



Parkdale Village Business Improvement Area MEMBERS' SURVEY RESULTS 2017

RESPONSE SNAPSHOT

who completed the survey?



75% business owners



9% community organizations



11% business/property owners



4% property owners

OVERALL PRIORITY RANKING

- 1 Street Cleaning, Garbage + Litter Reduction
- 2 Streetscape Improvement, Beautification + Maintenance
- 3 Undertake Community Safety + Crime Prevention Initiatives
- 4 Advocate on behalf of the interests of the Business Improvement Area
- 5 Support Economic Development
- 6 Promote the Area via Marketing
- 7 Promote the Area via Events

MEMBER PRIORITIES by CATEGORY

STREETSCAPE



STREET CLEANING + MAINTENANCE



FLORAL PROGRAM + CLEANUP



GRAFFITI REMOVAL



MURALS + STREET ART

MEMBER SUPPORT SERVICES



ADVOCATE FOR AFFORDABLE LEASES + LOCAL ECONOMY



HELP NAVIGATING CITY SERVICES



COMMUNITY SAFETY + CRIME PREVENTION TOOLS



FACADE + INTERIOR IMPROVEMENTS

ECONOMIC DEVELOPMENT



COMMUNITY SAFETY + CRIME PREVENTION



PROMOTE TOURISM



FILL VACANCIES + IMPROVE BUSINESS MIX



ADVOCATE TO GOVERNMENT + ENGAGE CITY PLANNING

MARKETING & EVENTS



SOCIAL MEDIA + ONLINE ADVERTISING



SPRING INTO PARKDALE SIDEWALK FESTIVAL + NIGHT MARKET



SIDEWALK SALE + FESTIVALS



ARTS-FOCUSED, OUTDOOR EVENTS + FARMERS MARKETS

The Parkdale Village Business Improvement Area represents 440+ business & property owners along Queen St West from Roncesvalles Ave. to Dufferin St.

The PVBIA Member's Survey was conducted in August, 2017
Thank you to our members for taking the time to respond .



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