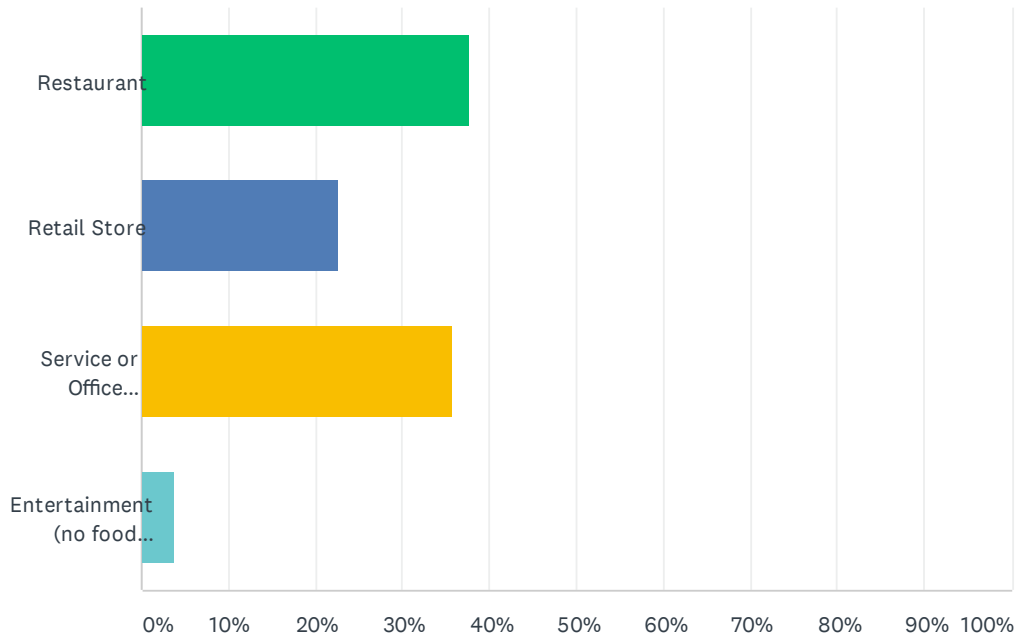


## Q1 Which of the following best describes your business?

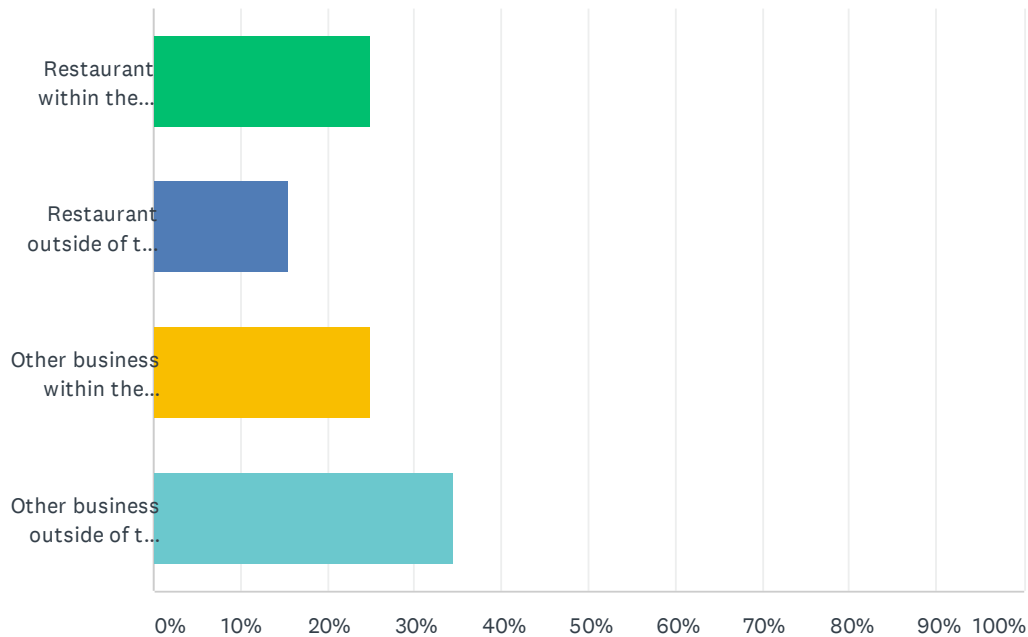
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Restaurant	37.74%	20
Retail Store	22.64%	12
Service or Office (professional or medical)	35.85%	19
Entertainment (no food service)	3.77%	2
TOTAL		53

## Q2 How would you describe your business' position in relation to this year's Arlington Alfresco program?

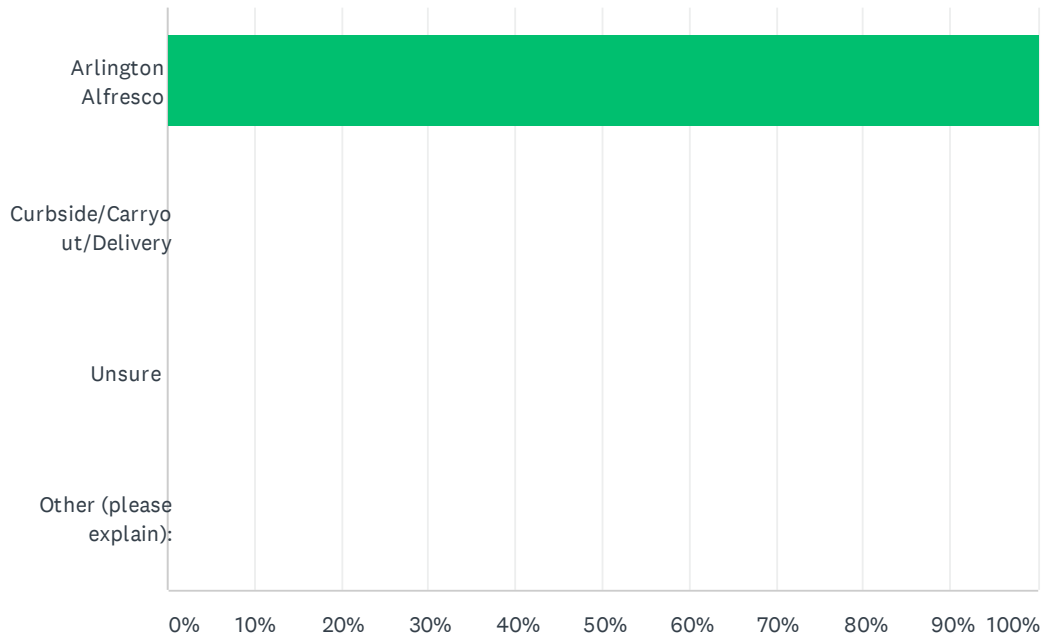
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Restaurant within the Arlington Alfresco street closure area	25.00%	13
Restaurant outside of the Arlington Alfresco area	15.38%	8
Other business within the Arlington Alfresco street closure area	25.00%	13
Other business outside of the Arlington Alfresco street closure area	34.62%	18
TOTAL		52

### Q3 What was of greater benefit to your restaurant this past year?

Answered: 13 Skipped: 40

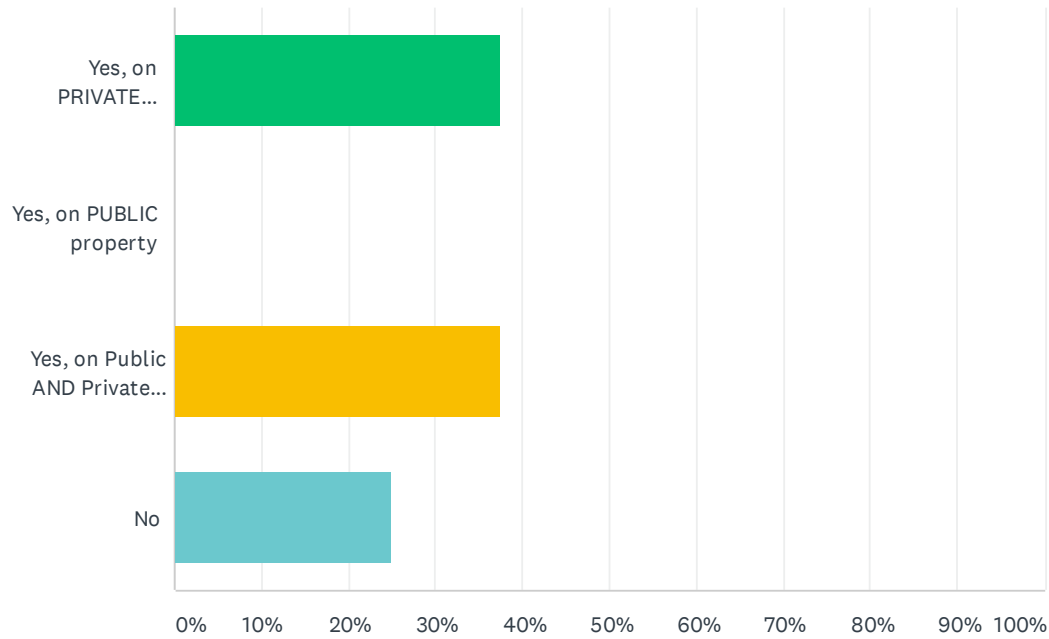


ANSWER CHOICES		RESPONSES
Arlington Alfresco	100.00%	13
Curbside/Carryout/Delivery	0.00%	0
Unsure	0.00%	0
Other (please explain):	0.00%	0
TOTAL		13

