



DOWNTOWN COMMUNITY SURVEY RESULTS

JANUARY 2026

MAINSTREETFS.ORG

FESTIVAL FUND

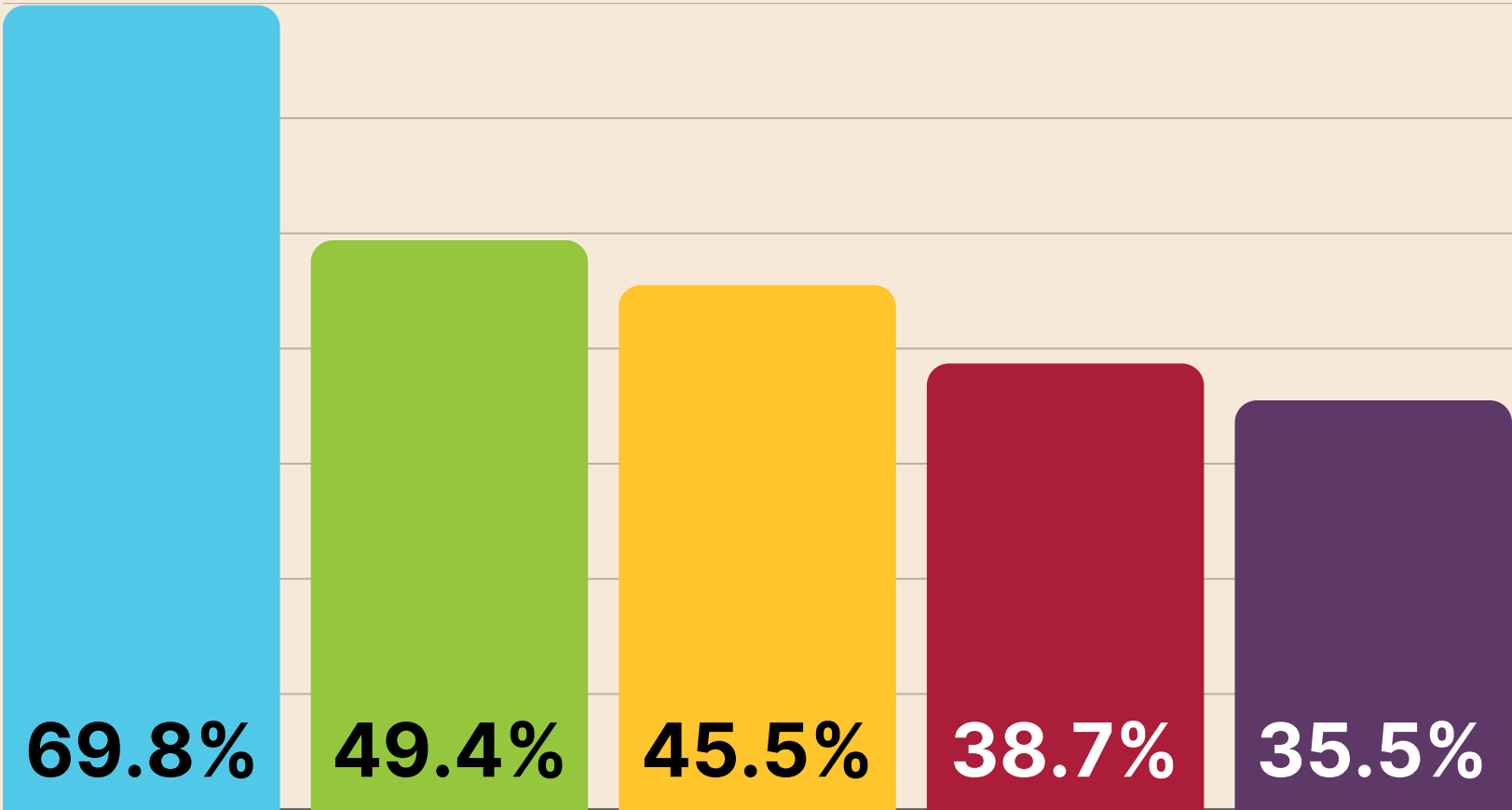
Top Reasons for Visiting Downtown

Respondents most often visit downtown for dining, entertainment, and events. These results reinforce downtown's role as a social, cultural, and entertainment hub for the region.



What People Want to See More Of

Live experiences consistently ranked as the most desired additions to downtown. Interest in live music ranked highest across all age groups, with strong demand for arts and entertainment experiences that activate downtown during evenings and weekends.



Live Music Performances



Art experiences



Movie screenings or a movie theater



Games and interactive activities



Sports-related activities

Business Types in Demand

Respondents expressed interest in a business mix that emphasizes experiences and gathering places. These findings point to opportunities for both short-term activation and long-term business development.

