attendees know exactly what to expect.

- Burro Days, 4th of July, Town concerts.
 - Concert Series 4th of July, Burro Days, events that are a major draw for in-state/out-of-state tourists.
 - Plein Air- Culture in Fairplay- Fairplay Concerts- Brings the community together- 4th of July- Celebrate Independence Day (not to be taken for granted).
 - Concerts- all need to be revamped and something new.
 - Burro Day- History and fun. TGIF- Fun.
 - Burro Days, concerts, 4th of July.
 - Burro days, Park County Fair. Would like to see Ladies Run back in town.
 - Burro Days, Fair and Rodeo, Gem Show all increase sales.
 - Burro/4th of July.
 - Fabulous- great community get togethers for Fairplay. Brings people to Town and gets everyone involve.
 - Burro Days brings out of area folks.
 - Burro Days, July 4th, Wearable Art Festival.
 - Burro Days, Plein Air, Real Colorado Christmas.
 - Burro Days, Plein Air, 4th of July should be done by the town and is a part of the heritage.
 - Burro Days, Independence Day, South Park Plein Air.
 - Burro Days , TGI and the 4th of July.
 - Burro Days, County Fair, Plein Air.
- Is there an event that is detrimental to your business? If so why?
 - Merchant Comments:
 - No
 - No but alcohol at events adds the challenge of beer in the store and intoxicated, careless people handling merchandise.
 - While not destructive, the Real Colorado Christmas is a day that brings very few people to our shop. The Holiday Bazaar pulls people away. In 2017 the wagon rides were a bit more effective than in previous years!
 - Burro days pulls the largest # of people giving you better odds of a successful weekend.
 - Oddly enough, we do better in July with no events on weekend- except burro days- other months, June and September especially, we do better with events that bring people to town.
 - No.
 - Nope! I think it has been a challenge for some, but we can just get creative.
 - None.
 - No in general. Plein Air, people-participants- trespass over my fence and enter my yard which is fully fenced.
 - 4th of July.
 - No.
 - Burro Days- Too many vendors selling junk draws people away from local businesses. I don't even open during burro days. But for other businesses, it is a good thing.
 - No.
 - The concerts (great for other town businesses) everyone is on Front st and no one is going to the brewery.

- No.
 - No.
 - Park Co Fair- People (inconsiderate ones) bring their stock trailers to the car wash to clean out the poop. It's not a poop wash and who wants to drive in with their vehicle and encounter that?
 - No.
 - The BBQ thing helped no one.
 - I don't see any harm being caused by any event to my business.
 - No.
 - No.
- Do you believe that events, both those hosted and those sponsored by the Town, enhance the Town over all? Why or why not?
 - Merchant Comments:
 - Anytime an event goes on, people will stop to see what is going on instead of driving through.
 - Yes.
 - Yes, more people more business more success for all.
 - Yes.
 - Yes almost anything we do brings some people to town.
 - Yes, makes us fun.
 - Absolutely! Brings Tourism=\$\$\$.
 - Yes.
 - Yes.
 - Yes it brings the community together.
 - Yes, makes people see how cool our town is.
 - Yes. Any opportunity for people to come spend time in our community creates opportunity.
 - Yes, some events.
 - Yes. They add to a sense of community by bringing people together.
 - Yes. They add to the cache and give people a reason to come see town.
 - Yes- Sense of community events give people a reason to come to town.
 - Yes- bring in tourists.
 - Yes they bring people to town and they see the businesses.
 - Yes bookings in advance for big events.
 - Yes.
 - Yes business improves.
 - Yes.
 - Yes. They allow people to mingle and enjoy Fairplay together! Community interaction.
 - Yes- It shows pride for the town- keeps it alive.

