



MASSACHUSETTS

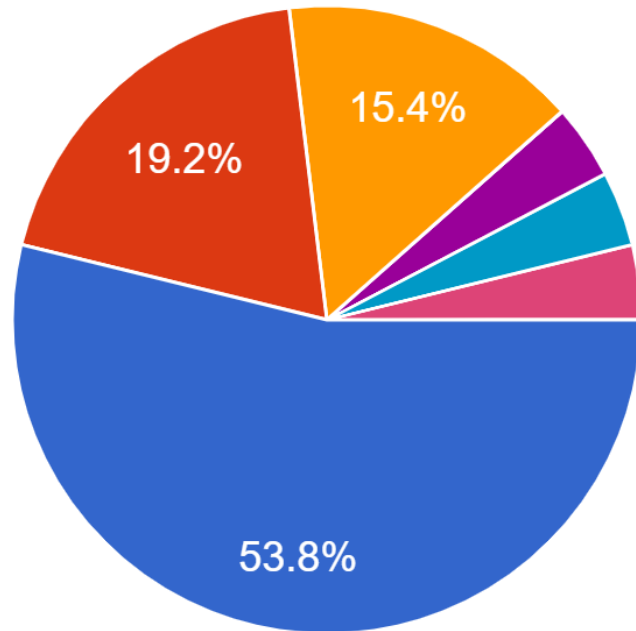
Still heard round the world

Post-Event Business Survey

Results as of 5/12/25

2. Business Type

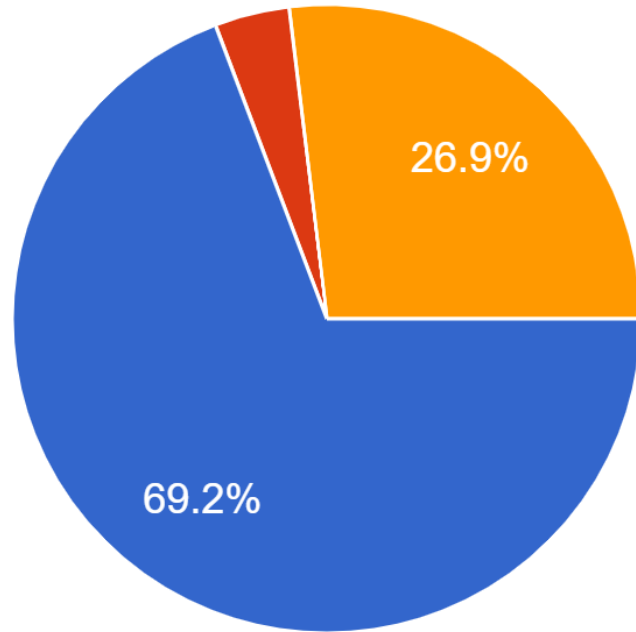
26 responses



- Retail
- Restaurant/Food Service
- Arts/Cultural Venue
- Professional/Personal Services
- Publisher
- (Unlabeled)
- Media

3. Business Location

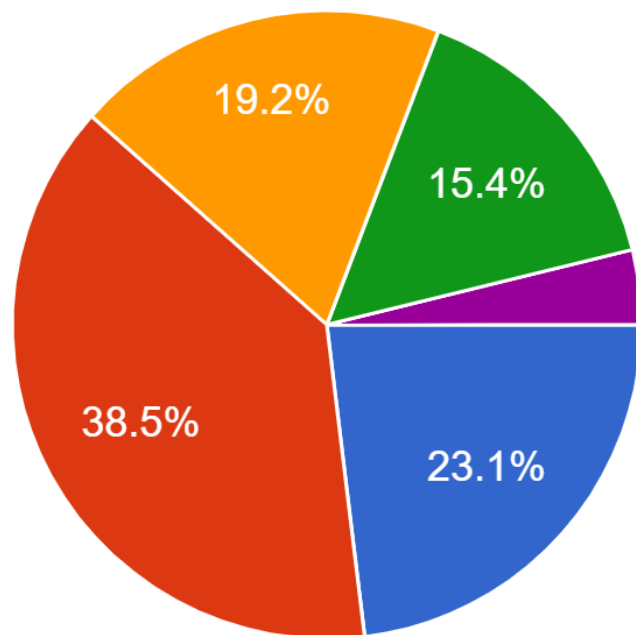
26 responses



- Inside the "Hard Closure" area - Concord Center and Thoreau Depot
- Inside the "Soft Closure" area
- Elsewhere in Concord
- No Walk-in Location

