

Press Release
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Downtown Waterfront Survey Says.....

Perceptions about the Downtown continue to improve! That's according to the latest benchmarking survey conducted for the Duluth Downtown Waterfront District, which is managed by the Greater Downtown Council.

The survey found that the number of monthly visits to the downtown waterfront continues to increase, and people feel safer. That's good news for the district and its efforts to promote a clean, safe and friendly environment.

“We started conducting these surveys in 2005 as a way to help us gauge our efforts of the DDWD,” said GDC President Kristi Stokes. “The results lend credence to the fact that our hard work is paying off.”

Also among the findings; the respondents mentioned the selection of restaurants as a top reason for visiting the downtown waterfront. In addition, survey respondents put high ratings on the variety of unique shops and entertainment. And for those who are downtown employees; nearly 70% are very satisfied with the downtown as a place to work.

“When people think about the downtown waterfront, some of the first things that come to mind are the great restaurants and the unique shopping experience,” said Stokes.

On the other hand, there is still plenty of room for improvement surrounding parking. 64% of respondents mentioned parking as something they don't like about the downtown. Many of the respondents stated that if there was more free parking they would visit more often.

“While the GDC operates a parking program called Park Plus, this survey tells us we need to better market the program and help customers find parking. There are many businesses that pay for their customers' parking if they park at a downtown ramp,” said Stokes. “The results will also prompt us to further explore other downtowns across the country to see if we can learn more from their successes and challenges with parking in a central business district.”

Please contact us to request your copy of the survey; hard-copies and electronic versions are available.

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