#	OTHER (PLEASE EXPLAIN):	DATE
	There are no responses.	

## Q4 Did you have outdoor dining this year?

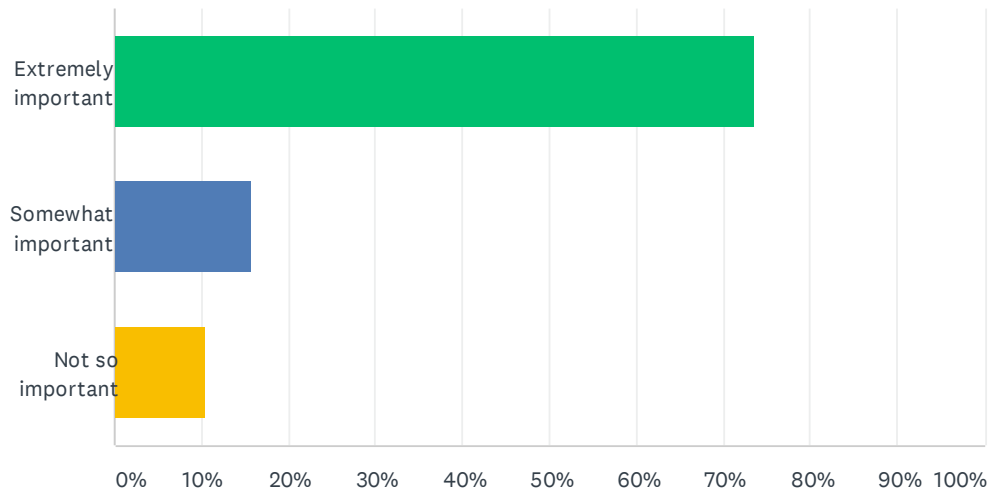
Answered: 8 Skipped: 45



ANSWER CHOICES	RESPONSES	
Yes, on PRIVATE property	37.50%	3
Yes, on PUBLIC property	0.00%	0
Yes, on Public AND Private property	37.50%	3
No	25.00%	2
<b>TOTAL</b>		<b>8</b>

## Q5 How important was carryout, delivery, and/or curbside service to your business this year?

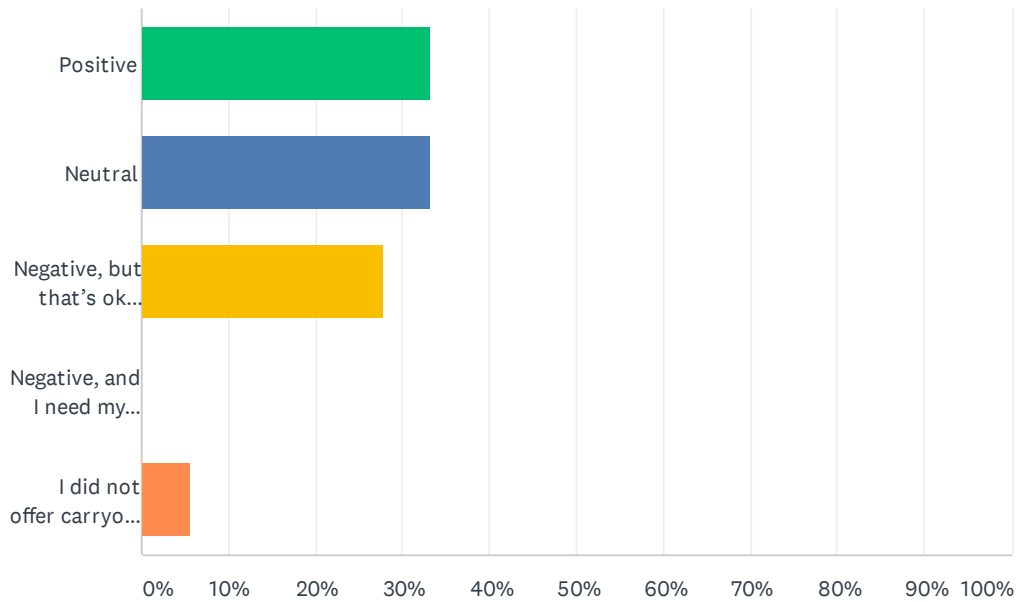
Answered: 19 Skipped: 34



ANSWER CHOICES		RESPONSES	
Extremely important		73.68%	14
Somewhat important		15.79%	3
Not so important		10.53%	2
TOTAL			19

## Q6 What impact did Arlington Alfresco have on your carryout and delivery business?

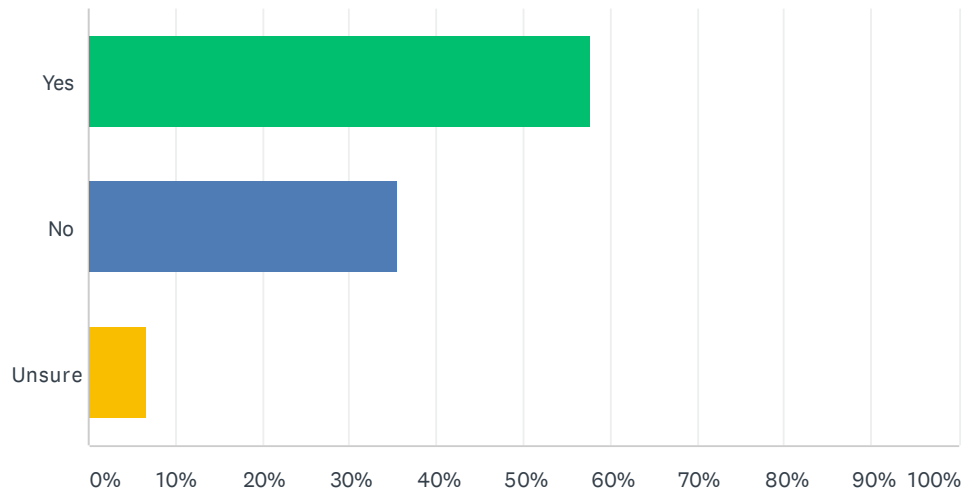
Answered: 18 Skipped: 35



ANSWER CHOICES	RESPONSES	
Positive	33.33%	6
Neutral	33.33%	6
Negative, but that's ok because I benefitted greatly from Alfresco	27.78%	5
Negative, and I need my carryout and delivery business to improve next year	0.00%	0
I did not offer carryout or delivery this past year	5.56%	1
<b>TOTAL</b>		<b>18</b>

## Q7 Did Arlington Alfresco bring your business any residual benefits (new customers, greater exposure, etc.)?

Answered: 45 Skipped: 8



ANSWER CHOICES		RESPONSES	
Yes		57.78%	26
No		35.56%	16
Unsure		6.67%	3
TOTAL			45

#	PLEASE EXPLAIN:	DATE
1	All of the above!	1/13/2021 2:53 PM
2	A lot of walking traffic. We have received business from people walking nearby.	1/8/2021 2:06 PM
3	In spite of being open for 5 years, many residents didn't have an understanding of our business until they saw it on the street as they walked by. Many people eating at Salsa 17 other locations did eventually sign up to paint with us after being exposed to our business via Arlington Al Fresco.	1/8/2021 1:44 PM
4	New customers, greater exposure, great PR	1/6/2021 5:45 PM
5	Visibility	1/5/2021 9:58 PM
6	We definitely gained many new customers and gained greater exposure as a result of Arlington Alfresco	1/5/2021 8:22 AM
7	The benefits of Arlington Al Fresco to our business and to the Village were immense -- it is impossible to overstate them. It saved our business. But more importantly, it brought thousands of new visitors to our town, and gave both residents and out of towners a shiny new vision of Arlington Heights. It is absolutely the most important tool for the development of our town in terms of image, real estate values, tax revenues, jobs, and the appreciation of the residents. It offers the long-range potential to take our town's good reputation to the highest possible level, while solidifying our tax base for generations. For our business, it can give us a solid future.	1/3/2021 10:57 PM
8	New customers and greater exposure	1/3/2021 12:38 PM
9	By having a wonderful setting of dinning al Fresco the word was spread among other suburbs and it was contagious	1/2/2021 10:17 AM
10	Absolutely! For a brand new business that opened just as COVID was taking hold, we were concerned that it would be hard to get noticed without the usual foot traffic passing by... But then Alfresco ended up bringing even more folks by! And it's hard to imagine better exposure than having customers enjoying themselves right out in front! Not to mention the fact that it made AH a destination of sorts for residents of other nearby communities...	1/1/2021 2:41 PM
11	we are not in the area	1/1/2021 11:04 AM
12	Definitely greater exposure, I am a service business off of Evergreen but the whole fun feel of the downtown was a big part of our conversation. They they were going to eat somewhere and meet friends after seeing me.	1/1/2021 8:23 AM
13	By business is MLHFITNESS and Wellness Inc. located in Northwest Hwy.	12/31/2020 4:45 PM
14	It was great to see a busy downtown area unfortunately all the parking was taken.	12/31/2020 2:46 PM
15	Having the street blocked during the ( summer ) was great for our block! By making people walk slow down and wait in line in front of our stores was a great help!! People would stand in front of my store and look on my windows often saying, I didn't know you where here! I just drive by not paying any attention !! I'm not sure closing the street off permanently is a good idea, what happens in the winter months when no one is out walking in the streets are blocked and there will be no place for people to park close. I think blocking off the streets you're around in a warmer climate is a great idea.	12/31/2020 1:44 PM
16	Our Business is located on the Northern Section of Arlington Heights	12/31/2020 12:09 PM
17	it allowed residents to walk downtown Arlington Heights and spend time in AH	12/31/2020 11:56 AM
18	we are a destination spa. People attracted to the downtown helps our business.	12/31/2020 11:24 AM
19	Tons of new customers from areas as far as Naperville	12/31/2020 10:56 AM
20	Our business is Real Estate. I would say the success and popularity of the arrangement enhanced the appeal of the village to potential buyers.	12/31/2020 10:25 AM
21	People walking by my business going to Alfresco dining	12/31/2020 10:06 AM
22	Lots of customers came in from other towns	12/31/2020 10:05 AM