- I think any event hosted or sponsored by the town supports business because it brings more people into the area. People buy things they need, stay the night at hotels and eat at restaurants.
 - Yes- Tourism!
 - Yes makes the town more vital, good for shops and restaurants.
- During which season do you feel it is most important for the Town to host or sponsor additional events, if any, and why?
 - Merchant Comments:
 - Fall- weather is usually still nice, people will stop if something is going on
 - June, August and September because weather is still good.
 - Every month. We've lost some events in the Summer. Winter and spring business nearly comes to a halt.
 - Fall.
 - April, May, June September.
 - June and September due to weather.
 - Winter- Most people prefer to bail out of here. Let's give them something to stick around for.
 - Fall.
 - Enough events.
 - Memorial Day and Labor Day- these are busy travel times because people have off work but the town in the past has not had events.
 - Winter- there are not many.
 - Winter because nothing is going on except Christmas.
 - In the fall, winter or spring. In the Summer, especially on weekends, many of us are already operating at or beyond peak capacity.
 - Summer is very important because the most traffic to capture is during that time. Other season would be good, but not sure if it would drive destination traffic.
 - Spring- April/May- mud season is the hardest time to attract visitors
 - off seasons. Bring people to town.
 - It would be nice to add events (get togethers) so we had something to bring in visitors or out of towners all 12 months of the year.
 - Winter- help bring tourists.
 - Winter- no one is here.
 - Summer and winter. It would be nice to see most summer weekend with events. Winter lacks participation here. Breckenridge does ice sculptures and others plus the traffic from resorts. Would be nice to draw people here.
 - Fall- need traffic November and December.
 - Summer.
 - Need more winter events.
 - None. I feel that other groups and businesses should be planning/hosting events.
 - Winter needs more get togethers.
 - Seems the best time of year is when the weather is nicer and more people are in the area.
 - Winter and fall- increase traffic.
 - Winter. Not much going on.

- If the Town was to host or sponsor one new spring event it should be:
 - Merchant Comments:
 - Spring weather is too sketchy. Town yard sale weekend/ flea market.
 - A steampunk event to help boost galleries. Even for 1 day, have booths, costumes, an evening dance. Tickets could be a non-profit \$ for our food bank etc. with a silent auction
 - Cabin Fever Days, Memorial Day
 - Taste of Fairplay?
 - Community BBQ potluck for the entire town.
 - Some kind of “Spring Fever” festival with music and fun to get us out of the house.
 - Maybe a fat bike race.
 - Mud season ball.
 - A fishing tournament.
 - BBQ.
 - When do we have spring? Haha
 - Off season events don’t benefit businesses. They are good for community morale.
 - Snow Cone Festival.
 - At the School, another craft fair, kidsactivities.
 - A Spring concert if there was a place for more shelter out of the weather.
 - Spring Fling fun race of some sort.
 - Not sure.

- If the Town was to host or sponsor one new summer event it should be:
 - Merchant Comments:
 - Carshow- blues and brews, 5th Street farmers market.
 - An old car show with hamburgers and fries available.
 - Town History Day.
 - I think we should lighten the summer- well July events. More in April than June. Regular heavy traffic starts June 15 through august 15. don’t need events as we already have heavy foot traffic.
 - Summer is already too busy.
 - Summer Block party with vendors.
 - An Art show, different then the vendors during Burro Days- every mountain town has an art show. There are organizations that promote shows that artists follow.
 - Something for kids age 12 and up.
 - I would like to see a partnership with the rec district to back BMX or skate competition instead of letting those assets go to waste.
 - Not needed in my opinion.
 - Bring back ladies run.
 - Off season events don’t benefit businesses. They are good for community morale.
 - Pie eating contest.
 - Bingo, Dance, Fair for the Town.
 - A fishing tournament at the Fairplay beach with prizes or money for different categories.

- More on the beach.
 - Fishing related.
- If the Town was to host or sponsor one new fall event it should be:
 - Merchant Comments:
 - Early fall.
 - A carving competition for woodcarvers (woodchips can be cleaned up and used for mulch).
 - Gold miners day, labor day.
 - Maybe build a structure we can party under at the end of Front St. Oct 15-dec1 is slow no matter what you do.
 - Labor day or Octoberfest.
 - Maybe a dog show?
 - Maybe a 3v3 soccer or lacrosse tournament.
 - Give choices of possibilities.
 - Competition for best fall colors photo.
 - Off season events don't benefit businesses. They are good for community moral
 - Squash Cookoff!
 - Fall Dance? Bring singles together.
 - An October-Fest with several micro-breweries.
 - Fall fest restaurant event.
 - Aspen viewing.
- If the Town was to host or sponsor one new winter event it should be:
 - Merchant Comments:
 - An indoor event which would be where...
 - Snowshoe, cross country ski races
 - When the weather is nice
 - Everyone loves bazaar weekend. Tim wants a Zamboni for pond- fill the pond more and promote ice skating similar to Keystone. Cost 10-90,000\$. Build small metal building for skate rental and Zamboni storage.
 - Kids event would be great as well.
 - Snowman contest if there is enough snow.
 - Ice sculpture contest.
 - Like the John Fielder movies at the hotel, bring in guests, speakers, etc.
 - Off Season events don't benefit businesses. They are good for community morale.
 - Theatrical production.
 - Pot Luck with music, kid's games.
 - Ski Joring- where a person is pulled by a horse, a dog or a car. I like the idea of a horse the best.
 - snowshoe or x-country
 - Mardi Gras in the mountains
- How do you feel that Town hosted events (not just sponsored) can be more business friendly?
 - Merchant Comments:
 - I think they are