4. Was your business open and/or active during the event?

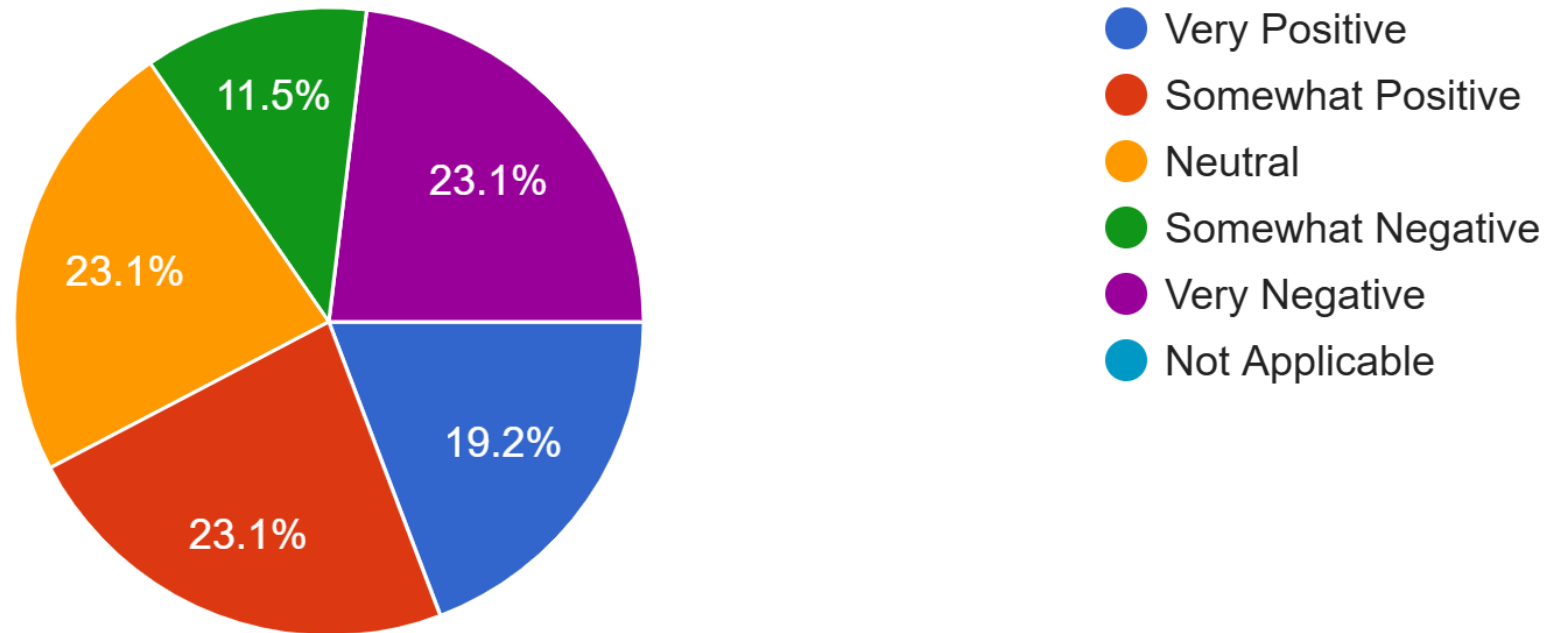
26 responses



- Yes - extended hours
- Yes - normal hours
- Yes - limited hours
- No - we closed for the day
- Not Applicable

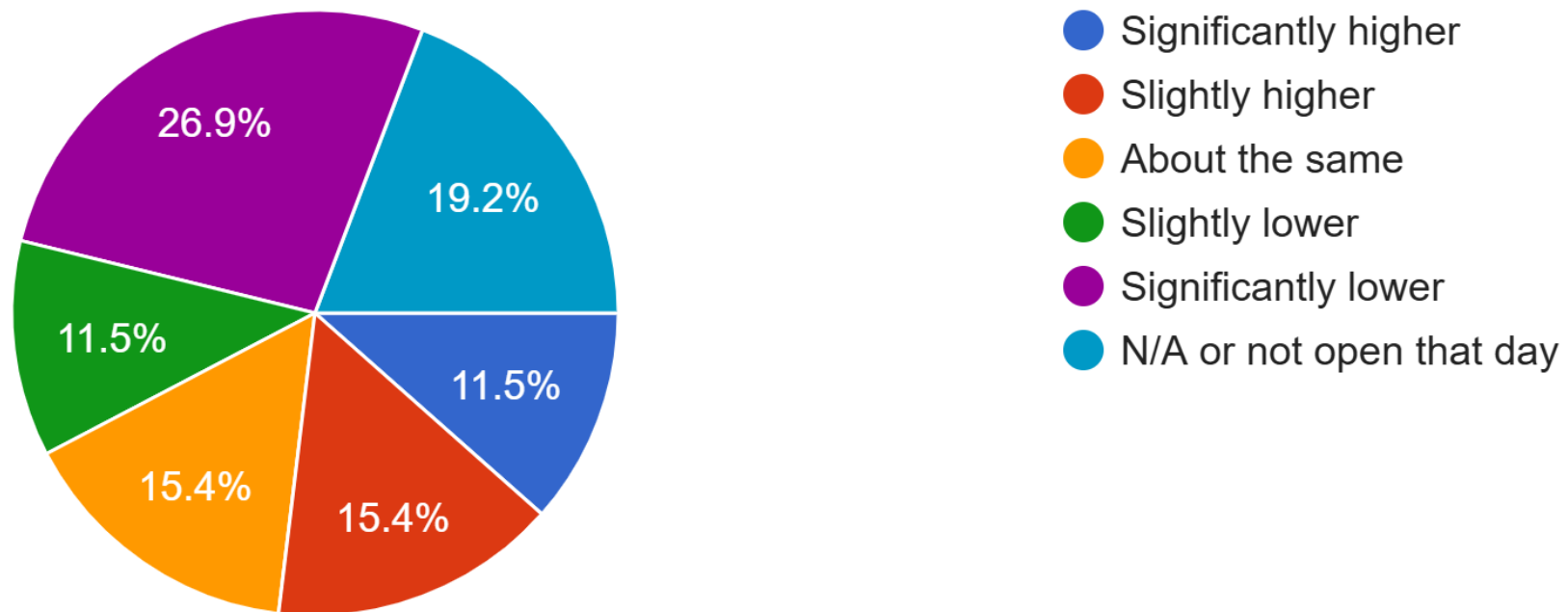
5. Overall, how would you describe the impact of the event on your business that day?