23	Gained new customers visiting alfresco	12/31/2020 10:02 AM
24	new customers, greater exposure, kept us from closing permanently	12/31/2020 9:54 AM
25	Lots of traffic right in front of our salon which helps us showcase our work	12/31/2020 9:54 AM

## Q8 What improvements to Arlington Alfresco could be made that might potentially benefit your business?

Answered: 34 Skipped: 19

#	RESPONSES	DATE
1	A more permanent solution that involves stronger fencing that won't blow over in windy weather and smoothed out surfaces in the street.	1/13/2021 2:53 PM
2	A unified marketing plan by the village, the chamber and the businesses would help. I can even see reconstructing the downtown area/street/curbing into a year long mall type space. The reason this would succeed as opposed to Chicago's State Street Mall is that Arlington has a great mix of hospitality venues whereas State Street was strictly retail.	1/8/2021 1:44 PM
3	Easier to request barricades for our lot, access to our parking lot	1/8/2021 11:54 AM
4	A sign for our business to put further out on the walkway for exposure/ area to sell out retail like a tent or table etc.	1/8/2021 11:43 AM
5	Dress up the entrances, special events.	1/6/2021 5:45 PM
6	Have al fresco street closure also on the north side	1/6/2021 9:49 AM
7	Structured entertainment Stricter enforcement of no bike / skateboards (someone may be seriously hurt. I have seen first hand the carelessness and recklessness of these individuals). Fines would be an effective way to solve this problem Smoking monitored more closely Easier access for emergency vehicles	1/5/2021 8:22 AM
8	logical pick up areas for curbside/pick up orders (closer)	1/4/2021 4:18 PM
9	none	1/4/2021 8:39 AM
10	The entrances must be improved. Multiple highly-visible signs on Arlington Heights Road and Northwest Highway directing people to public parking are essential. Consistent police presence is essential. More public events (when pandemic permits) like Sounds of Summer and other festivals are important (not Taste of Arlington/Mane Event -- which charge our downtown businesses for the privilege of continuing to be in business). Better directories at the entrances to the event. Better lighting. More music on the street generally.	1/3/2021 10:57 PM
11	NOT SURE	1/3/2021 5:05 PM
12	Open earlier in the spring to give us more time to benefit from it	1/3/2021 12:38 PM
13	I realize this is no small task, but it would be extremely helpful if we could figure out ways to incorporate overhead coverings - such as tents or canopies - which would make us less dependent on the weather for business during Alfresco... But they'd need to be safe, secure and resilient to the elements, while being easily/quickly collapsible as well.	1/1/2021 2:41 PM
14	Allowing signage areas to promote business in the whole downtown area. Allowing grass area by fountain to be reserved to teach classes outdoors for diners and people walking around to see.	1/1/2021 1:29 PM
15	allow open containers within walking area	1/1/2021 12:46 PM
16	make our area also alfresco	1/1/2021 11:04 AM
17	Not sure	1/1/2021 8:23 AM
18	It's going to eventually destroy restaurants outside the zone within the downtown area	1/1/2021 3:15 AM
19	Advertising for my business. Wellness booths, or demonstration area.	12/31/2020 4:45 PM
20	Not closing the road so people can still get around. Make everything smaller. Maybe only vail.	12/31/2020 2:46 PM
21	Making the entrance ways into the streets more attractive, the different color plastic blockades were not attractive, and the big do not enter sign with the flashing light was very unattractive. The only problem I had with alfresco all summer is it was very dirty in front of my store. The restaurants don't seem to clean up or pick up items that have blown off tables. The city tried to bring in the Street sweeper and such, but they could not get around all the tables and fencing! I would love to see periodical power washing the streets and sidewalks in front of restaurants. I am all for alfresco in the future	12/31/2020 1:44 PM
22	extend alfresco to dunton avenue? You don't have to block off the street, but allow restaurants to create an outdoor patio that extends to the street?	12/31/2020 11:56 AM

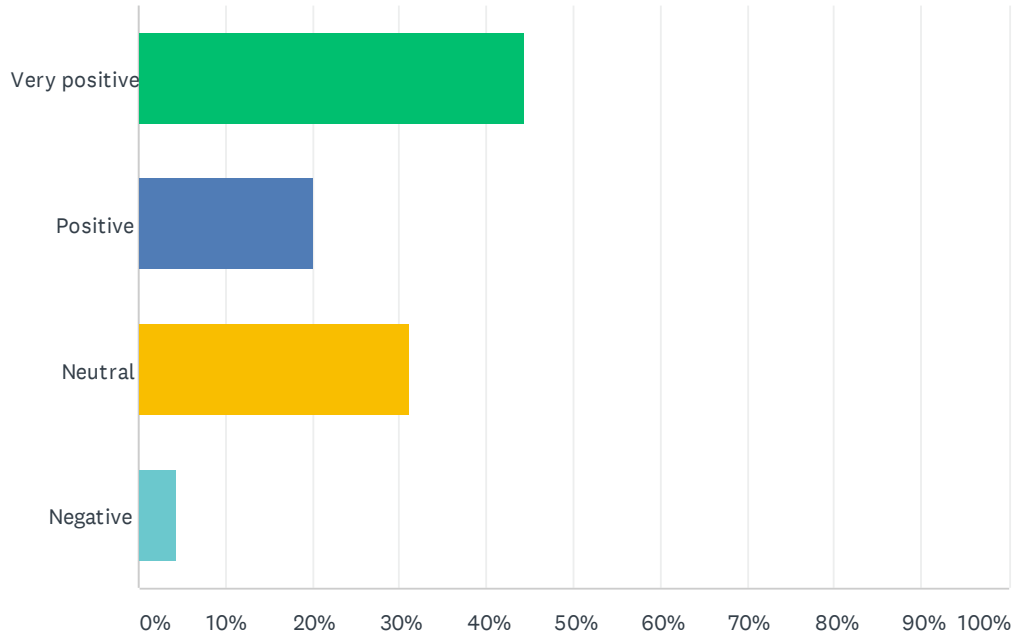
Village of Arlington Heights Arlington Alfresco Downtown Business Survey  
Dept. of Planning & Community Development

SurveyMonkey

23	an area where we can leave our brochures and advertisements of events we would offer or specials we are running.	12/31/2020 11:24 AM
24	Just reopen Alfresco ASAP!	12/31/2020 10:56 AM
25	Make it a permanent undertaking, along with some alcohol consumption in designated areas.	12/31/2020 10:45 AM
26	Please do not block off parking in front of our office for curbside pick up	12/31/2020 10:29 AM
27	Not sure	12/31/2020 10:25 AM
28	Parking NEEDS to be improved. There was little or no parking left for our customers and they were very angry and we lost some business because of it. Shuttle busses from lots that are off sight would be helpful	12/31/2020 10:06 AM
29	A more permanent al fresco would be ideal. Would like to see this continue year round	12/31/2020 10:05 AM
30	As much as the restaurant business has been effected the village needs to also think of all of the other businesses in town that have seen a drastic drop in sales.	12/31/2020 10:05 AM
31	Waiting areas for customers More tables	12/31/2020 10:02 AM
32	More street parking availability E of Arlington Heights Road and South of Sigwalt	12/31/2020 9:56 AM
33	Additional space to add tables	12/31/2020 9:54 AM
34	Nothing I can think of	12/31/2020 9:54 AM

## Q9 Overall, how would you describe the impact of Arlington Alfresco on your business?

Answered: 45 Skipped: 8

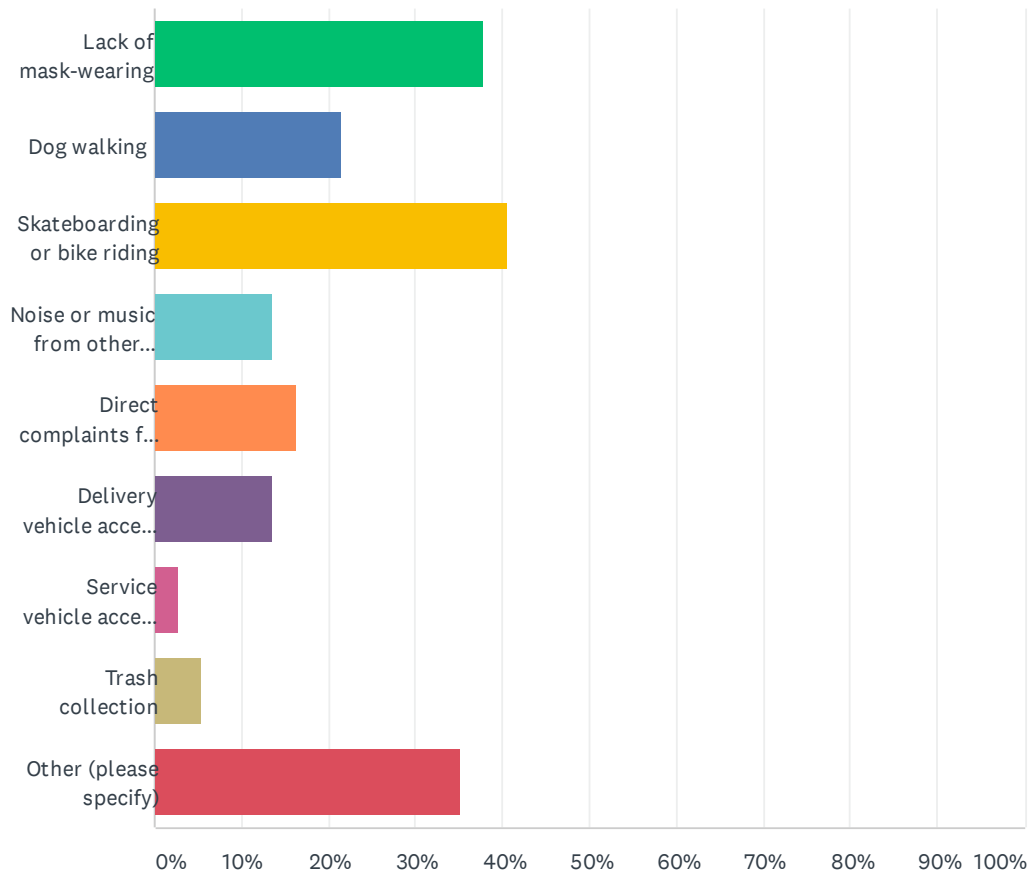


ANSWER CHOICES	RESPONSES	
Very positive	44.44%	20
Positive	20.00%	9
Neutral	31.11%	14
Negative	4.44%	2
TOTAL		45