- 1. Don't block store fronts with booths tables etc. 2. Designated beer tent- people stay in the tent while drinking. 3. Close all of Front Street to cars during events.
 - Vendor booths should not block views or entrance to any business 2. Musical performers should keep the volume down a bit. Perhaps more speakers spread out on the street could enable music to be heard away from the tent as well as (business) conversations without screaming to happen closer to performers
 - For us if you offer food at your events, were a bit slower. Beer garden hasn't affected us. Of course, when the event is on Front Street we are guaranteed biz.
 - I have found the town to be VERY informative, supportive and inclusive. Not sure how much more business friendly Fairplay can be!
 - Ok as is.
 - Have businesses sponsor events. Have items donated for raffles.
 - I think they are already.
 - Don't put booths directly in front of local businesses. It obstructs access.
 - I believe the events are already businessfriendly.
 - Cross advertising as much as possible. Bigger signs maybe promoting sponsors talking about where they are.
 - Create and distribute maps of town that show business locations.
 - Send out list of businesses here and specialties they do with info/flyers.
 - Yes, local opinion can be very important I don't see much cooperation between businesses.
 - People see what Fairplay is all about.
 - Gets us together, strengthens community.
 - Not sure.
 - Get businesses together to help host events.
 - Maybe solicit involvement.
 - Good as it is.
- Do you feel that it would be beneficial to your business to be more involved in planning events hosted by the Town? Why or why not?
 - Merchant Comments:
 - If the business owners have the time and want to be included that would usually be ok. My time is better spent in my shop and be careful what you wish for, you could end up with another BBQ Cookoff.
 - No this is beyond our experience. We are trying to run our business.
 - No, we need to stay at the shop!
 - Yes because there small details that should be communicated that would be! It's just finding the time.
 - No, no time.
 - I think more involvement would be great for those interested in helping to plan
 - Yes- we know what our customers love.
 - Yes I think all businesses should have input in planning.
 - Probably not. Even if I were more involved in planning events that wouldn't improve my business. The way for my business to improve is: 1. Have a website 2. Be open more hours 3. Advertise anywhere
 - The town events are already exceptionally well planned. Town officials have been very open to input.

- Sure, any advertising is good for business.
- Brainstorming new ideas or borrowing from others seems to work better in groups.
- Not sure. We always try to limit labor expenses. Would be happy to fill out surveys on specific events.
- No- I don't feel events have a significant impact on my businesses.
- No- not tourist based.
- Yes.
- Yes, unfortunately employees/ help is the issue.
- Not sure.
- Town does a great job, we are busy :)
- No.
- Not necessarily.
- Yes- many events are here already more are good too.
- Sure, I could be more involved with ideas for more recreational type activities since I'm in that kind of business.
- Sure- Collaboration is generally good.
- No. my business is not really affected by events.

TOWN INCENTIVE PROGRAMS:

For the following questions, please mark “yes” or “no”.

- I am aware that the Town of Fairplay offers an ESTIP program that refunds half of collected sales tax for a set number of years for new and expanding businesses.
 - 34 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 23 Merchants
 - No- 11 Merchants
- My business has been a beneficiary of the ESTIP program:
 - 34 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 7 Merchants
 - No- 27 Merchants
- I am aware that the Town of Fairplay offers a PIIP program that supplies qualified properties with funds to improve the physical appearance of these properties:
 - 34 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 28 Merchants
 - No- 6 Merchants
- My property has been a beneficiary of the PIIP program:
 - 34 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 6 Merchants
 - No- 28 Merchants

For the following questions, please mark “yes” or “no” and explain your answer.

