
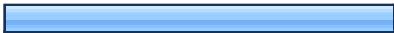












**1. Do you own commercial property within Carefree?**

		Response Percent	Response Count
Yes		41.7%	30
No		58.3%	42
answered question			72
skipped question			3






**2. If yes, please indicate how long have you owned commercial property.**

		Response Percent	Response Count
1 to 5 years		53.3%	16
6 to 10 years		30.0%	9
11 to 15 years		6.7%	2
16 to 20 years		3.3%	1
greater than 21 years		6.7%	2
answered question			30
skipped question			45

### 3. Please indicate what kind of business you operate within Carefree.

		Response Percent	Response Count
Property Manager		7.0%	5
<b>Professional Services</b>		<b>50.7%</b>	<b>36</b>
Retail		23.9%	17
Restaurant/Bar		8.5%	6
Other (please specify)		18.3%	13
		<b>answered question</b>	<b>71</b>
		<b>skipped question</b>	<b>4</b>

### 4. Please indicate how long you have been in business in Carefree.

		Response Percent	Response Count
<b>1 to 5 years</b>		<b>42.9%</b>	<b>30</b>
6 to 10 years		17.1%	12
11 to 15 years		15.7%	11
16 to 20 years		10.0%	7
greater than 20 years		14.3%	10
		<b>answered question</b>	<b>70</b>
		<b>skipped question</b>	<b>5</b>



**5. Please describe what attracted you to invest/locate your business in Carefree.**

	Response Count
	62
answered question	62
skipped question	13

**6. Please indicate the composition of your customer base.**

	under 25%	26% to 50%	51% to 75%	above 75%	Response Count	
Out-of-State (tourist)	55.6% (25)	17.8% (8)	17.8% (8)	8.9% (4)	45	
State-Wide	52.6% (20)	23.7% (9)	5.3% (2)	18.4% (7)	38	
Regional (Metro Phoenix)	37.5% (15)	47.5% (19)	10.0% (4)	5.0% (2)	40	
Local (Carefree/Cave Creek/N. Scottsdale)	30.5% (18)	20.3% (12)	13.6% (8)	35.6% (21)	59	
					answered question	61
					skipped question	14



**7. Are you interested in partnering with the Carefree Business Group/Association (CBA)?**

		Response Percent	Response Count
Yes		66.7%	36
No		33.3%	18
		answered question	54
		skipped question	21

**8. If you are not interested in partnering with the CBA please explain.**

	Response Count
	17
answered question	17
skipped question	58




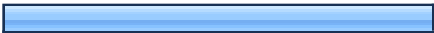
**9. Are you a member of the Carefree-Cave Creek Chamber of Commerce?**

		Response Percent	Response Count
Yes		54.1%	33
No		45.9%	28
	answered question		61
	skipped question		14





**10. If you are not a member please explain why.**

	Response Count
	21
answered question	21
skipped question	54

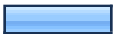




### 11. Please indicate any other business memberships.

		Response Percent	Response Count
Scottsdale Chamber of Commerce		17.6%	3
North Scottsdale Chamber of Commerce		17.6%	3
Cave Creek Chamber of Commerce		23.5%	4
Phoenix Chamber of Commerce		0.0%	0
<b>Other (please specify)</b>		<b>64.7%</b>	<b>11</b>
<b>answered question</b>			<b>17</b>
<b>skipped question</b>			<b>58</b>



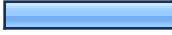

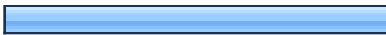

### 12. Please indicate which of the following programs or opportunities would help you further develop your business. (Please check all that apply)

		Response Percent	Response Count
Small Business Association Workshops		30.6%	11
<b>Local First Advertising Campaign</b>		<b>66.7%</b>	<b>24</b>
Reduction in Building Permit Fees		13.9%	5
Additional Town Marketing Funds		63.9%	23
Other (please specify)			13
<b>answered question</b>			<b>36</b>
<b>skipped question</b>			<b>39</b>