26 responses



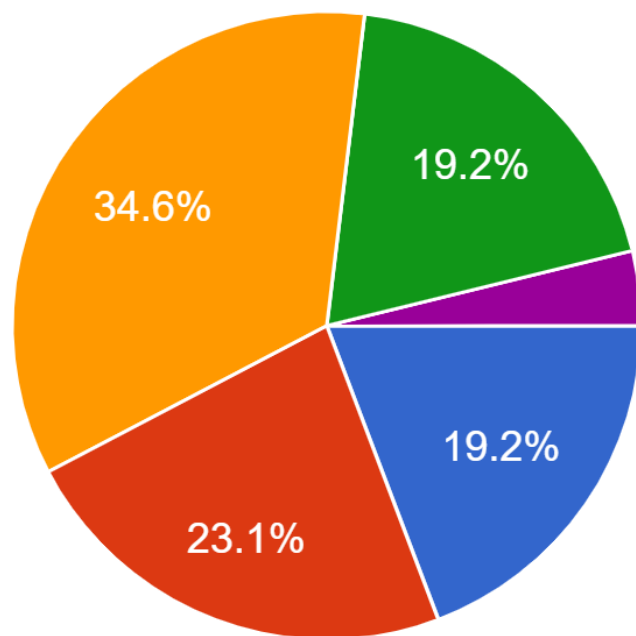
6. How did your business revenue that day compare to a typical Saturday?

26 responses



7. How would you describe visitor/customer engagement with your business during the event?

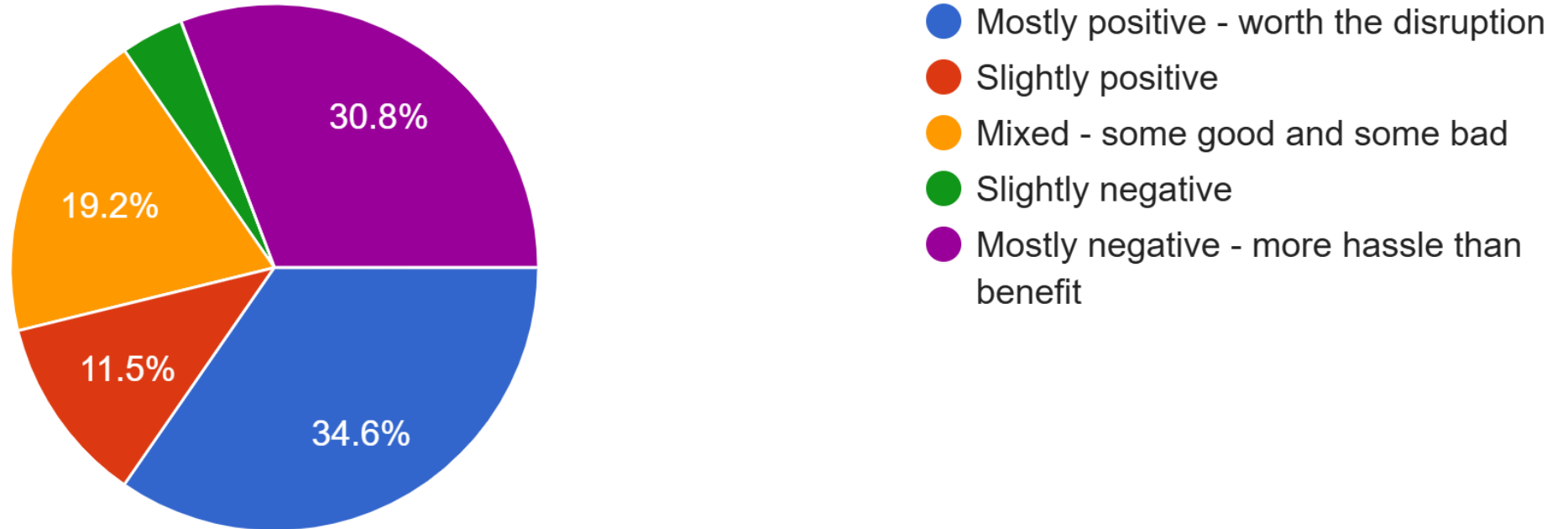
26 responses



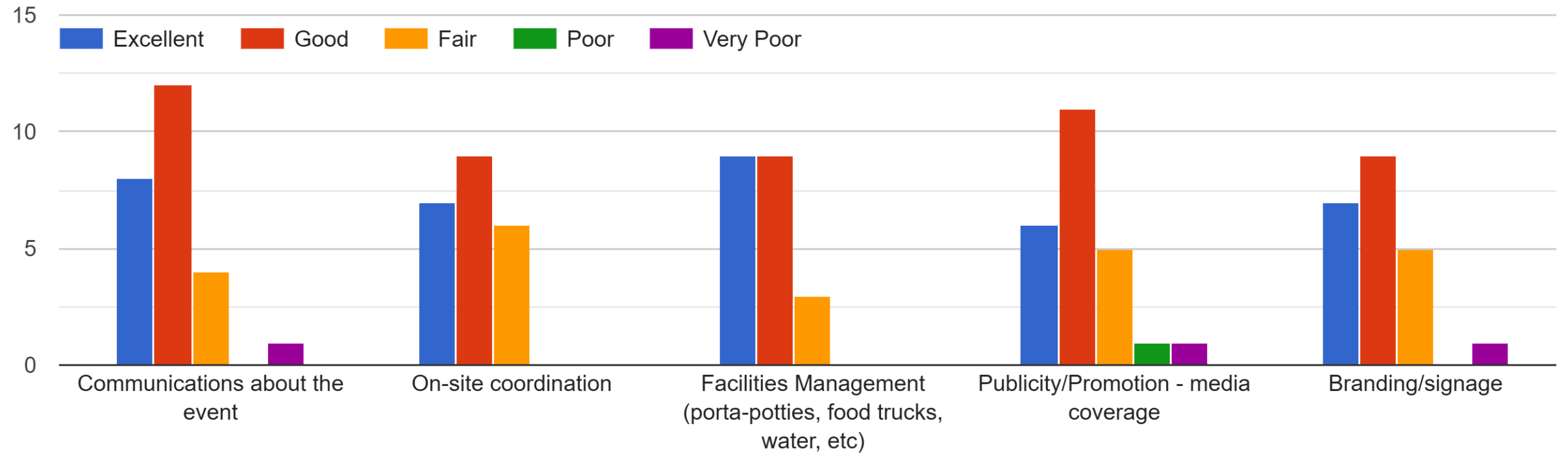
- Very high - lots of interaction and interest
- Moderate - steady engagement
- Low - fewer visitors than expected
- Not applicable
- Very high - lots of interaction and interest

8. Thinking about both the disruptions (like road closures or schedule changes) and the benefits (like customer traffic, promotion of Concord as a destination, civic pride), how would you assess the event?