- Do you feel that the ESTIP program helps to incentivize business growth and development in the Town of Fairplay?
 - 22 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 17 Merchants
 - No- 5 Merchants
 - Merchant Comments:
 - I am not familiar with ESTIP.
 - Firstl've heard of the program.
 - Development yes.
 - Seems like it would help with the offseason.
 - Only goes to show that Fairplay has a vested interest in our businesses.
 - I don't know of anybody who has benefitted from it.
 - ESTIP funds help businesses establish a stronger foundation during the formative start up period.

- In my case yes! I have used the money for capital purchases to grow my business. Can't speak for others.
 - It helps defray the businesses cost of expansion or start up.
 - Has it?
 - Too bad we can't do something about water bills.
 - Too many restrictions.
 - Don't know.
 - Businesses would open in town or expand without the program.
 - Don't know but it can't hurt.
 - I would like to get more familiar with the program again and take advantage of it.
- Do you feel that the PIIP program helps to incentivize business growth and development in the Town of Fairplay?
 - 27 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 20 Merchants
 - No- 7 Merchants
 - Merchant Comments:
 - Those who took advantage of this program did a great job improving the look of their building and therefore improving the general look of the Street
 - Don't think most businesses are aware of it.
 - We're going to hit you up soon!
 - Didn't know it existed and was not an issue when building this business.
 - Did wonders for the Park Bar.
 - It has helped give nicer appearances to many businesses in town, but not sold it is growing revenue in town.
 - Nicer looking properties make for a nicer looking town. Nice looking town invites people to stop, look around and shop.
 - Has it?
 - Improves exteriors.
 - But it helps owners do improvements they might not be able to afford otherwise.
 - Don't know but it can't hurt.
 - I would like to learn more about this program and take advantage of this opportunity.
- A "Buy Local" program would be beneficial to the Town of Fairplay:
 - 26 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 24 Merchants
 - No- 2 Merchants
 - Merchant Comments:
 - Possibly, depends on how it was set up.
 - Not sure about this- should be up to local businesses to offer locals program. Buying local is tough- expensive groceries.
 - Obvious reasons. Keep our money here instead of spending elsewhere
 - Maybe.

- Not unless you are going to properly advertise on the 285 corridor.
 - Not sure what this is but I suspect it would probably help.
 - Over the years I have seen how often people leave town to seem less to buy from higher volume businesses who can offer lower prices. I don't think buy local would have a very big impact.
 - Strongly agree that this would be a great idea. Some people in town do this well and understand this is important to businesses staying open. Many do not.
 - It would be great to educate locals how much it pays to keep their money in Town instead of going to Breck, Denver or B.V.
 - Not many other options anyway. Builds community cohesion and pride.
 - But local businesses need to establish and promote this program.
 - Maybe.
 - Good Beer!
- A "Buy Local" program should be instituted in the Town of Fairplay:
 - 25 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 24 Merchants
 - No- 1 Merchant
 - Merchant Comments:
 - Explain how this would be done.
 - It would benefit all.
 - Some services cost more to run up here. Maybe shop local at Christmas time.
 - Maybe.
 - Depends on what it costs and what we get out of it
 - Everyone likes to say they will buy local but very few will actually follow through.
 - If the business owners want it.
 - ...And for the county.
 - Depends on the program.
 - Promote local businesses!
 - Posters with local products.
 - Well there probably needs to be a few more stores and varieties of stores.
 - Featured businesses in advertising.
- What are some suggestions for how a "Buy Local" program would look?
 - 36 out of 36 returned surveys answered this question
 - Merchant Comments:
 - 1. Local discounts 2. Punch cards 3. Drawings
 - Advertising as a community. Locals only coupons or discounts on certain days/hours.
 - An event calendar which allows merchants to offer discounts to locals during peak off season.
 - Interested in what this entails.
 - A card- you get punches for patronizing local businesses. When all the holes are punched you get something.
 - I would have to think about this more.
 - Partnering to create a reusable shopping bag for tourists and locals.