**13. Please indicate local programs or services that would improve business retention.**

		Response Percent	Response Count
Business round tables		15.8%	6
<b>Local business co-op advertising</b>		<b>65.8%</b>	<b>25</b>
Local recognition/awards for outstanding service		23.7%	9
Diversify Town marketing to include radio		47.4%	18
Diversify Town marketing to include TV		44.7%	17
	Other (please specify)		12
		<b>answered question</b>	<b>38</b>
		<b>skipped question</b>	<b>37</b>

**14. Please indicate which of the following programs/activities could help to sustain and improve the local economic climate. (please check all that apply)**








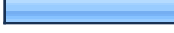




		<b>Response Percent</b>	<b>Response Count</b>
Develop an economic development website		37.5%	15
Create promotional material		45.0%	18
Participate in trade shows		25.0%	10
Proactively contact prospective businesses		37.5%	15
<b>Host additional special events</b>		<b>57.5%</b>	<b>23</b>
Other (please specify)		25.0%	10
		<b>answered question</b>	<b>40</b>
		<b>skipped question</b>	<b>35</b>

## 15. Please indicate the value of the festivals within the Carefree Town Center.




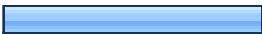




	Highly Agree	Somewhat Agree	Have No Opinion	Somewhat Disagree	Adamantly Disagree	Response Count
Bring additional customers to the businesses	<b>41.3% (19)</b>	26.1% (12)	10.9% (5)	4.3% (2)	17.4% (8)	46
Create positive energy in the Town	<b>61.7% (29)</b>	29.8% (14)	0.0% (0)	4.3% (2)	4.3% (2)	47
In general improve my business	<b>32.6% (15)</b>	21.7% (10)	10.9% (5)	19.6% (9)	15.2% (7)	46
Create positive exposure for the Town	<b>66.0% (31)</b>	25.5% (12)	4.3% (2)	4.3% (2)	0.0% (0)	47
The Town should not have festivals	4.9% (2)	2.4% (1)	9.8% (4)	19.5% (8)	<b>63.4% (26)</b>	41
				Other (please specify)		13
				<b>answered question</b>		<b>47</b>
				<b>skipped question</b>		<b>28</b>





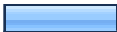

**16. Please indicate Town (public) capital improvements that would help to better position Carefree in the market place.**

		Response Percent	Response Count
Additional shade canopies over entire amphitheater		30.2%	13
Free Wi-Fi in the Town Center		58.1%	25
Better define entrances into the Town Center		44.2%	19
Splash Pad under Sundial		20.9%	9
Additional seating in the gardens		25.6%	11
A more visible visitor center		44.2%	19
Additional landscape along streets		30.2%	13
Additional sidewalks		25.6%	11
Additional bike lanes		25.6%	11
<b>Improved business signage</b>		<b>62.8%</b>	<b>27</b>
Additional shade features/opportunities		30.2%	13
Audio equipment for background music		27.9%	12
	Other (please specify)		14
<b>answered question</b>			<b>43</b>
<b>skipped question</b>			<b>32</b>



**17. Please indicate private improvements that could be made by property owners/landlords to help better position Carefree in the market place.**

		<b>Response Percent</b>	<b>Response Count</b>
Install window to ceiling store fronts		19.4%	7
Provide additional shade over sidewalks		33.3%	12
Install seat walls and potted plants		27.8%	10
Paint building(s)		38.9%	14
<b>Install improved signage</b>		<b>63.9%</b>	<b>23</b>
Improve sidewalks		30.6%	11
Install mister system over sidewalks		30.6%	11
Landlords collectively market Carefree		58.3%	21
	Other (please specify)		10
		<b>answered question</b>	<b>36</b>
		<b>skipped question</b>	<b>39</b>

**18. As a business owner/manager in the town, how inclined are you to invest in your business/property as a result of the Town's investment and continued investment in the public infrastructure.**

		Response Percent	Response Count
Highly interested		29.2%	14
<b>Moderately interested</b>		<b>37.5%</b>	<b>18</b>
Low interest		16.7%	8
No interest		16.7%	8
<b>answered question</b>			<b>48</b>
<b>skipped question</b>			<b>27</b>