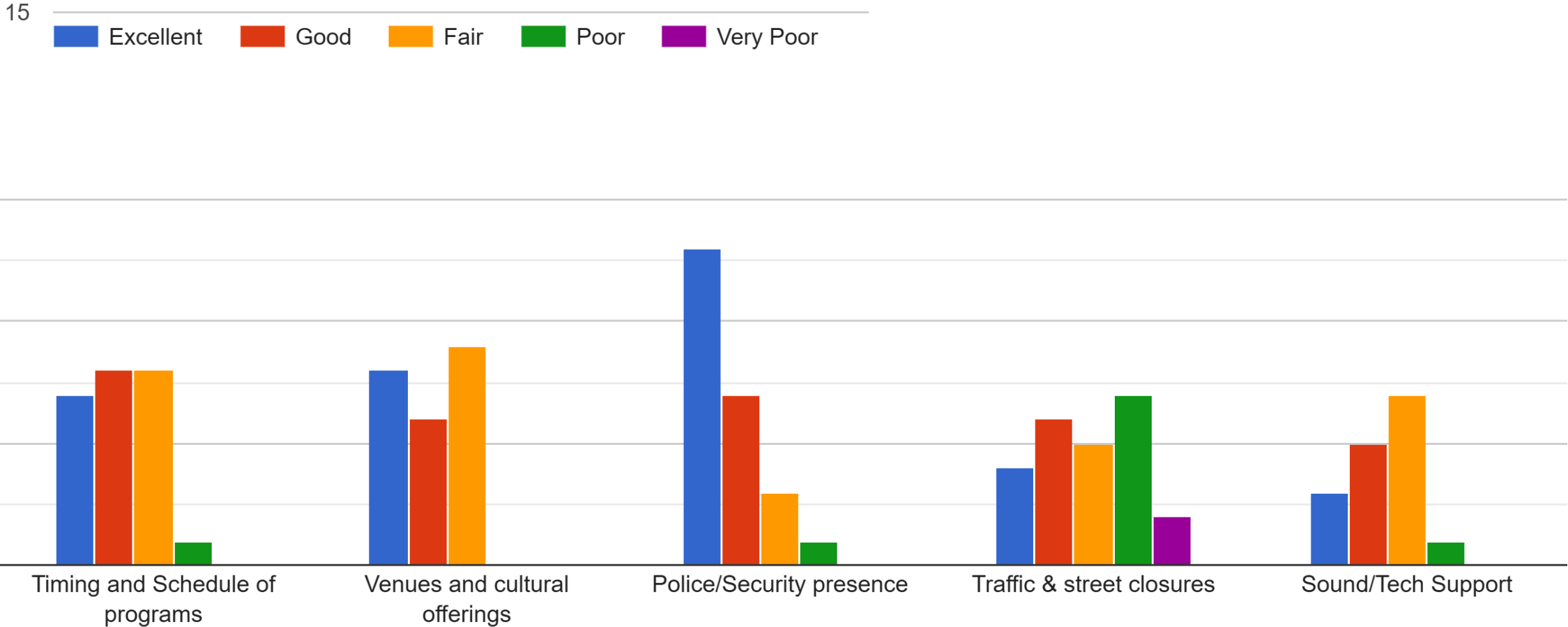
26 responses



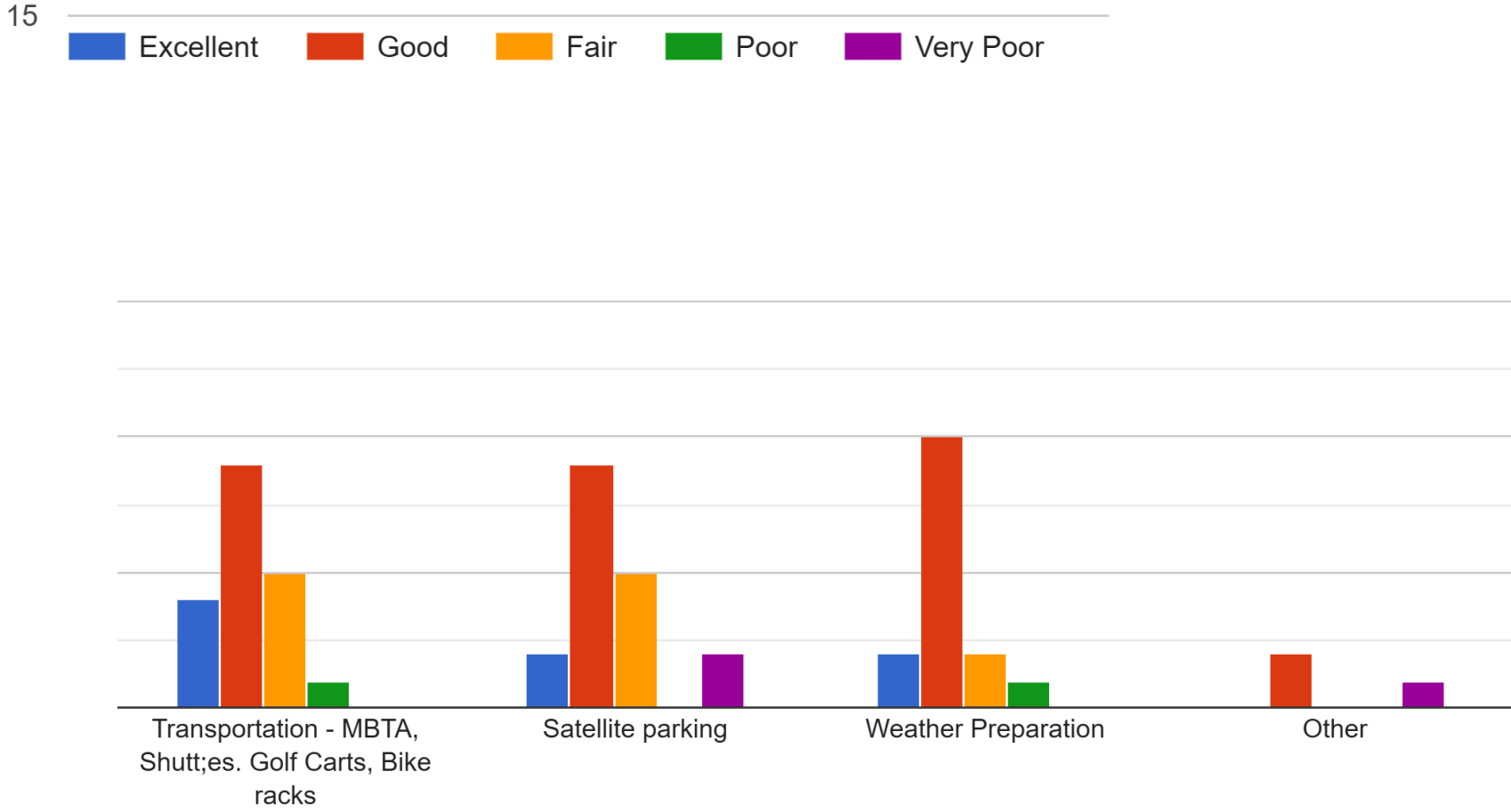
9. How would you rate these