- Call it "Fairplay Pride" get businesses to commit to a local discount for free or do a purchase card.
 - Discounts at stores and gas stations to encourage us all to shop local.
 - Not sure.
 - Don't know.
 - Feature a few businesses every month with a short write up and what they do best.
 - Posters with local products.
 - Researching opportunities, educating about opportunities but not solely funding them.
- What do you feel that the role of the Town of Fairplay should be in incentivizing business growth and development?
 - Merchant Comments:
 - Tracking customer traffic gives a business the opportunity to see what days of the month they see traffic, what percentage is local and tourists.
 - Beautification of Front St. Sidewalks, lighting Flowers, make at least as nice as Main Street. Business of the month- focus on businesses, info about etc.
 - Start with developing signage to direct travelers to Front Street we have visitors all the time state "I've driven through here to Breckenridge or Monarch for thirty years and never known these shops were here!" Even with the camp post signs they don't have time to read as they drive by.
 - I strongly feel the Town should be responsible for growth and development. It would be a huge expense to small businesses to do this.
 - Ads and events.
 - Invest more in signage- allow businesses to market their business from Main Street or 285. The more we make the more the town makes.
 - Help with advertisements.
 - Not sure. What do other towns do? Maybe identify the most successful ones and do what they do.
 - The current town administration and board have been very proactive about bringing in businesses where we are lacking. I think they should continue what they are currently doing.
 - Yes. Portraying a business-friendly environment helps people want to open new businesses.
 - Yes.
 - Making sure development happens in a way that is good for residents and the environment.
 - Doing a great job now in my opinion.
 - Water bills are an issue try to work on pricing.
 - Majority because they should control what is best for the Town.
 - Lower commercial property taxes.
 - I think it should be looked at on a case by case basis.
 - Tax break- lower commercial tax rate?
 - Keep advertising for the businesses and have events at their locations occasionally.
 - Very important that the town offers incentives.

- What other incentive programs do you feel could help business growth and development in the Town of Fairplay?
 - Merchant Comments:
 - Make downtown Fairplay more attractive: Flower Pots, sidewalks, etc.
 - More events and those we do have should be advertised to Denver and Colorado Springs area.
 - Family Friendly ones.
 - Some kind of cottage industry to employ the underutilized youth. Too many kids with nothing to do. Get them working on something.
 - Incentives for employee housing and day care might help employers feel like they have a better chance of getting the staff they need.
 - Town incentivized programs, such as walkable history tours in town that would drive people to come up and hopefully spend money.
 - Make developable property turn-key.
 - Offer street sweeping, parking lot sweeping for a fee to business owners. More advertising. Have a "what's new in Fairplay" bulletin board.
 - Not sure.
 - Lower commercial property taxes.
 - Don't know.
 - Hold restaurants to a higher standard of culinary excellence so people would dine here more often. Host a "Best of Fairplay" contest.
 - Encourage new businesses to locate here- better faster internet
 - Not sure
- What do you feel that the role of local businesses should be in incentivizing business growth and development?
 - Merchant Comments:
 - Support by making sure everyone knows it's available.
 - Keeping store fronts, sidewalks clean and free of clutter.
 - Hand out maps and ad booklets more and more! We can and should advertise each other!
 - Difficult for small business owners to fund these events for growth.
 - Keeping up the buildings. Group marketing. Maybe focus groups.
 - Ads and regular hours.
 - To provide establishments people want to go to and come back to.
 - Local businesses have a hard time being successful at their own business. Unlikely they would devote much time or energy on other businesses
 - Business owners need to be good stewards of the volume and traffic we already have and not use references like "touron" or "citiot" to describe the people who come here and spend money.
 - I think there needs to be a stronger business community where everyone supports each other strongly. I have seen this improve some over the last few years but at times I think many still think of other businesses as "competition" when I feel more businesses helps everyone by giving more choices and driving more traffic to town and as a result more people sticking around in town and creating revenue for all.
 - Local business owners could help new owners navigate potential pitfalls.
 - Keep their properties looking good.

- Business owners should promote their own business, keep regular and consistent hours and be competitive in their markets.
 - Word of mouth- refer to other businesses.
 - Just help promote the town and its businesses.
 - Not sure.
 - Leave it to the marketplace, only the strong should survive!
 - Local biz should cooperate and refer each other to visitors.
 - A high tide raises all boats and businesses need to support each other.
- What do you feel that the role of the community should be in incentivizing business growth and development?
 - Merchant Comments:
 - More support.
 - We are dealing with so many different types of people up here. Hard to put demands on low median income. Hard to get second home owners involved.
 - Buying and eating local.
 - Parents help develop some new business, so your kids might get a job.
 - Community members need to stay in contact with town officials, letting them know what specifically they would like to see come in.
 - Yes, see above.
 - The community just needs to be supportive of new or existing business. Big city amenities are nice but we all chose to live here for a reason.
 - Get involved in a collaborative development plan. See mass economics proposal too clear creek county.
 - Shopping and helping volunteer for events.
 - Support and buy local.
 - Shop local.
 - None.
 - Leave it to the marketplace, only the strong should survive.
 - Support local businesses, buy local etc.
 - Shop and eat locally