#	PLEASE SHARE ANY COMMENTS EXPLAINING YOUR ANSWER:	DATE
1	Without Arlington Alfresco, our outdoor dining space during this past year would have been limited or non-existent. Since we have been complying with the indoor dining restrictions, we have not been able to drive the type of sales revenue that is needed to sustain our business. Thankfully, Arlington Alfresco allowed us to drive some much-needed revenue during the summer months. Even as we come out of COVID, that patio dining space will be instrumental in helping us regain losses sustained due to a lack of indoor dining during these cold months.	1/13/2021 2:57 PM
2	Though Summer is traditionally not our busy season because people prefer to do outdoor activities, Al Fresco no allowed us to be listed as an outdoor activity by holding painting classes outside!	1/8/2021 1:46 PM
3	For our business, neutral but I'm happy to see the traffic for the other restaurants and bars	1/8/2021 11:54 AM
4	The entire experience was extremely positive, great customer feedback, increased sales, employee retention, community pride.	1/6/2021 5:47 PM
5	Brings more people into town to conduct business and enjoy any of the dining establishments. Serves as a destination	1/5/2021 10:03 PM
6	If we didn't have Alfresco this past summer, I believe many restaurants would have closed.	1/5/2021 8:23 AM
7	See the previous answer. It saved our business, and has the potential, if managed properly, to give us a solid annual base for the future.	1/3/2021 10:57 PM
8	Dinning al Fresco is common around wonderful villages or towns all around the world, is a win win situation , between Government and business	1/2/2021 10:18 AM
9	I think it is a wonderful concept. With my business being fitness related it did not impact my business but did increase foot traffic. I would also suggest giving alternative parking areas because street parking was hard for my clients to find during evening hours.	1/1/2021 1:31 PM
10	I think the alfresco idea was fantastic for entertainment and restaurants.	12/31/2020 4:47 PM
11	Customers told me they would rather not come downtown because alfresco was too congested. No one wearing masks. Skate boards and bikes every where. There was no Parking.	12/31/2020 2:49 PM
12	Lots of people walking talking moving sitting out front looking into windows instead of racing by in their cars not noticing our stores	12/31/2020 1:45 PM
13	I feel it was an awesome event with people and their pets being able to walk around and not worry about vehicle traffic. It had a great vibe and fit the city.	12/31/2020 11:25 AM
14	Best thing that has happened to restaurants, retail and neighbors	12/31/2020 10:57 AM
15	We saw a real increase in sales and positive exposure, the overwhelming response from the public was that it was a positive experience for Armands's and Arlington Heights township.	12/31/2020 10:48 AM
16	Positive or neutral. Not sure how to measure or quantify.	12/31/2020 10:25 AM
17	Being located a block outside of the closed off streets it is unclear whether we were positively or negatively impacted with Arlington Alfresco. Having never suffered through a 10 month long pandemic it's very difficult to say. There was an increase in traffic along the few streets effected with the closure which made downtown not feel like a ghost town as it did in spring but also congested all privately owned parking lots with customers who didn't shop at stores who's lot they parked.	12/31/2020 10:12 AM
18	There is no measurable indication that it helped my business.	12/31/2020 10:07 AM
19	Without it we may not still be open	12/31/2020 10:05 AM
20	Brought a lot of people to Arlington Heights	12/31/2020 9:50 AM

## Q10 What concerns, if any, did you have with Arlington Alfresco? (check all that apply)

Answered: 37 Skipped: 16



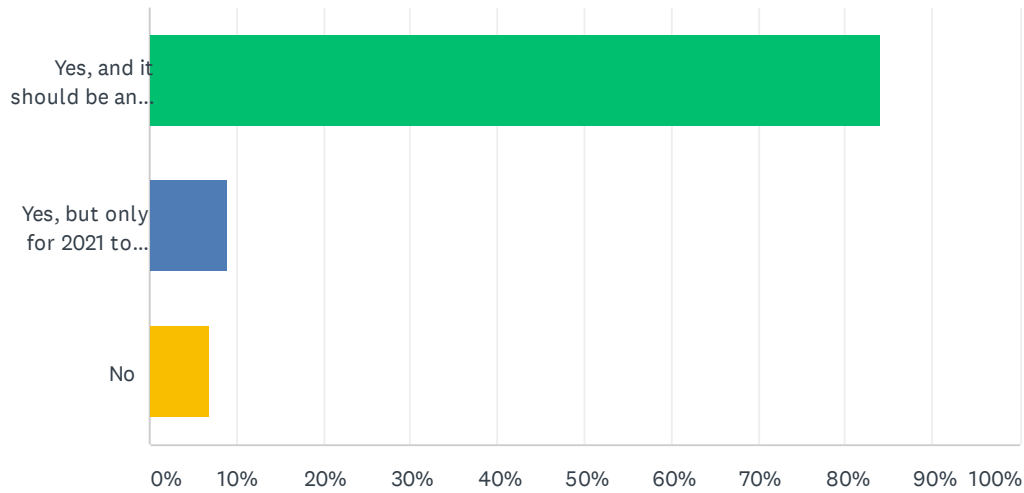
ANSWER CHOICES	RESPONSES	
Lack of mask-wearing	37.84%	14
Dog walking	21.62%	8
Skateboarding or bike riding	40.54%	15
Noise or music from other businesses	13.51%	5
Direct complaints from Downtown residents	16.22%	6
Delivery vehicle access to your business	13.51%	5
Service vehicle access (e.g. grease trap cleaning)	2.70%	1
Trash collection	5.41%	2
Other (please specify)	35.14%	13
Total Respondents: 37		

#	OTHER (PLEASE SPECIFY)	DATE
1	No concerns - the benefits of Alfresco greatly out-weighed any concerns or inconveniences.	1/13/2021 2:57 PM
2	We were disappointed by the lack of Village support for our business and by members of the Board pretending in a public meeting that our business was irresponsible, which they knew was not true, and which only served to damage the image of our successful downtown. We need for the Village to be a much more constructive, collaborative, and reliable partner in the development of our downtown. The Village did an amazingly great job of helping to create Arlington Alfresco, and benefitted from its success, but significantly damaged it and us by encouraging the worst sort of civic backbiting.	1/3/2021 10:57 PM
3	The majority of attendees were good about wearing masks, but of course, there was still room for improvement. But hopefully, the next time Alfresco returns, mask-wearing might not be a crucial component... Or if it is at the start, perhaps it won't be by the end.	1/1/2021 2:44 PM
4	Maybe just parking	1/1/2021 8:24 AM
5	I had no negative impact	12/31/2020 4:47 PM
6	Near the entrances of the downtown area were absolutely disgusting littered with cigarette butts from everyone throwing out their cigarettes. Instead of being in a beautiful downtown area everything look gross. Restaurant owners cleaned up the area inside their space but everywhere else there was blowing napkins cigarette butts and trash everywhere unacceptable	12/31/2020 2:52 PM
7	Dirty streets and sidewalks in front of our stores. Restaurants not picking up after themselves. Food spilling in the streets. The smell of rotting food up and down the streets. I wish Arlington Heights would power wash the streets and sidewalks in front of restaurants and stores. To make her downtown more attractive.	12/31/2020 1:46 PM
8	the handfull of residents that complained about the music did not warrant turning it down. I live in Dunton towers and used to like listning to the live music prior to making them turn it down.	12/31/2020 11:27 AM
9	parking for our patients on vail was unavailable and took away garage spots	12/31/2020 10:31 AM
10	none	12/31/2020 10:26 AM
11	Social distancing was not followed	12/31/2020 10:13 AM
12	Parking	12/31/2020 10:07 AM
13	removal of parking spaces for other businesses	12/31/2020 10:01 AM