elements of the event?



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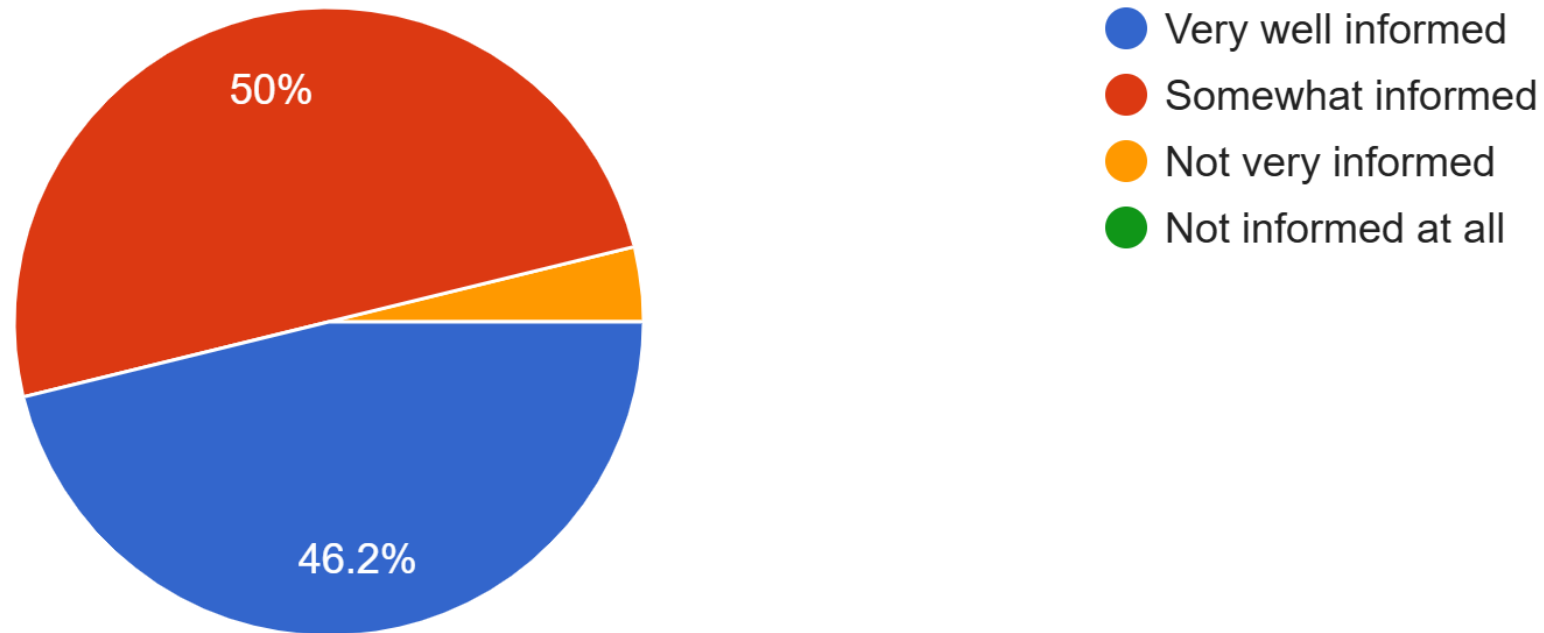