**19. If you are a landlord, would you be in support of adding shade awnings and mister system over your sidewalk?**

		Response Percent	Response Count
Yes		33.3%	4
<b>No</b>		<b>66.7%</b>	<b>8</b>
Other (please specify)			7
<b>answered question</b>			<b>12</b>
<b>skipped question</b>			<b>63</b>



## 20. What do you like in the Town Center?

	Response Count
	33
answered question	33
skipped question	42



## 21. What do you dislike in the Town Center?

	Response Count
	29
answered question	29
skipped question	46

## 22. Do you support the construction of additional parking spaces along Tom Darlington Drive and Cave Creek Road?

		Response Percent	Response Count
Yes		65.1%	28
No		34.9%	15
	Comments		16
	answered question		43
	skipped question		32

**23. Do you think it would be helpful to "identify" Carefree if Cave Creek Road's name was changed to K.T. Palmer Boulevard between Scopa Trail to the Town's eastern boundary.**

		Response Percent	Response Count
Yes		21.7%	10
No		78.3%	36
		Comments	19
		answered question	46
		skipped question	29

**Page 2, Q3. Please indicate what kind of business you operate within Carefree.**

1	Window Cleaning Service	Oct 20, 2011 12:33 AM
2	Corporate Headquarters	Oct 19, 2011 2:04 PM
3	Interior Design - products & services	Oct 19, 2011 11:52 AM
4	Produce Special Events in Carefree Town Center	Sep 26, 2011 1:31 PM
5	home office	Sep 24, 2011 3:51 PM
6	Homonal and Longevity Practioner	Sep 23, 2011 10:24 AM
7	Lighting	Sep 23, 2011 9:23 AM
8	Insurance wholesale/marketing	Sep 23, 2011 7:18 AM
9	Lighting	Sep 22, 2011 5:22 PM
10	Interior design services and retail showroom	Sep 22, 2011 4:11 PM
11	Retreat Center	Sep 22, 2011 4:14 AM
12	swimming pool maintenance and repair	Sep 21, 2011 8:40 AM
13	Real Estate Associate Broker	Sep 20, 2011 8:17 PM



**Page 2, Q5. Please describe what attracted you to invest/locate your business in Carefree.**

1	scenery	Oct 20, 2011 4:32 PM
2	Favorable customer prospects	Oct 20, 2011 12:33 AM
3	I liked the views and the people and I think it is peaceful.	Oct 19, 2011 10:54 PM
4	Live in the area - Cave Creek	Oct 19, 2011 7:31 PM
5	location, beauty of city, real estate prices	Oct 19, 2011 4:14 PM
6	location	Oct 19, 2011 2:41 PM
7	The quiet nature and charm of Carefree. The slow pace and regional architecture.	Oct 19, 2011 2:31 PM
8	Location - distance from city of Scottsdale, proximity to recreational lands	Oct 19, 2011 2:04 PM
9	Lived here so wanted to work here. At that time it was a small, small town.	Oct 19, 2011 12:57 PM
10	Community Demographics	Oct 19, 2011 12:40 PM
11	We were residents at the time of purchase. Location was primary decision.	Oct 19, 2011 11:52 AM
12	enjoy living and working in the town	Oct 19, 2011 11:14 AM
13	LOCATION	Oct 19, 2011 10:50 AM
14	Carefree is a beautiful town, with wonderful people, and is an ideal location for our type of business.	Sep 30, 2011 11:30 PM
15	A great community with a need for my products and services	Sep 28, 2011 5:18 PM
16	It is a great solid area, we like the area and centrally located for my clients.	Sep 28, 2011 3:44 PM
17	Rural small community not too far from city (1977)	Sep 27, 2011 2:54 PM
18	We chose to open our 1st business in Carefree in 1988 because it is quaint and charming, but also a "destination", therefore possible to actually earn a living!	Sep 26, 2011 5:26 PM
19	I WANTED TO OPEN MY BUSINESS IN THE SAME AREA THAT I LIVE.	Sep 26, 2011 4:15 PM
20	I have lived in Scottsdale for 40 years and always have always enjoyed visits to Carefree, now I have a business reason to go too!	Sep 26, 2011 4:12 PM
21	Have lived and worked in Carefree as a residential real estate agent for about 12 years before opening an office in town about 1 and a half years ago. Love the town and the people, and loved the available location inside the post office building.	Sep 26, 2011 12:20 PM
22	The beauty of the town and the chance to	Sep 25, 2011 7:12 AM
23	beautiful surroundings, friendly, welcoming people.	Sep 24, 2011 6:12 PM
24	Quiet big lot to be able to concentrate	Sep 24, 2011 3:51 PM