## Q11 Would you like to see Arlington Alfresco return in future years?

Answered: 44 Skipped: 9

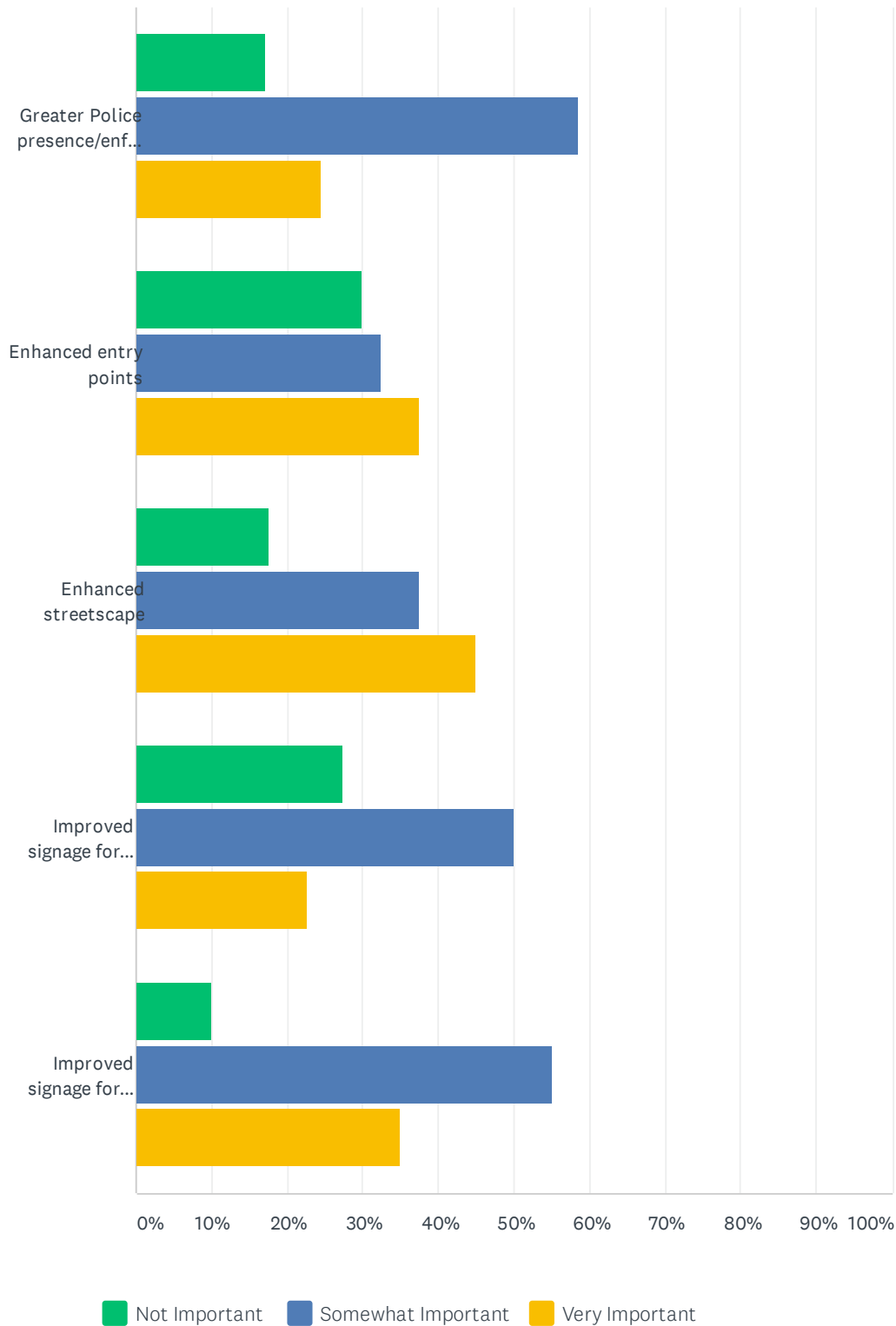


ANSWER CHOICES	RESPONSES	
Yes, and it should be an annual event	84.09%	37
Yes, but only for 2021 to help the businesses	9.09%	4
No	6.82%	3
TOTAL		44

#	PLEASE EXPLAIN:	DATE
1	We would be open to having it again this year to help the restaurants, however, making it annual would require us to have access to our property which we were not granted with this year. If that were to continue for future Alfrescos then we would vote no to future years past 2021	1/8/2021 11:56 AM
2	I would love to see it become a permanent fixture in Arlington Heights.	1/6/2021 5:49 PM
3	It should be extended to other areas as well	1/6/2021 9:51 AM
4	If it helps the business - annual would be fine	1/4/2021 8:41 AM
5	Arlington Al Fresco should at the very least be annual -- it is the Village's best hope for a good public image and a successful future. It should become permanent -- that is, year-round street closure with appropriate infrastructure and frequent events and festivals.	1/3/2021 10:57 PM
6	It was nice!	1/3/2021 5:06 PM
7	We are in support of it and extending its timeframe during the effects of the pandemic on downtown businesses, but once business can return to normal we like to see it as more a late spring/summer/early fall event for 6-7 months of good weather vs. year round	1/3/2021 12:45 PM
8	The Village of Arlington Heights is becoming the place to come for shopping and dinning, I believe that dinning al Fresco help's all	1/2/2021 10:21 AM
9	I think it was wonderful, it brought such a fun feel to the downtown and after our winters it is so enjoyable. The fact that people can walk with their dogs and sit outside if they want.	1/1/2021 8:27 AM
10	Kind of sounds like the only thing you want in the downtown area is a restaurants and could care less about anyone else!	12/31/2020 2:53 PM
11	I would like to see alfresco permanently in place in downtown Arlington Heights through the warm summer months early spring until snowfall.	12/31/2020 1:47 PM
12	Would prefer some supervision, especially if it is still not safe by next summer. There were many nights it was like a street fest this past summer.	12/31/2020 11:40 AM
13	Should be a yearly event everyone wins!!	12/31/2020 10:49 AM
14	We believe it was a good idea. The Village needs to come up with a more well rounded way to help ALL businesses who have been drastically impacted by this pandemic.	12/31/2020 10:15 AM
15	There was just too much congestion	12/31/2020 10:08 AM

## Q12 If Arlington Alfresco occurs in future years, how important are the following elements to you?

Answered: 41 Skipped: 12

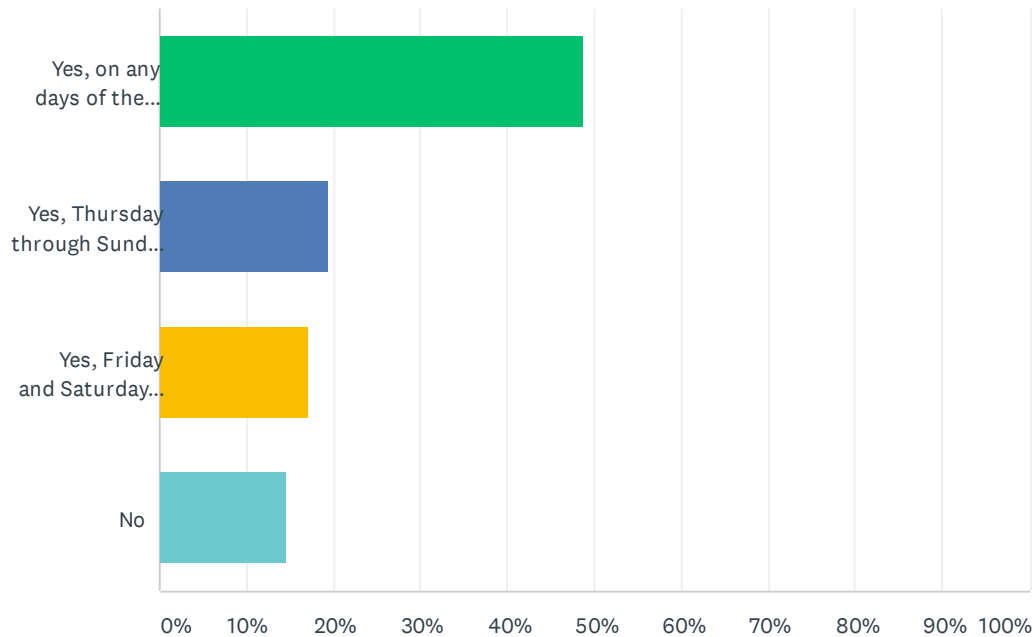


	NOT IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Greater Police presence/enforcement	17.07% 7	58.54% 24	24.39% 10	41	2.07
Enhanced entry points	30.00% 12	32.50% 13	37.50% 15	40	2.08
Enhanced streetscape	17.50% 7	37.50% 15	45.00% 18	40	2.27
Improved signage for delivery and rideshare drivers	27.50% 11	50.00% 20	22.50% 9	40	1.95
Improved signage for pedestrians	10.00% 4	55.00% 22	35.00% 14	40	2.25

#	OTHER (PLEASE SPECIFY)	DATE
1	Smoothing out the street and making the patio one cohesive space without a curb would be a huge help as well as creating more permanent/attractive fencing and entry points.	1/13/2021 2:59 PM
2	I feel like we were having to police against mask wearing and folks trying to walk around with open liquor. We need help with that.	1/4/2021 4:23 PM
3	Better parking enforcement around the perimeters, especially delivery zones where cars were always parked	1/3/2021 12:56 PM
4	easier access for emergency vehicles	1/2/2021 10:59 AM
5	Making the entry points more attractive, not using the ugly white and orange barricades and the flashing do not enter sign. Using all matching fencing up and down the streets. Power washing and cleaning in front of restaurants and stores.	12/31/2020 1:49 PM
6	I have customers that pick up large items, and need better access to the pick up zones. Cars were often parked there for long periods of time. There are also times when I need access to my car closer than the parking garage, when I need to load large crates, up to 75 lbs, of gowns into my car.	12/31/2020 11:46 AM
7	I feel the police should not sit in groups in the middle and just talk. They should walk around and talk to people and the kids.	12/31/2020 11:28 AM