9. How would you rate these elements of the event?



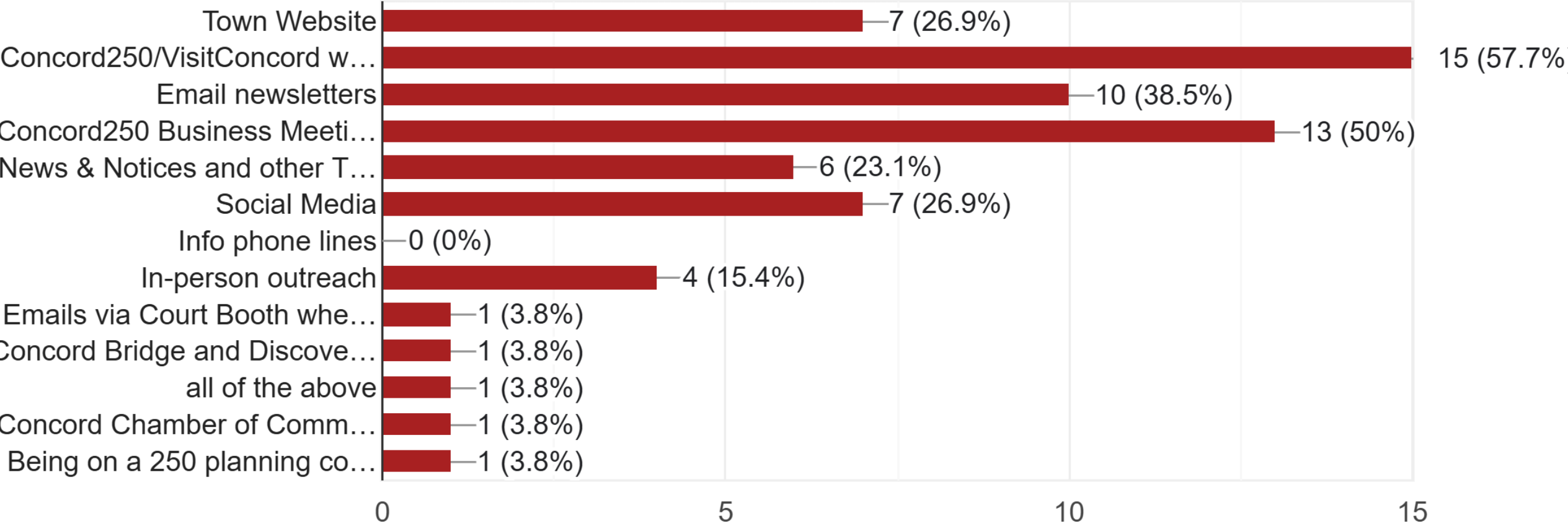
10. How informed did you feel about the event schedule and logistics beforehand?