**Page 2, Q5. Please describe what attracted you to invest/locate your business in Carefree.**

25	loved the area and the proximity to Desert Mt.	Sep 24, 2011 12:28 PM
26	Peaceful and attractive location near my home.	Sep 23, 2011 8:19 PM
27	Live in the area for 30 years	Sep 23, 2011 7:27 PM
28	referral and availability and reasonable rent	Sep 23, 2011 1:20 PM
29	Purchase of a home so wanted nearby office	Sep 23, 2011 1:12 PM
30	Village Feel in Downtown Attractive Area with ability to become a Carlsbad, CA or a La Jolla, CA without beach of courses	Sep 23, 2011 10:58 AM
31	Very nice, quality area with good upscale citezens.	Sep 23, 2011 10:37 AM
32	Up and coming area with great potential as well as close to my home in the Blouders.	Sep 23, 2011 10:24 AM
33	Close to home and, at the time,confidence in future investment potential.	Sep 23, 2011 9:42 AM
34	The uniqueness of the location and the western spirit	Sep 23, 2011 9:42 AM
35	There are some very successful businesses in Carefree. we follow their lead	Sep 23, 2011 9:20 AM
36	location and demographic profile	Sep 23, 2011 8:53 AM
37	home ownership in carefree and the professional business park atmosphere	Sep 23, 2011 8:07 AM
38	Small town atmosphere, proximity to home.	Sep 23, 2011 7:18 AM
39	investment	Sep 23, 2011 3:47 AM
40	The demographics, affluent, history, loyalty from residents, demand for a quality product.	Sep 22, 2011 11:05 PM
41	The opportunities that Carefree has to offer!	Sep 22, 2011 9:39 PM
42	Owner lives in cave creek	Sep 22, 2011 8:21 PM
43	realtor	Sep 22, 2011 7:39 PM
44	We live here and love it	Sep 22, 2011 7:33 PM
45	the client potential and the relaxed atmosphere	Sep 22, 2011 5:42 PM
46	Close to home, great community	Sep 22, 2011 5:22 PM
47	The Town & Life style and Oppurtunity of Building in Carefree	Sep 22, 2011 5:03 PM
48	Excellent location - Office Condominium at Pima and Cave Creek Road	Sep 22, 2011 5:02 PM
49	We moved here and found fair priced rent	Sep 22, 2011 5:01 PM
50	Quality & demographics	Sep 22, 2011 5:01 PM

**Page 2, Q5. Please describe what attracted you to invest/locate your business in Carefree.**

51	The uniqueness of the setting at which we lease our space.	Sep 22, 2011 4:11 PM
52	The studio space was ideal fo our type of business	Sep 22, 2011 3:40 PM
53	the building we moved into.	Sep 22, 2011 3:40 PM
54	A donor liked the area	Sep 22, 2011 4:14 AM
55	Had been a prior customer at the restaurant I now own. Lived in Carefree for 12 yrs, and wanted to invest when the opportunity arose.	Sep 21, 2011 6:48 PM
56	People I knew who lived in Carefree asked me to open a business office in Carefree.	Sep 21, 2011 4:18 PM
57	The high end homes and discriminating clients	Sep 21, 2011 12:59 PM
58	small town feel no street lights. no mail boxes,no sidewalks and a country feel	Sep 21, 2011 8:40 AM
59	Good visibility and a need for my business, small town with high income average	Sep 21, 2011 7:24 AM
60	I felt Carefree was a special place and saw a great deal of potential in the town	Sep 21, 2011 12:23 AM
61	Community ambiance	Sep 20, 2011 8:17 PM
62	zxvzxcvxc	Aug 25, 2011 4:58 PM