## Q13 Should restaurants be permitted to have live outdoor music in a post-pandemic, permanent Alfresco environment?

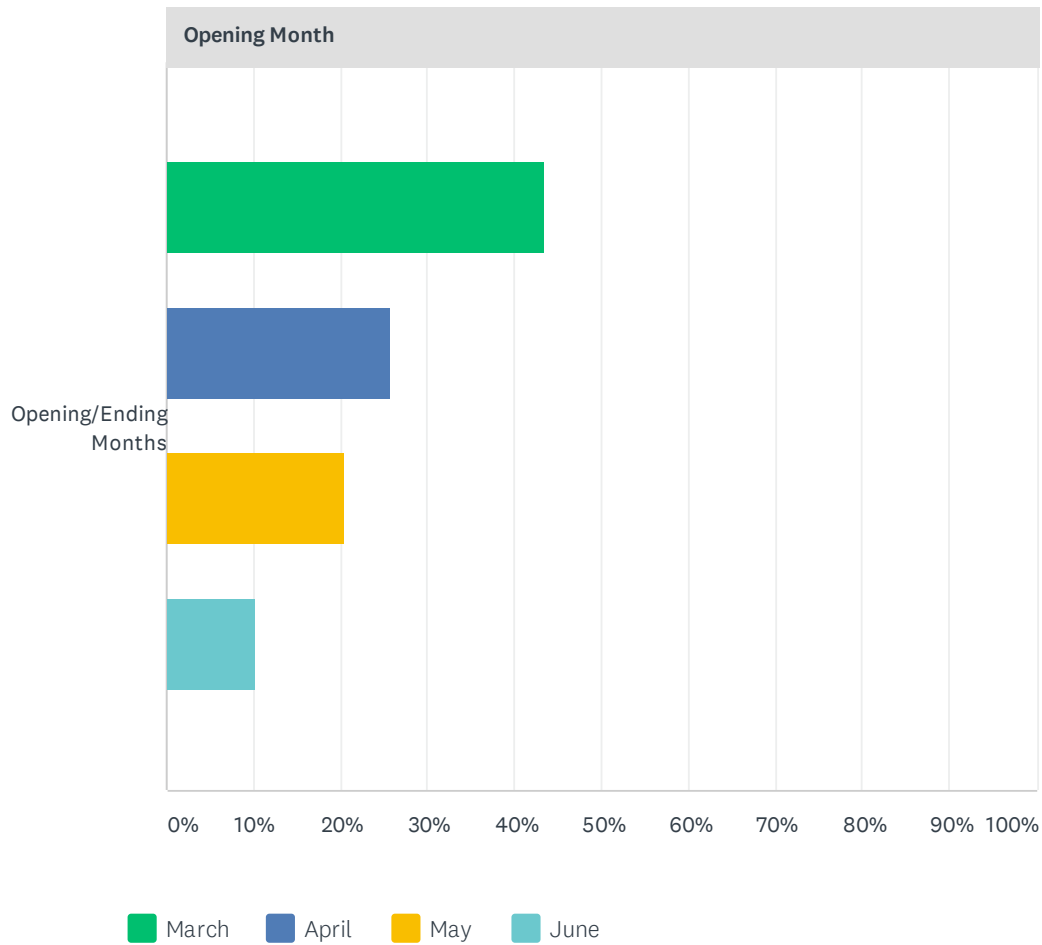
Answered: 41 Skipped: 12

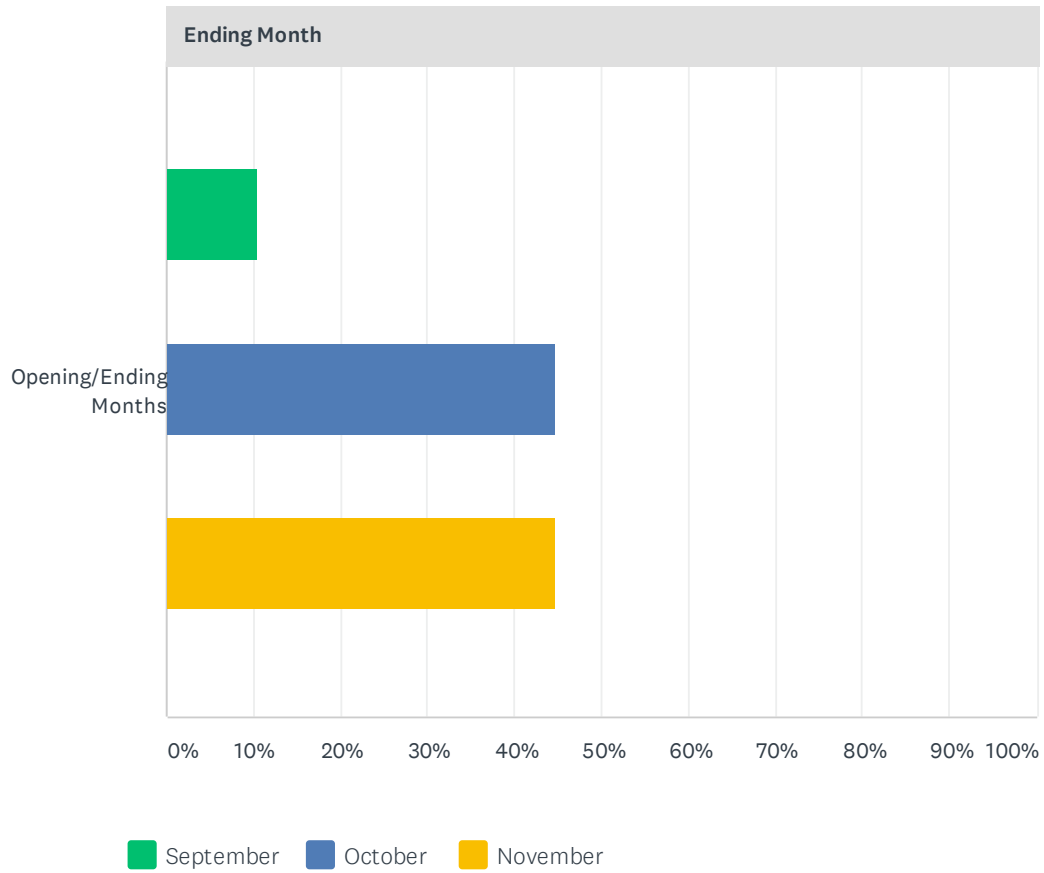


ANSWER CHOICES	RESPONSES	
Yes, on any days of the week	48.78%	20
Yes, Thursday through Sunday only	19.51%	8
Yes, Friday and Saturday only	17.07%	7
No	14.63%	6
TOTAL		41

## Q14 What time frame would you ideally like to see Arlington Alfresco run?

Answered: 39 Skipped: 14

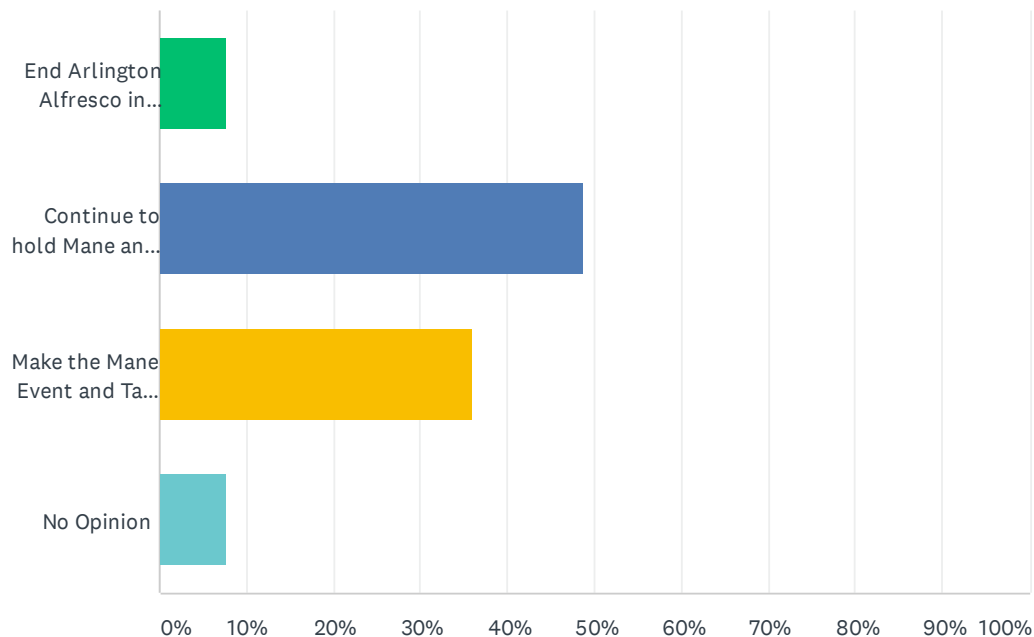




Opening Month					
	MARCH	APRIL	MAY	JUNE	TOTAL
Opening/Ending Months	43.59% 17	25.64% 10	20.51% 8	10.26% 4	39
Ending Month					
	SEPTEMBER	OCTOBER	NOVEMBER	TOTAL	
Opening/Ending Months	10.53% 4	44.74% 17	44.74% 17	38	

**Q15 Mane Event & Taste of Arlington Heights - it is not feasible to hold both Arlington Alfresco and the Mane Event/Taste simultaneously at the same location. Which of the following options would you most like to see:**

Answered: 39 Skipped: 14



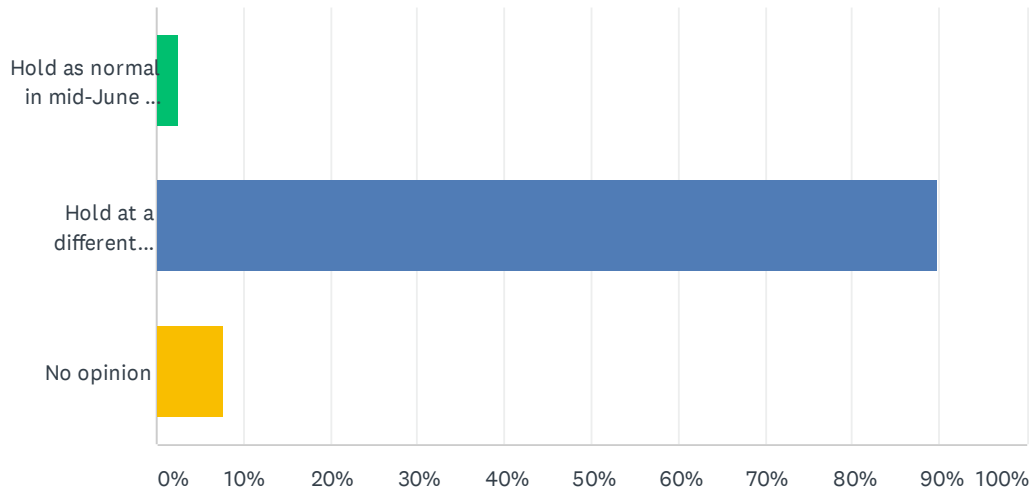
ANSWER CHOICES	RESPONSES	
End Arlington Alfresco in early August and hold Mane & Taste as normal (typically second weekend in August)	7.69%	3
Continue to hold Mane and Taste concurrently with Arlington Alfresco, but in another location such as Parking Lot E and Davis Street (if possible)	48.72%	19
Make the Mane Event and Taste of Arlington Heights into a different event when Arlington Alfresco ends, such as ("Fall Finale" or "Oktoberfest" style event)	35.90%	14
No Opinion	7.69%	3
<b>TOTAL</b>		<b>39</b>



