



# “Focus of Downtown”

## Survey Results

Completed October 2018 - February 2019

There were 242 respondents to this survey. These were open-ended questions, so more than one suggestion could be made. Therefore, the total responses may exceed a total of 242. Every suggestion by every respondent was logged.

Question #1: What should be done to get you to spend more time in downtown Milton-Freewater? (Some respondents offered suggestions under the main response. The top suggestions are listed.)

- 103 More Businesses Offering More Variety  
Tasting Rooms (13); Clothing Stores (6); Kid & Family Friendly (6);  
Shops Stay Open Later & On Weekends with Consistent Hours (6)
- 87 More Restaurants with More Variety  
Coffee Shop/Bakery (20); Entertainment & Outdoor Seating (9); Brew Pub (8); Fine Dining (6)
- 64 More Events, Activities, Entertainment  
Kid & Family Activities (23); Festival & Events (14); Indoor, Kid-Friendly Recreation (5)
- 50 Physical Enhancements and Security Needed  
Clean, Updated & Well-Maintained Streets, Sidewalks, Store Fronts & Buildings (23)  
Plaza/Park/Sitting Areas (8); Improve Security (7); Better Lighting (5)

Question #2: What type of shops would bring you to downtown Milton-Freewater more often? (Those mentioned at least 10 times are listed.)

- 196 Restaurants/Food Establishments  
Coffee Shop (46); Specialty Foods/Health Foods/Deli (26); Brew Pub (20), Bakery (16)  
Family/Casual Dining/Homestyle (11); Candy Store (9)
- 67 Clothing Store
- 27 Tasting Rooms/Wine Bar/Cocktail Bar
- 23 Hobby/Arts & Crafts Store
- 22 Sporting Goods
- 22 Cards/Gifts/Curio/Novelties
- 19 Book & Game Store
- 17 Home Decor/Housewares
- 16 Antiques
- 10 Toy Store
- 10 Thrift Store

Question #3: How Often do you think you would frequent these shops?

- 75 Weekly
- 46 2-4 Times/Week
- 36 Regularly/Often/A Lot
- 30 2-3 Times/Month
- 21 Monthly
- 10 4-6 Times/Month
- 7 Daily
- 2 5-6 Times/Week
- 2 Less Than Monthly

Question #4: What hours should these shops be open to get you there more often?

Opening Times:		Closing Times:		Other Comments:	
7	7am or Earlier	20	5pm	31	Stay Open Evenings & Weekends
30	8am	43	6pm	3	Stay Open Late at Least One Night
38	9am	42	7pm	2	All Stores Should Have Consistent Hours
41	10am	32	8pm		
13	11am	18	9pm		
3	Noon	17	10pm or Later		
3	Other				

Question #5: What do you think Milton-Freewater's downtown focus should be? (i.e. Kids & Family, Food, Antiques, Art, Music, Other Ideas?) The top 10 are listed.

167	Kids & Family	33	Night Life
145	Food	24	Shopping
70	Music	21	Activities/Entertainment/Events
53	Art & Theater	15	Wine/Beer/Cider
43	Antiques	4	Agriculture

Question #6: Where do you go now for most of your shopping, dining and entertainment? The top 5 are listed.

210	Walla Walla
48	Tri-Cities
35	Milton-Freewater
8	Portland
7	Pendleton

Question #7: MFDA has sponsored the following events/projects. Please check the ones in which you have participated.

52.25%	Cinco de Mayo
48.88%	Helped in Passing the School Bond
44.38%	Broadway Block Party
41.01%	Christmas Lights on North Main
32.02%	Thursdays Rock
31.46%	Make a Difference Day
24.72%	Constructing the Gathering Place
21.91%	Arts Portal Gallery
15.73%	Community Building Cleanup
14.61%	Community Vision Sessions
12.92%	Roger Brooks Webinars
12.36%	Store Front Renovations
9.55%	Project Discovery
8.99%	St. Patrick's Day Murder Mystery Dinner
5.62%	Artwork on Buildings