**Page 3, Q8. If you are not interested in partnering with the CBA please explain.**

1	time limitations	Oct 20, 2011 12:34 AM
2	I'm having problem on getting clients into business.	Oct 19, 2011 11:03 PM
3	I have attended meetings and participated in discussions and I don't feel that what I have to say will make a difference.	Oct 19, 2011 3:47 PM
4	In my opinion, the CBA is worthless, just a bunch of busy-bodies that do not accomplish much.	Oct 19, 2011 1:01 PM
5	Too much fragmentation. I don't need another association to belong to. I rely on customers and businesses doing business with me from outside the town limits. Business growth is a much bigger picture than just the central business district of Carefree.	Sep 28, 2011 5:22 PM
6	Maybe Now putting resourses to Chamber	Sep 27, 2011 2:56 PM
7	they focus only on the easy street area	Sep 24, 2011 3:54 PM
8	I have not been attending meetings for the past 9 months. There was to much talking and decisions were being made without the approval of all the members or with their knowledge.	Sep 24, 2011 12:30 PM
9	I am moving my business to Scottsdale	Sep 23, 2011 7:28 PM
10	I am not interested in tourism per se and more interested in developing Village that locals (Carefree, Cave Creek, Anthem, North Scottsdale) will visit on a regular basis (2 to 3 time per week)	Sep 23, 2011 11:00 AM
11	no	Sep 23, 2011 3:48 AM
12	Don't know about it	Sep 22, 2011 8:22 PM
13	we are a cba member	Sep 22, 2011 7:35 PM
14	business located off easy street	Sep 22, 2011 3:42 PM
15	I don't know what's involved in partnering.	Sep 22, 2011 4:16 AM
16	the focus is the Town Center	Sep 21, 2011 1:01 PM
17	Very busy just running 2 stores.	Sep 21, 2011 7:25 AM



**Page 3, Q10. If you are not a member please explain why.**

1	I don't have time. Because I study and work part time job to pay my expenses for my Spa I don't like to give up.	Oct 19, 2011 11:03 PM
2	not sure if beneficial to me	Oct 19, 2011 4:15 PM
3	Being a member doesn't bring me any meaningful benefits.	Oct 19, 2011 3:47 PM
4	Don't see the benefit	Oct 19, 2011 2:42 PM
5	We were members and we felt we received no measurable benefit from our membership. We were also unsure of the head of the chamber at the time.	Oct 19, 2011 2:33 PM
6	cost	Sep 28, 2011 3:46 PM
7	Never have been approached. They should be more active.	Sep 26, 2011 4:16 PM
8	I just have not made the investment yet. I might at some point.	Sep 26, 2011 12:24 PM
9	Ineffective	Sep 24, 2011 3:54 PM
10	Haven't gotten around to it--I'm interested! :)	Sep 23, 2011 8:36 PM
11	felt they did not do enough of what I would like	Sep 23, 2011 1:21 PM
12	Just haven't taken the time to join.	Sep 23, 2011 10:38 AM
13	Dissatisfied with the distribution of funds, way too much spent on staff, too little on advertizing and promo.	Sep 23, 2011 9:44 AM
14	no referral business	Sep 23, 2011 9:24 AM
15	no value to my Carefree business poor leadership	Sep 23, 2011 9:21 AM
16	Too busy with details in getting open right now.	Sep 22, 2011 9:40 PM
17	used to be.	Sep 22, 2011 7:40 PM
18	cannot attend morning meetings due to business day start time	Sep 22, 2011 5:43 PM
19	Not relevant	Sep 22, 2011 5:03 PM
20	Really don't know the benefits to do so	Sep 22, 2011 5:02 PM
21	No time.	Sep 21, 2011 7:25 AM

**Page 3, Q11. Please indicate any other business memberships.**

1	Better Business Bureau	Oct 19, 2011 3:47 PM
2	NAWBO, LIMA( Licensing Organization), National BBB	Oct 19, 2011 2:33 PM
3	MDRT NALU Scottsdale Association of Life Underwriters	Sep 27, 2011 2:56 PM
4	Chandler	Sep 26, 2011 4:16 PM
5	Phoenix Association of Realtors, Arizona Association of Realtors, National Association of Realtors.	Sep 26, 2011 12:24 PM
6	none	Sep 24, 2011 3:54 PM
7	Anthem Chamber	Sep 23, 2011 11:00 AM
8	ALCA, AOLP, IA	Sep 23, 2011 9:24 AM
9	NFIB	Sep 23, 2011 8:54 AM
10	Government Contracting	Sep 22, 2011 5:03 PM
11	Kiwanis	Sep 22, 2011 5:02 PM