26 responses

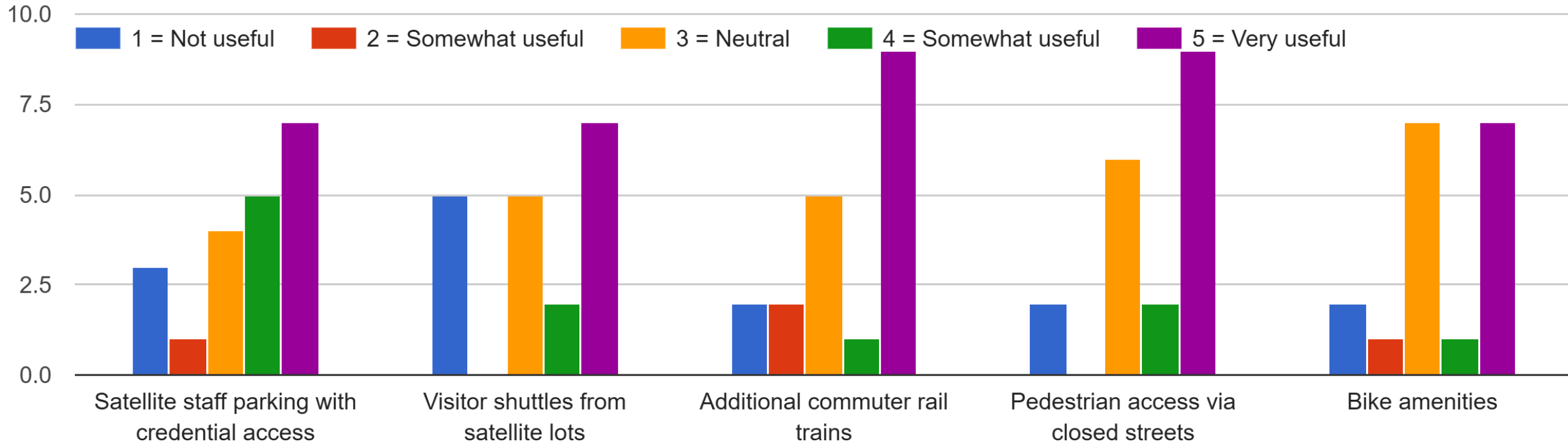


11. Which means of communication were most helpful to you?

26 responses

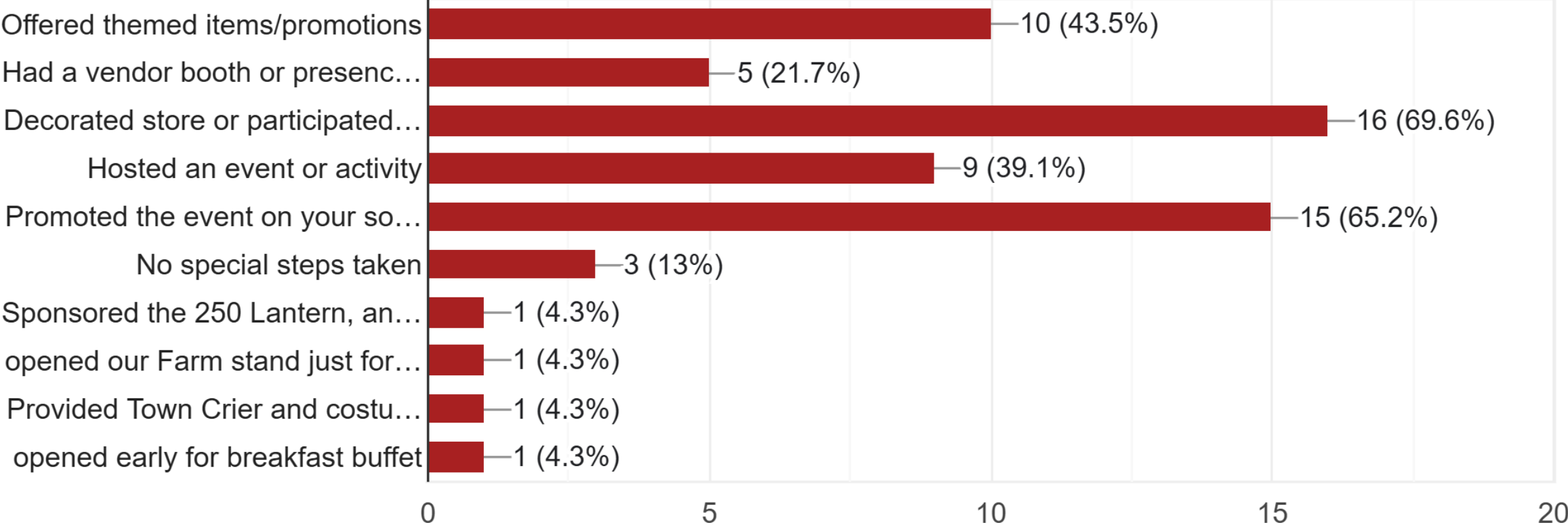


12. Several transportation alternatives were provided to support access during the event. Please rate the usefulness of each to your business and customers.



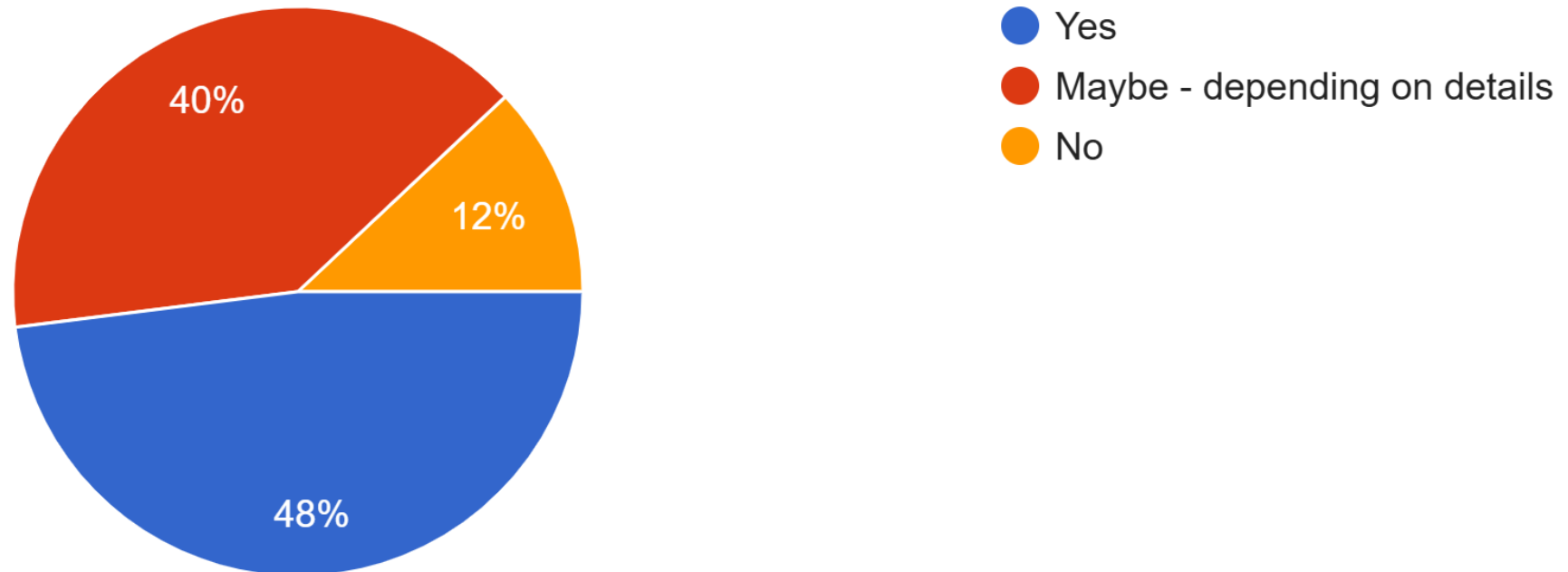
13. Did your business take any special steps to participate in the event? (Check all that apply.)