#	ADDITIONAL THOUGHTS:	DATE
1	Moving those events to other locations (even across the tracks) helps to highlight other businesses in town.	1/8/2021 1:50 PM
2	I'm confused as to why this is an either/or proposition. Why can't Arlington Alfresco be discontinued for the two days of the Mane/Taste event and then reconstituted immediately following? Some of the fencing from Alfresco can be used in place of the wooden fencing typically used for the Mane/Taste event. I would have no problem removing all of my Alfresco tables, chairs, etc. to make room for the tents and equipment. This does not seem like an insurmountable logistical issue.	1/6/2021 6:04 PM
3	Ending Alfresco early for a 2 day event makes no sense. The overall fiscal benefit to Alfresco far outweighs the need for a 2 day festival. Alfresco dining itself is a festival all summer.	1/5/2021 8:28 AM
4	We love our Chamber of Commerce, but Mane and Taste are not useful to our business or to downtown. They should be retired as events and we should find other fundraising sources for the Chamber. Arlington Al Fresco creates a whole different environment for events, and the Village, the Chamber, and our businesses have to be creative enough to re-imagine the whole program to fit the new environment. Absent that creative re-programming, the Chamber, the Village and our businesses will all lose out on a tremendous opportunity.	1/3/2021 10:57 PM
5	The Mane Event and Taste of Arlington are actually two different events that run back to back. Can you kick off the start of the Alfresco with the Taste of Arlington and end the Alfresco with a reimagined Mane Event (because it would be after the Arlington Million).	1/3/2021 1:03 PM
6	Spread it out, even if those events are in different locations. Like the North side of tracks. Utilize the space we have	1/1/2021 8:36 AM
7	I think it's possible to hold all events simultaneously, with different locations and proper advertising.	12/31/2020 4:54 PM
8	Keep both events on our side of the tracks, move it around the corner on Dunton or in the corner park by the fountain	12/31/2020 1:55 PM
9	Here is another option:. Since Mane event and taste are one weekend events. Have alfresco going throughout the whole season, and then have the 2 events just happen in downtown ah. Restaurants will reconfigure their outdoor space for the 2 events or be forced to join. Let residences know that the 2 events are occurring in place all afresco. You don't have to have one or the other. Have both.	12/31/2020 12:02 PM
10	I love Mane Event, the Art Festival, and Taste of Arlington. It brings thousands of people into our downtown, and can't see it happening anywhere else. Can the restaurants just scale back their outdoor dining just for those events? Barricades/barriers/setup is already in place for the most part, would not be too much resetting up on the part of Public Works.	12/31/2020 11:54 AM
11	I think they could run consecutively and still stay busy.	12/31/2020 11:30 AM

## Q16 Promenade of Art - it is not feasible to hold both Arlington Alfresco and the Promenade of Art simultaneously at the same location. Which of the following options would you most like to see:

Answered: 39 Skipped: 14

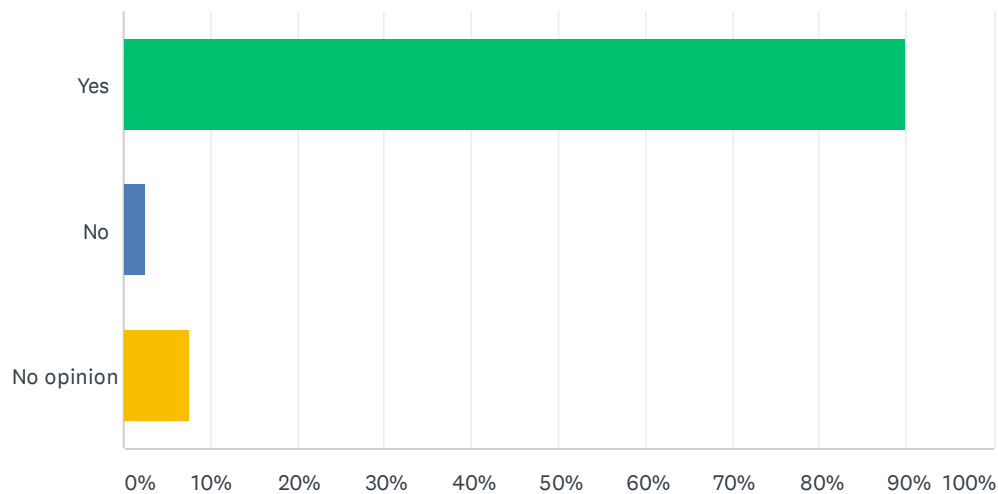


ANSWER CHOICES	RESPONSES	
Hold as normal in mid-June and delay the start of Arlington Alfresco until afterward	2.56%	1
Hold at a different location while Arlington Alfresco is going on, such as Parking Lot E and Davis Street or North School Park (if possible)	89.74%	35
No opinion	7.69%	3
TOTAL		39

#	ADDITIONAL THOUGHTS:	DATE
1	The Promenade of Art does nothing for our business. It somewhat enhances our lunch business but absolutely kills our dinner.	1/5/2021 8:28 AM
2	The Promenade of Art is another event that should be re-thought and redesigned into something more consistent with Arlington Al Fresco -- to take place within the Al Fresco district. Rather than hire an outside company to bring in schlocky artists from Ft. Lauderdale, we should have a monthly art event within the downtown district, both within and outside of the Al Fresco area, featuring Chicago area artists. This would be a higher quality event and a more consistent attraction for our town.	1/3/2021 10:57 PM
3	I'm not sure why the promenade of art cannot be at the same time as alfresco. There's a lot of space up and down Campbell Street and the close corners. The promenade of art can be cut back to a smaller event with only local artists and such!! stop using big businesses that promote garage doors windows etc. make it a smaller fancier event with more quality artists.	12/31/2020 1:55 PM
4	it is feasible to hold both. Or at least, not have alfresco going on at the same time as promenade of the art. This event is a one weekend event. If you have proper planning and marketing, people will know alfresco is "off" for one weekend.	12/31/2020 12:02 PM

# Q17 In a non-pandemic environment, Sounds of Summer could continue at Harmony Park during the summer on Thursday and Friday evenings concluding at 8:30 pm as part of Arlington Alfresco. Are you in favor of Sounds of Summer at Harmony Park running concurrently with Arlington Alfresco?

Answered: 40 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	90.00%	36
No	2.50%	1
No opinion	7.50%	3
TOTAL		40

#	ADDITIONAL THOUGHTS:	DATE
1	I also think that they should run further into the season, at least until Labor day.	1/6/2021 6:04 PM
2	Sounds of Summer events should be just one of many events throughout the summer.	1/3/2021 10:57 PM
3	maybe limit music to surrounding restaurants at the same time	1/2/2021 11:02 AM
4	Absolutely!	1/1/2021 12:49 PM
5	That might attract to many people in one area. Maybe have the music nights by North Park then they can go to dinner before or after.	1/1/2021 8:36 AM
6	Sounds of summer brings great traffic to downtown Arlington Heights. Again people come downtown that don't normally come downtown and see our stores and restaurants.	12/31/2020 1:55 PM
7	Love it.	12/31/2020 11:54 AM

**Q18 Please provide any additional thoughts regarding Arlington Alfresco.**

Answered: 29   Skipped: 24

#	RESPONSES	DATE
1	As a the owner of a new business that opened during the pandemic, we are incredibly grateful to the village for acting quickly and bringing Arlington Alfresco to life so successfully. We received 100% positive feedback from anyone we talked to regarding Alfresco and know what a big draw it was for us and for the village.	1/13/2021 3:06 PM
2	As the village faces the potential loss of Arlington Park, Al Fresco (the traditional spelling) helps give Arlington Hts an identity separate from the legacy of the racetrack. It would make the area nightlife destination bringing tax revenue we lose from the track and taking the burden of the actual residents of the town. It would probably increase property values.	1/8/2021 1:55 PM
3	None	1/8/2021 12:02 PM
4	Make walkways to other (retail/service) businesses easier to see	1/8/2021 11:50 AM
5	To reiterate, I think Arlington Alfresco is a spectacular success Making Arlington Heights the envy of all of the Chicago suburbs.	1/6/2021 6:09 PM
6	Excellent exposure for Arlington Heights	1/5/2021 10:31 PM
7	There is no question that Arlington Heights has been recognized and discussed even more as a result of Alfresco. No other suburb has the ability to do what Arlington Heights has done. It has the perfect mix of layout, retail and support. We were grateful to have it!	1/5/2021 8:32 AM
8	As noted above, Arlington Al Fresco is the most potent opportunity presented to the Village in the past 20 years. What was initiated as a way to save our downtown businesses has immense potential to become the centerpiece of a new and highly attractive post-racetrack Arlington Heights. It is essential that the Village act collaboratively with our businesses to take advantage of that opportunity, and that the Village stop its ongoing efforts (on behalf of about 25 downtown residents) to impede something that is essential to the ongoing survival of our businesses, something that 99% of Arlington Heights residents treasure, something that preserves and improves Village property values and therefore Village tax revenues. It is important for the Village to lead, not impede.	1/3/2021 10:57 PM
9	I marked starting in March, but that is with 2021 in mind. It could start later in a non-pandemic year	1/2/2021 11:04 AM
10	Often we heard about the way Naperville and others Villages bring more business among themselves, our wonderful Village is already a focus of order, shopping and dinning , having Dinning al Fresco during this horrible times was a wonderful way to discover a great venue to bring visitors from all over the place	1/2/2021 10:30 AM
11	We couldn't be more grateful for everyone's efforts in bringing Alfresco together on such short notice. It was a lifesaver (which also turned out to be a lot of fun to boot)!	1/1/2021 2:48 PM
12	I would just like to see businesses that are not good related to be given more chance to promote their businesses too.	1/1/2021 1:35 PM
13	Overwhelmingly positive feedback from our customers, please keep it going as long as possible!	1/1/2021 12:51 PM
14	unfair for other business beside south center of restaurant	1/1/2021 11:09 AM
15	I just think you have to keep it. It is just a fun feel and people come from other communities and comment how great it is. We have a perfect town for it	1/1/2021 8:37 AM
16	Great for local business, and opportunities for other businesses to support and hold booths. Also to help maintain the outside dinning experience.	12/31/2020 5:03 PM
17	The restaurants were able thrive but the sheer fact that everyone else crumbled is not fair. 3rd has to be a happy medium to get them a little bit extra business while not choking off the rest of the downtown area.	12/31/2020 2:57 PM
18	I feel that I like the idea of Alfresco, however, I didn't partake at all myself due to the pandemic. I liked the feel of it, but it made me concerned for our community's health. Many times, it felt like a street fest, which would be fine, if it were a normal year. I would love it outside of that, with some supervision by police/community service officers, as long as logistics can be worked out to support the other businesses in DTAH.	12/31/2020 12:23 PM