**Page 4, Q12. Please indicate which of the following programs or opportunities would help you further develop your business. (Please check all that apply)**

1	Get the local people to know about our businesses in Carvers and Desert Mountain so they can support us by getting their services. Or we gonna be out of business.	Oct 19, 2011 11:24 PM
2	Personally, I think Carefree is stuck between a rock and a hard place. A large part of the population has retired here and is perfectly content with it continuing to be a sleepy, quiet community. They are fine with things the way they are. As for stakeholders, however, small business people, we would like to see this become a more dynamic, vibrant community, a place where small businesses could make a decent living. In order for this to happen, Carefree needs to reinvent itself and become an attractive destination. The mix of businesses that currently exist in Carefree is unappealing to anyone but a few outside the community. If there is any hope of significant change then a recognition of this inherent conflict needs to be dealt with. And I don't see that happening with the current political leadership.	Oct 19, 2011 4:14 PM
3	I would like to see Carefree distinguish itself as a world class business destination. Carefree could create a "Think Tank" and draw upon all of the extraordinary business minds that have retired here. We could develop an Arizona version of the Aspen Institute.	Oct 19, 2011 2:47 PM
4	Nothing, it is strictly up to me to develop my business.	Oct 19, 2011 1:46 PM
5	I would like for the city to permit us to have an A-frame street sign! That if anything will further develop my business through increased visibility!	Sep 28, 2011 3:50 PM
6	Looser restrictions with signage! People cannot find my business without difficulty and I need to be able to more freely use tasteful A-frames, especially for special events at my venue! I have night events and people cannot see signage!	Sep 23, 2011 8:36 PM
7	Local commercial businesses need a consistent sign code. Businesses should be able to have adequate signage on public streets so that citizens know they are there. Current code is too restrictive for Sundance Gardens due to large number of businesses located on a single piece of property.	Sep 23, 2011 11:19 AM
8	Give existing property owners the same treatment and advantages as out of towners.	Sep 23, 2011 9:56 AM
9	give jo and holly more money so they can advertise on PBS	Sep 23, 2011 6:41 AM
10	I'm already advertising	Sep 22, 2011 7:46 PM
11	none	Sep 22, 2011 5:16 PM
12	awareness by the business community that we bring more than 3000 people to the Carefree community and refer them to the local businesses	Sep 22, 2011 4:24 AM
13	Marketing money to support ALL the town and ALL the service businesses that do not have a store front A TOWN directory would help all of us know the different businesses that are offered. Like where in Carefree can I go for Pilates?	Sep 21, 2011 1:21 PM



**Page 4, Q13. Please indicate local programs or services that would improve business retention.**

1	With all due respect, what is there to market other than this is a nice place to quietly retire? That is Carefree's identity and I don't see a groundswell of voices or voters who want it to be any different. Which sad to say, is the kiss of death of all but a few small local businesses.	Oct 19, 2011 4:14 PM
2	Again, it is incumbent upon Carefree to decide what it wants to be, when it grows up. Is this to be a retail destination? Given the width of the roads, speed limits and handful of shops, this will be a challenge. Will Carefree service its local residents? Possibly, with things like the post office and shoe repair. However, this does not create a vibrant town center. We need to engage not just the local retailers and businesses, we need to invite local residents to share their thoughts an knowledge. We need to grow this community together.	Oct 19, 2011 2:47 PM
3	Carefree is a tourist town, the average service business struggles to survive for they rely on local residents (not "citizens).	Oct 19, 2011 1:46 PM
4	magazines and tourist info that specializes in hotel marketing. when i visit a new town the first thing i do after checking into a hotel is to check out whats in the surrounding area. things to do and towns to visit	Oct 19, 2011 10:29 AM
5	I'm not sure of the effect any of the above would have. I am not saying none of the above would be useful, I just do not have the knowledge to say what, if any, of the above would improve business retention.	Sep 26, 2011 12:46 PM
6	Address signage and how to develop village feel that will draw local citizens into the area and dispell the idea that Carefree is for tourist only.	Sep 23, 2011 11:19 AM
7	TV would be nice if affordable.	Sep 23, 2011 9:56 AM
8	give the money to jo and holly to contract with pbs	Sep 23, 2011 6:41 AM
9	viral advertising	Sep 22, 2011 7:52 PM
10	We need out of state advertising too	Sep 22, 2011 5:17 PM
11	None	Sep 22, 2011 5:16 PM
12	Diversify Town marketing to include winter visitors from western Canada, Minnesota, and Illinois. These people seem to make up a majority of our winter visitors - Identify ways to market in their home states prior to season to remind them how great it is in Carefree.	Sep 22, 2011 4:52 PM

