

KUTZTOWN, A MAIN STREET COMMUNITY

Congratulations to the Kutztown Community Partnership (KCP) on achieving acceptance into the Pennsylvania Main Street Program. As a recent Main Street designee, KCP has joined a select group of Pennsylvania communities that have become active participants in shaping their downtowns' futures through the Main Street Approach.

The application process for this designation has taken more than five years and countless volunteer hours. The Borough, Council Members, and Mayor would like to thank KCP for its tremendous efforts in the past year to complete the final application.

Kutztown Community Partnership's mission is to revitalize and reinvest in the Kutztown community, while exploring new ways to improve the quality of life, health, and safety of its citizens through new and dynamic economic development programs. The partnerships that KCP has established between local government, nonprofit agencies, and the private sector are essential to the success of the program.

Since its inception, KCP has organized and sponsored Art in the Park and a Plein Air arts festival, Merchants' Trick-or-Treat Night, Main Street Christmas and streetlamp decorations, Social Sundays, and Trail Waggers as well as an innovative Gift Card program.

Invest in your community and join KCP in supporting its mission to protect and improve our area's quality of life. Call 610-683-5348 or email kcp@hometownu.com.

Sincerely,
Mayor Sandy Green



KUTZTOWN CUSTOMER SURVEY QUESTIONS

1. On average, how often does your household come to Kutztown for purposes other than work?

	You	Adult #2
Never	—	—
Seldom	—	—
Once a Month	—	—
Once a Week	—	—
Twice a Week	—	—
More than Twice a Week	—	—

2. On average, how often do you shop or take care of personal business in Kutztown ?

- Never
- Seldom
- Once a Month
- Once a Week
- Twice a Week
- More than Twice a Week

3. When you come to Kutztown, where do you usually park?

- Main St
- Municipal lot behind tavern
- Village Square Shopping Center
- Other _____

4. What physical improvements could be made in Kutztown to enhance its appearance? (please circle as many as you feel would be beneficial)

- Landscaping
- Lighting
- Public Restroom Facilities
- Better Signage
- Building Improvements
- Benches
- Other _____

Continued on next page.

5. Where do you shop for the following items?

	Kutztown	Local Mall	Local Shopping Area	Other
Groceries				
Beer/Soda				
Liquor/Wine				
Health Foods				
Family Dining				
Fine Dining				
Baked Goods				
Pharmacy				
Clothing				
Shoes				
Jewelry				
Athletic Wear				
Books				
Arts/Crafts/Models				
Antiques				
Outdoor Recreation				
Dance Lessons				
Martial Arts				
Photography				
Travel Services				
Theater				
Movies				
Cycling				
Sporting Goods				
Beauty Salon				
Tailoring				
Dry-cleaning/Laundry				
Gym/Health Club				
Hardware/Lumber				
Carpet/Flooring				
Appliance				
Picture Framing				
Variety/ 5&10				
Stationary				
Tires				
Auto Repair				
Gasoline				
Printing				
Employment Agency				
Notary				
Banking/Financial				
Insurance				
Accounting				
Legal				
Real Estate				
Medical				
Dental				

6. What additional stores/services would you patronize in Kutztown ? (please circle as many as you feel would be beneficial)

Restaurant (specify type) _____

Bookstore

Art Gallery

Spa

Other (specify) _____

7. What newspaper(s) does your household read regularly?

Reading Eagle

Morning Call

Kutztown Patriot

Other _____

8. To which radio station(s) does your household listen regularly?

Y102

107

B101

96.1

9. What television stations are frequently watched in your household?

Channel 69

PBS

HGTV

Animal Planet

other _____

10. How do the following impact your shopping decisions?

	Very Important	Somewhat Important	Not Important
TV Advertising			
Radio Advertising			
Newspaper Advertising			
Merchant Sales Events			
Direct Mail			
Other (please specify):			

11. How do the following influence where you shop?

	Very Important	Somewhat Important	Not Important
Close to Home			
Close to Work			
Competitive Pricing			
Quality of Service			
Selection			
Store Appearance			
Convenient Parking			
Sales Promotions			
Convenient Hours			
Other (please specify)			

12. When does your household do the majority of its shopping?

Day of week _____ Time _____

13. Are you a student at Kutztown University? Yes / No

14. Are you an alumnus of Kutztown University? Yes / No

To better analyze survey results, we would like some basic information about your household. All responses will remain confidential.

15. What is the total number of people in your household?

One ___ Two ___ Three ___ Four ___ More than Four ___

16. How many members of your household fall into the following age groups?

Less than 5 years ___ Ages 6-12 ___ Ages 13-18 ___ Ages 19-25 ___ Ages 26-65 ___ Above 65 ___

17. What is your household' annual income?

Less than \$20,000 ___ \$20,000-39,999 ___ \$40,000-\$59,999 ___

\$60,000-\$99,999 ___ \$100,000 & above ___

18. What is your zip code? _____

19. In which municipality do you reside? _____

20. In which municipality do you work? You _____ Adult #2 _____

21. When you think of Kutztown, what is the first word that comes to mind? _____

Thank you for your cooperation! Your answers will help us make Kutztown a better place to live, play, and shop.

Please return by March 25 and be entered to win a \$100 KCP card! (Enter name/phone number below)

* One Entry per customer

Please return completed survey one of the following ways:

Mail to: Kutztown Community Partnership, 324 W Main St, Kutztown PA 19530

Fax to: (610) 683-3537

Drop off at: 324 W. Main St, Kutztown PA 19530

We are looking for your input!

If you have any ideas, we are looking for volunteers to help with Design, Promotion, Economic Development, & Fundraising. Please enter your information below and we will contact you.

Name:

Phone Number: