

This survey is being conducted by the Kentlands Community Foundation (KCF) in an effort to assess the current needs of the Kentlands Downtown landlords and business owners and to explore ways in which the community can better support local business. The Foundation is seeking also to identify ways in which, it can assist and promote the development of a vibrant commercial environment.

We appreciate your candid answers to these questions. Your individual responses will be kept completely confidential--results will only be shared in aggregate form.

Thank you for participating

1. Which of the following statements best describes your involvement in the Kentlands Downtown area?

- Kentlands Live/Work Property Owner
- Kentlands Live/Work Business Owner/Renter
- Lakelands Live/Work Property Owner
- Lakelands Live/Work Business Owner/Renter
- Business Owner renting from KimCo Properties
- Business Owner renting from Saul Realty
- Other (please specify)

2. How long have you been active as a landlord or business owner in Kentlands/Lakelands?

- Less than 3 years
- 3-5 years
- 5-10 years
- More than 10 years

3. How would you describe the success of your business/property over that time period?

- Excellent—Strong growth and profitability / Strong occupancy and rents
- Good—Moderate growth and profitability / Moderate occupancy and rents
- Fair—Limited or intermittent growth and profitability / Intermittent occupancy and rents
- Poor—Flat or negative growth and profitability / Low occupancy and flat or negative rents

4. Describe briefly the factors contributing to the business performance selected above (free response).

5. Please rate your current business/property location on the following dimensions:

	Extremely negative	Moderately negative	Neither positive nor negative	Moderately positive	Extremely positive
Foot traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mix of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons/promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furnishings/build out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide additional comments if you wish

6. Are you a member of the Kentlands Downtown Partnership?

- Yes
- No

7. How would you rate the KDP's contribution to the success of Kentlands/Lakelands businesses?

- Significant positive impact
- Moderate positive impact
- Neutral impact
- Moderate negative impact
- Significant negative impact

Why?

8. How would you rate the Kentlands Citizens Assembly (KCA)'s and the Lakelands Community Association (LCA)'s contribution to the success of Kentlands/Lakelands businesses?

- Significant positive impact
- Moderate positive impact
- Neutral impact
- Moderate negative impact
- Significant negative impact

Why?

9. How would you rate the City of Gaithersburg's contribution to the success of Kentlands/Lakelands businesses?

- Significant positive impact
- Moderate positive impact
- Neutral impact
- Moderate negative impact
- Significant negative impact

Why?

10. How would you rate the impact of local events (e.g., Kentlands Day, Octoberfest, 5k/Merchant Expo) on your business?

- Significant positive impact
- Moderate positive impact
- Neutral impact
- Moderate negative impact
- Significant negative impact

Why?

11. How have you participated in these events, if at all? (Check all that apply)

- Regular sponsor
- Regular participant
- Occasional sponsor
- Occasional participant
- No involvement

12. What actions would you suggest that the groups mentioned previously (KDP, KCA/LCA, City of Gaithersburg, local event sponsors) take to improve the business environment for merchants and landlords in the Kentlands Downtown area? (provide recommendations for any or all of the groups, free response)

13. How would you rate the visual appeal of the Kentlands Downtown area?

- It's beautiful--don't change a thing!
- It's nice, but could be improved
- It has some significant issues that require attention
- It's a disaster--massive investment is required
- Other (please specify)

14. Would you participate in a group that supports and manages the visual appearance of Kentlands Downtown?

- No, I/we can't afford it.
- No, that's what City of Gaithersburg taxes are for.
- Yes, provided most other landlords/merchants participate
- Yes, anything that brings more foot traffic is worth it
- Other (please specify)

15. How is the rental of your unit currently managed?

- By individual owner
- By corporate owner
- By 3rd-party management company
- I don't know

16. What kinds of new businesses would you like to see in Kentlands Downtown to enhance the performance of your property or business?

17. How would you feel about taking community business mix preferences into account when considering what type of tenant to put in your unit(s)?

- Very supportive
- Moderately supportive
- Indifferent
- Moderately opposed
- Very opposed
- Not applicable--I am not the property owner
- Why? / Why not? / Comment on conditions or requirements?

18. Would you participate in a unified comprehensive marketing plan for Kentlands Downtown that would increase the breadth of potential tenants and improve the overall mix of businesses in the area?

- Yes
- No
- Not applicable--I am not the property owner

Why? / Why not? / Comment on conditions or requirements?

19. Would you participate in a follow-up interview about improving the business environment of the Kentlands Downtown area?

- Yes
- No

20. Would you like to join our initiative to improve the business environment of the Kentlands Downtown area?

- Yes
- No

If you answered "Yes", please provide your email so we can contact you.