37.5%

**Family
entertainment
(arcades, escape
rooms, mini-golf)**

29.9%

**Arts and cultural
venues**

**Casual or family
restaurants:**

29.6%

**Breweries,
wineries, or
distilleries**

29.1%

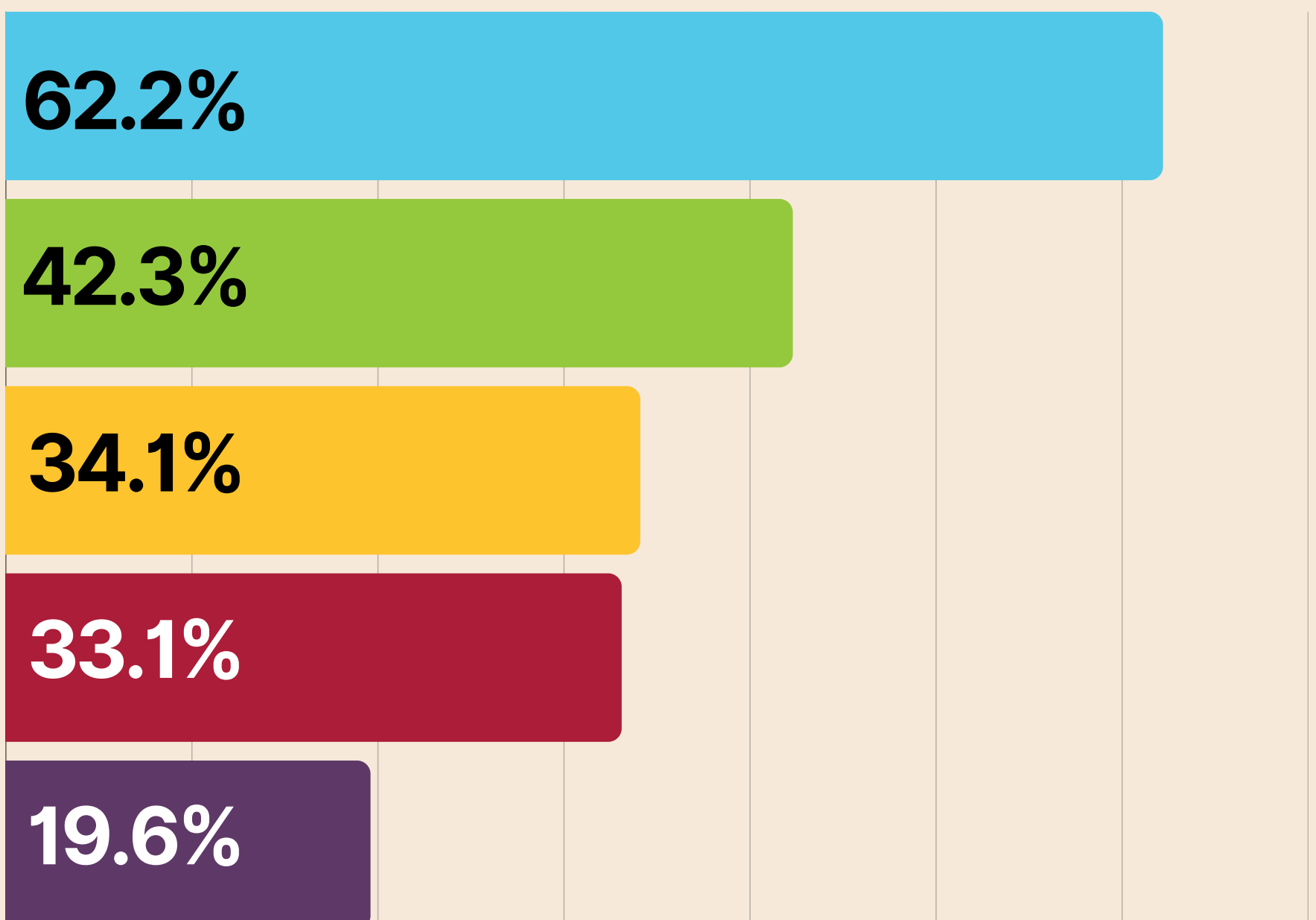
**Shared food
vendor spaces**

25.3%

Challenges Identified

Respondents were also asked to identify challenges impacting their downtown experience. While safety concerns were noted, responses suggest that perceptions are closely connected to visible conditions, activity levels, and overall care of the district.

- Homelessness or housing insecurity
- Lack of business suited to household needs
- Vacant storefronts or vacant lots
- Buildings in need of rehabilitation
- Feeling unsafe or crime concerns



Downtown Living and Livability

Respondents indicated downtown living would be more desirable with improvements tied to activity, amenities, and housing options. These insights reinforce the importance of viewing downtown not only as a destination, but as a neighborhood. Factors that would make downtown living more desirable:

60.5 %

Greater Sense of Safety

55.4 %

More things to do, shop and eat

37.6 %

A livelier environment

35.1 %

More basic amenities

33.7 %

More housing options

How Main Street will use this information



Expanding events, arts programming, and placemaking initiatives that activate downtown



Supporting small business growth, including temporary and short-term activation of vacant spaces



Continuing the Mini-Grant Program to improve building façades, lighting, and exterior conditions



Implementing strategies to improve the visibility and perception of vacant buildings



Coordinating with public and private partners to strengthen downtown livability