

# Skokie Voice Economic Development Survey



- ❑ Prior to holding its Community Forums, Skokie Voice puts informal surveys on its website.
- ❑ The purpose is to include public input in planning these events.
- ❑ Results of the SV Economic Development survey were used to guide tonight's panel discussion.

# Skokie Voice Economic Development Survey



- ✓ Our survey method is non-scientific, and results do not necessarily represent community consensus.
- ✓ Rather, we use the survey results as a starting point for dialogue.

# Economic Development Survey

96 responses



1. Are you a Skokie
  - a. resident
  - b. business owner
  - c. resident and business owner

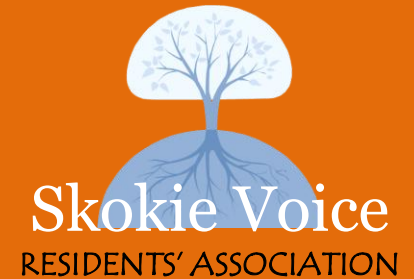
**Response:**

84% resident

7.5% business owner

8.5% resident and business owner

# Economic Development Survey



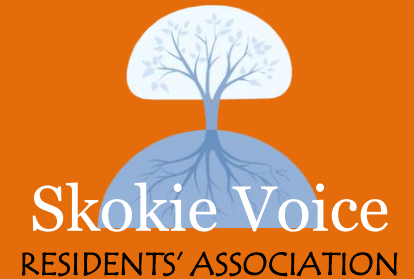
2. Do you do the majority of your shopping and dining out in Skokie?

**Response:**

68% yes

32% no

# Economic Development Survey



3. In what surrounding suburbs do you shop/dine, and what shops, restaurants and/or malls attract you to those destinations?

## Response summary:

- ✓ The majority of responses included Evanston, in particular its downtown and Central Street venues.
- ✓ Other frequent responses included Glenview (especially The Glen), Niles, Morton Grove and Lincolnwood.

# Economic Development Survey



4. From 1 to 4, with #1 being the most frequent, rate how often you visit the following shopping/dining destinations in Skokie:

- ❖ Downtown Skokie
- ❖ Dempster Street
- ❖ Old Orchard/Shops at Orchard Place
- ❖ Village Crossing

## Response:

<u>#1</u>		<u>#4</u>
29.8%	Village Crossing	12.8%
29.3%	Old Orchard	20.7%
23.7%	Downtown Skokie	30.1%
8.9%	Dempster Street	38.9%

# Economic Development Survey

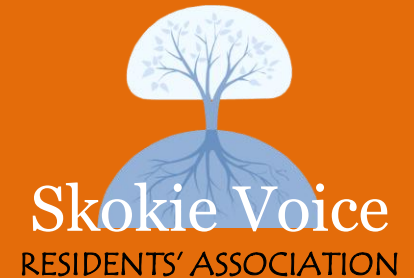


**5. What can Village government do to help attract and keep businesses in Skokie, and what types of businesses should it try to attract?**

## Frequent responses:

- Bring Trader Joe's to Skokie
- Bring Starbucks or other coffee-shop chain to downtown
- Develop downtown as a mecca for one-of-a kind eateries and boutiques (*rather than as a venue for large national retailers*)
- Develop downtown venues that are family & pet friendly
- Discourage low-end liquor and resale shops

# Economic Development Survey



6. If you own a business in Skokie or have ever considered doing so, rate your experience with Village departments and officials.

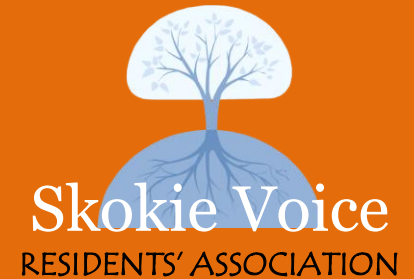
## 34 responses:

23.5% Excellent  
35.3% Good  
32.4% Satisfactory  
8.8% Unsatisfactory

## Frequent comments:

- Streamline permit process
- Improve communication on zoning, code issues
- Appoint ombudsman to assist business owners in dealing with VoS departments
- Improve communication on availability of TIF funds

# Economic Development Survey



7. Please comment on any other issue/s related to economic development in Skokie.

Complete survey results are posted on the Skokie Voice website at [www.skokievoice.org](http://www.skokievoice.org) (click SURVEYS tab).