THE MAIN STREET PROGRAM

- Instituting a community led “downtown revitalization program,” such as the Main Street program, would be beneficial to the Town of Fairplay:
 - 28 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 27 Merchants
 - No- 1 Merchants
 - Merchant Comments:
 - but there are more businesses and historic charm on Front Street.
 - It sounds as if the Front Street businesses would be in the back on this one.
 - First we have heard of this.
 - If you get volunteers.
 - Brings customers, money and business owners can stay.
 - Not enough information.
 - Obvious- if not helped it will die.
 - It will bring in more tourists.
 - Do you mean on Front Street or Main Street? Would probably be good for the town because anything would be better than what we have now.
 - Any improvement in the look or infrastructure as far as updating or refreshing makes our whole community look more inviting.
 - Main Street needs retail as well as housing units tied together with a master plan. Currently Main Street does not make people want to shop.
 - Downtowns are a city’s calling card
 - Brings pride in our town.
 - Not sure if it would help. Summer traffic is already good and we have no winter draw for tourists.
 - Need more info.
 - ask the county to either replace the current building on Main Street or make the front more appealing.
 - As Summit County keeps pricing people out, Fairplay has a chance to be a larger and more profitable community rather than a pass-through. Attractive downtown will help bring people
- I would be willing to participate in a community led “downtown revitalization program,” such as the Main Street program:
 - 20 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 16 Merchants
 - No- 4 Merchants
 - Merchant Comments:
 - Depends on the time required.
 - If it included Front Street or was for Front Street.
 - Not enough info.
 - Maybe.
 - Yes, but my time is limited.

- I would need to know more about what the requirements of participation might mean.
 - Depending on how that program looks.
 - Not sure I could get approval from the owner.
 - I feel the businesses that will be most impacted should lead this cause and I don't feel that's me.
 - Would have to understand.
 - Time restraints, lack of employees.
 - Maybe.
 - Unsure.
- The Town of Fairplay should become a Main Street Community:
 - 22 out of 36 returned surveys answered this question
 - Merchant Answers:
 - Yes- 20 Merchants
 - No- 2 Merchants
 - Merchant Comments:
 - Probably.
 - Yes if it includes Front Street.
 - I like the idea of an "identity."
 - Not enough info.
 - Isn't it already?
 - Maybe. Even if we did, people still do most of their shopping out of the town and out of the county. 1. Drug store, we don't have one. 2. Back to school shopping for kids- we don't have anywhere to buy clothes and school supplies. 3. Furniture. None here except Carmen's 4. Appliances, none here. 5. Entertainment none except drunkery in bars if you think that's entertaining. Too bad we lost our bowling alley
 - I'm not sure what that means. Both main and front streets have tremendous retail potential and need to be improved and promoted equally.
 - See DCI.
 - Explain.
 - Along with supporting highway businesses.
 - We are not sure on all of this.
 - Don't know.
 - What other area towns have done this and what did they do?
- Additional Comments:
 - I always felt that our working members of the community are our untapped resource for promoting our business and area in general. If the clerk behind the counter doesn't know the days and hours of the museum, there is potential for lost revenue to the museum. A spring event for locals could be a trivia night where a business puts up a team of employees to answer questions about the business and the area. If you asked the clerk at the shell station where you could go gold panning, would they know? Maybe an information booklet for our business employees would be better money spent than some of the advertising we do.
 - I would like to see our town receive the honor of being a "Colorado Creative District." This could also promote our community and businesses.
 - There is a Colorado Creative District that would be great for Fairplay.

- I also believe the Town should focus on bringing in more bedspace as well as "attainable housing" projects.
- The ladies run should not have been cancelled.
- I think the Town of Fairplay should be capitalizing on making use and improvements to the Fairplay Beach and the property they own along the River for Recreation that could be used year-round. Fishing, Bike Paths, Gold Panning, Pick-nik tables, walking paths, running trails etc. Consider putting up a nice shelter for a stage for bands and concerts or a large tent for a sheltered area. This property is the best thing the town has for improvements and recreational activities! What are you waiting for?!