Village of Arlington Heights Arlington Alfresco Downtown Business Survey  
Dept. of Planning & Community Development

SurveyMonkey

19	it's an amazing idea and it has to go on. It allows people from other places to come to AH and puts a spotlight on shops and restaurants. This is a must.	12/31/2020 12:04 PM
20	Great for the downtown area	12/31/2020 11:59 AM
21	it was a great event and should be a regular thing. It will gain momentum in a post pandemic era.	12/31/2020 11:37 AM
22	It really was and can be the greatest part of Arlington Heights. It will put Arlington Heights on the map	12/31/2020 11:04 AM
23	Arlington alfresco was the envy of every business owner and local government officials that I personally know.	12/31/2020 10:59 AM
24	The delivery trucks should not be allowed on Vail Ave. Some days we would have 4 or 5 trucks in front of our door.	12/31/2020 10:37 AM
25	None	12/31/2020 10:22 AM
26	I would like to see the businesses on Wing St, and other outlier streets, also be able to utilize the streets for dining so long as the streets on vail and campbell are closed for the same	12/31/2020 10:11 AM
27	None	12/31/2020 10:10 AM
28	Very well done. Benefitted our business Greatly. Please bring it back	12/31/2020 10:07 AM
29	We went there as customers as did our friends and a lot of people said Arlington Heights is the place to go	12/31/2020 9:56 AM

**Q19 Are there any collaborative efforts that the Village and Chamber of Commerce can undertake to assist the Arlington Heights business community?**

Answered: 25   Skipped: 28

#	RESPONSES	DATE
1	It would be great to have the Village or Chamber help us to promote the Arlington Heights businesses and specifically restaurants to the greater suburban area. Especially with Arlington Alfresco as a draw, we have an opportunity to bring more traffic to AH and become known as a dining hub. Our goal for Scratchboard is to build a restaurant that can rival a city restaurant and be a draw for diners seeking a different type of dining experience, both within AH and from surrounding cities. Having the village and chamber help with PR and advertising would be a productive effort that would benefit the businesses as well as the village.	1/13/2021 3:06 PM
2	Yes in terms of ancillary events. Car shows, Theater on the streets, Ice Sculptures, Christkindlmarket, Oktoberfest etc.	1/8/2021 1:55 PM
3	Provide parking/ access to owned lots for employees of businesses	1/8/2021 12:02 PM
4	Advertising assistance for new businesses	1/8/2021 11:50 AM
5	Work together to make Arlington Alfresco a permanent fixture.	1/6/2021 6:09 PM
6	no	1/5/2021 8:32 AM
7	See above. Both could actively support the development of a better, more sophisticated, long-term pedestrian focused dining and entertainment district downtown.	1/3/2021 10:57 PM
8	Yes. Add more street lights to all the downtown businesses so people can and will walk to all the businesses not just on Campbell St.	1/3/2021 5:12 PM
9	working together as always work great among others, I encourage all of us to make a norm of working together and respect each other	1/2/2021 10:30 AM
10	As I mentioned earlier, it would be great if the Village/Chamber could work with the City to find ways to incorporate overhead coverings during times of inclement weather that wouldn't compromise the local laws nor safety of our residents / customers.	1/1/2021 2:48 PM
11	n/a	1/1/2021 12:51 PM
12	Al Fresco only benefits a few restaurants and puts other restaurants at risk that are in the downtown that can't physically participate. It shows the village supporting and being selective in not only providing exposure for certain businesses but also is providing select financial assistance towards these select few restaurants within the zone	1/1/2021 3:19 AM
13	Yes offer business booths ( perhaps at no cost) and other opportunities for promoting at a reasonable and affordable cost.	12/31/2020 5:03 PM
14	As a long time business owner downtown Arlington Heights on Campbell Street. I feel the Chamber of Commerce does a great job!!!!	12/31/2020 1:56 PM
15	I do wish you would/could promote the retail businesses in the area, the way the village seems to focus so much on restaurant/entertainment businesses. We have all struggled through this past year, and have felt like we are on our own.	12/31/2020 12:23 PM
16	continue proper communication with businesses. Let them know what you guys are doing. Also let them have a say as well. This is a team effort.	12/31/2020 12:04 PM
17	They should have a booth were the Chamber can hand out information, and feature a business of the week where a local business outside of the alfresco area can come in and showcase their products and services. This way the entire business district can feel part of it. Also one week out of the summer can be devoted to health and wellness. Bring in chiropractors, healers, health and wellness centers to showcase their products and services. Maybe consider a food truck area for those that just want to grab a snack and go to the waterfall to enjoy. Specialty trucks, not just pizza and tacos like they can get at a restaurant, but smoothies, funnel cakes, fresh doughnuts, lobster rolls, something fun.	12/31/2020 11:37 AM
18	Open it back up ASAP	12/31/2020 11:04 AM
19	Keep doing what your doing only more, please allow us to use the only commodities that we have at our disposal location, food and liquor.	12/31/2020 10:59 AM
20	Parking	12/31/2020 10:37 AM
21	Try and incorporate a plan that includes all small businesses that make this town a desirable	12/31/2020 10:22 AM



location for people to shop. Otherwise there will be many vacancies in short time.

22	Coordinated efforts for a “fall festival” / “Oktoberfest” event at the conclusion of al fresco	12/31/2020 10:11 AM
23	I have not seen any local news about what individual businesses are doing to help make the public feel comfortable in coming to our businesses. We need help to get people to come out to our businesses and show that it is safe.	12/31/2020 10:10 AM
24	Advertise advertise advertise	12/31/2020 10:07 AM
25	Allow more signage.	12/31/2020 9:56 AM

## Q20 Please let us know if the Village can provide any other assistance to your business at this time.

Answered: 21 Skipped: 32

#	RESPONSES	DATE
1	Any assistance with reduced fees would be a huge help.	1/13/2021 3:06 PM
2	Any forgivable grants available? I've been closed down twice now.	1/8/2021 1:55 PM
3	We would just like to discuss a way to have the alfresco, if that were to become an event, while being able to access our parking lot	1/8/2021 12:02 PM
4	Advertising assistance would be of great help to keep our small business growing	1/8/2021 11:50 AM
5	Lobby the Governor to lift the Covid restrictions as soon as possible.	1/6/2021 6:09 PM
6	Let all restaurants open in doors or enforce the mitigation	1/6/2021 9:58 AM
7	Control the other restaurants to follow the Governor's mandate. Stop seating inside. Protect our hospital and citizens!	1/5/2021 8:32 AM
8	With apologies, the Village should not be a tool of the 25 residents who don't want music on the streets. Music downtown, whether Sounds of Summer or less raucous music from the businesses, or from buskers, is an essential part of a sophisticated family-oriented successful downtown Arlington Heights. The principle is much broader than music. The best future of our downtown, and the future favored by the vast majority of Village residents, is an active, sophisticated, "European," pedestrian-focused, family oriented place, with great dining, entertainment, events, festivals, lighting. Necessarily, it will be active. The Village should try to build that downtown and to help residents appreciate it. Such an active downtown will not be for everyone -- people who want dead quiet streets and plenty of street parking will be disappointed. It would help our business for the the Village to find a way to build that active downtown, and to help residents appreciate it.	1/3/2021 10:57 PM
9	A map of all businesses paid by our business license. Online and printed. More of downtown should be included in the events to help all businesses not just those on Cambell St.	1/3/2021 5:12 PM
10	Please do what we can as a community to assist these restaurants to stay open. It would be nice to see our downtown vibrant post-pandemic and still have storefronts occupied.	1/2/2021 11:04 AM
11	I believe we have been totally blessed and lucky with the way the Village has done its job, the reduction of fees totally helped	1/2/2021 10:30 AM
12	No, thank you!	1/1/2021 2:48 PM
13	Better fencing would help immensely, ropes were often not enough to deter people from entering area they shouldn't be accessing	1/1/2021 12:51 PM
14	As a business owner on Campbell Street I feel the village does a great job with our downtown. Empty the garbage street sweeping Christmas lights etc.	12/31/2020 1:56 PM
15	I need help obtaining a liquor license	12/31/2020 12:04 PM
16	Speed up any process to get my tent up to serve customers during these cold months	12/31/2020 11:04 AM
17	Any grants, some type of forbearance on taxes, liquor license fees would greatly be appreciated.	12/31/2020 10:59 AM
18	Deferment of sales tax payments	12/31/2020 10:11 AM
19	Rebates for disinfectants	12/31/2020 10:10 AM
20	Grants grants grants	12/31/2020 10:07 AM
21	Na	12/31/2020 9:56 AM