23 responses



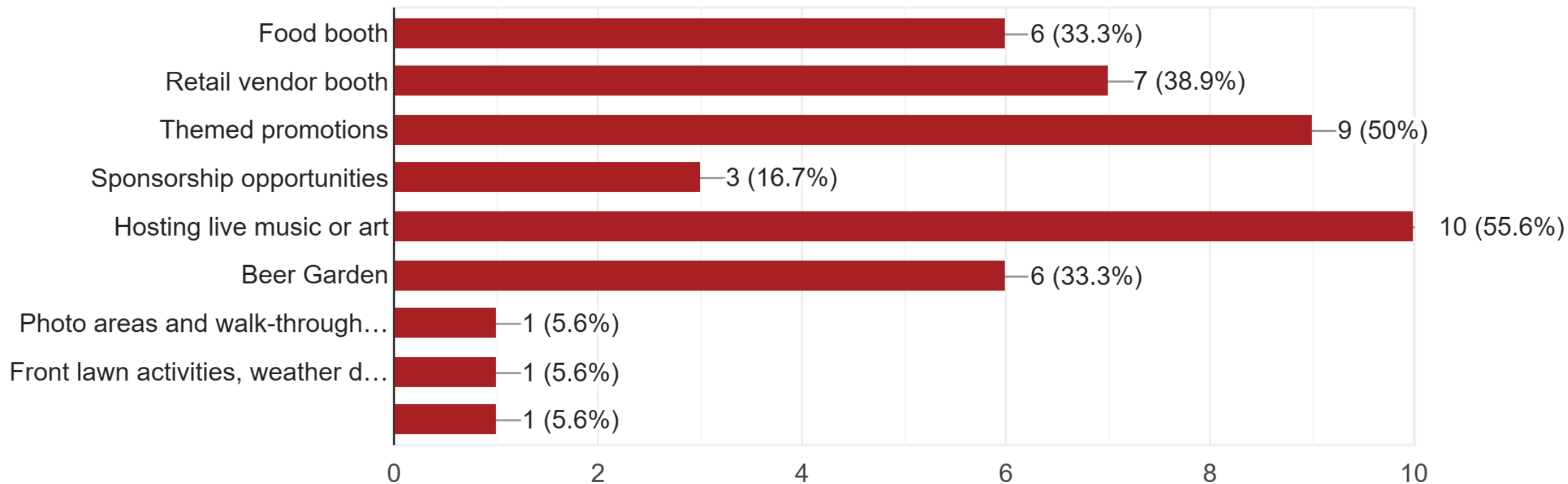
14. Would you be interested in participating again next year if similar elements (Block Party, Food Trucks, Beer Garden, etc) are repeated?

25 responses



15. If you answered yes or maybe, what kinds of activities would interest you the most? (Check all that apply.)

18 responses



WHAT WORKED BEST:

- **Transportation:** Mixed feedback on trains, shuttle buses, and police presence.
- **Road Closures:** Ensured safety but hurt some businesses (\$8,000 loss reported).
- **Public Safety:** Strong presence appreciated; ambassadors were welcoming.
- **Event Organization:** Well-coordinated; good communication via emails, Facebook, and meetings.
- **Business Impact:** Mixed—West Concord excluded, some saw losses, others good traffic.
- **Community Atmosphere:** Positive camaraderie, excitement, strong collaboration.
- **Event Success:** Smooth execution, manageable crowd, food trucks, and beer garden popular.
- **Weather:** Helped turnout.

HOW TO MAKE IT BETTER:

- **Involve West Concord:** Add events/activities in West Concord; avoid unnecessary road closures there.
- **Traffic & Parking:** Reduce road closures; maintain clear access points; improve parking guidance.
- **Business Impact:** Balance food trucks with local restaurant interests; minimize disruptions to retailers.
- **Transportation:** Improve shuttle and train options; ensure clear visitor info on schedules and parking.
- **Sustainability:** Avoid single-use plastic water bottles at food trucks.
- **Communication:** Centralize event info online; provide timely, accurate updates to businesses.
- **Visitor Experience:** Increase live music, arts, and festival atmosphere.
- **Safety & Security:** Maintain strong safety presence without feeling excessive.

Trends Based on Business Location and Type

1. Revenue Impact:

• **Inside Hard Closure:**

- Mixed results: Some businesses, particularly **retail** and **cultural venues**, reported **positive revenue impacts**, while **restaurants/food services** experienced **significant declines**.
- **Retailers** with extended hours or active engagement (promotions, themed items) generally saw **positive outcomes**.
- **Restaurants** reported **negative impacts** most frequently, citing low customer turnout despite the event.

• **Outside Hard Closure:**

- More businesses reported **negative impacts**, particularly in **restaurants**.
- Several experienced **significantly lower revenue**, with fewer visitors reported.

Key Factors Influencing Business Success

- Inside Hard Closure: Active engagement (extended hours, promotions, decorations) correlated with better outcomes.
- Outside Hard Closure: Fewer visitors and less engagement led to predominantly negative outcomes.

Trends Based on Business Location and Type

2. Customer Engagement:

- **Inside Hard Closure:**

- Generally **high engagement** for those who actively participated (decorations, promotions, or extended hours).
- **Retailers** experienced more customer interest than restaurants.
- **Cultural venues** with extended hours reported high interaction.

- **Outside Hard Closure:**

- Customer engagement was generally **lower**, even for those who stayed open.
- Less foot traffic seems to have directly impacted engagement.

Trends Based on Business Location and Type

3. Event Assessment:

- **Positive Feedback:** Retailers and cultural venues inside the closure who actively engaged felt the event was **worth the disruption**.
- **Negative Feedback:** Restaurants both inside and outside the closure, and some retailers outside the closure, found it **more hassle than benefit**.

Trends Based on Business Location and Type

4. Communications and Coordination:

- **Communication Effectiveness:** Businesses inside the closure generally felt **well-informed**, with high ratings for communication from the **Chamber of Commerce** and **Concord250/VisitConcord**.
- **On-site Coordination and Facilities:** Rated as **excellent** by most businesses inside the closure, while outside businesses rated it lower.

Trends Based on Business Location and Type

5. Factors Influencing Success:

- Inside the closure, **businesses that actively engaged** (extended hours, promotions, thematic decorations) tended to perform better.
- Outside the closure, businesses generally reported **negative impacts**, with fewer visitors despite efforts to promote.