**Page 4, Q14. Please indicate which of the following programs/activities could help to sustain and improve the local economic climate. (please check all that apply)**

1	As I have said, we have to decide what kind of community we want Carefree to be. Polishing up a website, creting promotional material, participating in trade shows, contacting prospective businesses - what is it we are offering? We need to create incentives for businesses and people to come here.	Oct 19, 2011 4:14 PM
2	All of this is premature and expensive. We need to decide who and what we are BEFORE we begin to promote ourselves.	Oct 19, 2011 2:47 PM
3	The variety of businesses in town center needs diversification. Allowing/encouraging entertainment in amphitheater area, maybe at lunchtime or dinner time.	Sep 25, 2011 4:35 PM
4	Advertise the Town as a destination, not individual businesses.	Sep 23, 2011 9:56 AM
5	Create an incentives program that would enable existing businesses in the Metro Area to want to relocate to Carefree...what are the benefits? Rent reductions, town improvement grants? Business spot-lights/profiling? Incentives for Landlords to recruit the right marketing mix of retailers...not just anyone who can pay the rent!	Sep 23, 2011 9:11 AM
6	Music in he gardens every weekend	Sep 23, 2011 6:41 AM
7	allow for potential rezoning of developments (ie: garden/office to retail).	Sep 22, 2011 5:49 PM
8	Improve quality-consistency of local hotels.	Sep 22, 2011 5:16 PM
9	Take advantage of the amphitheater by bringing quality performers and promoting the events through press releases and advertising.	Sep 22, 2011 4:52 PM
10	I WOULD LIKE A MAP SHOWING THE WHOLE TOWN AND THE VARIOUS BUSINESSES	Sep 21, 2011 1:21 PM



**Page 4, Q15. Please indicate the value of the festivals within the Carefree Town Center.**

1	We need to make local activities. Not only in winter seasons.	Oct 19, 2011 11:24 PM
2	Art festivals alone aren't enough - but at least they are something positive. We should build on this. Create other events, other reasons for people around the Valley to get in their cars and drive all the way up here.	Oct 19, 2011 4:14 PM
3	All of these things are nice, however, they are superficial and do not address the core concerns: What is Carefree and what will it become? Now that is something to have a round table discussion about.	Oct 19, 2011 2:47 PM
4	We need more!	Sep 30, 2011 11:36 PM
5	Exposure and visibility is just one component. Festivals are great short-term tactics to drive traffic. Longer term tactics would include: relevancy in the market, visibility, ongoing awareness campaigns focused on local residents (non-tourists) that live just south of town on the northern reaches of Phoenix and Scottsdale. The natural traffic flow is to drive south for services. How can we change that behavior to at least consider driving north for services?	Sep 28, 2011 5:45 PM
6	Any sign of life in the downtown area is a welcome thing in my opinion. Festivals, art shows, car shows, parades, farmers' markets..... anything to show life is welcome. I'm not sure any of these directly impact my business (real estate is not a business of instant rewards) but I think energy around the downtown area is important. Improvements around the town center are being made and are greatly appreciated. The shops, etc. around the town have a 70's/dated feel to them and any signs of life around the town (like the events mentioned above) are great and help show there is "business life" here.	Sep 26, 2011 12:46 PM
7	We just need to realize that the people who live and work here support local business on a year round basis.	Sep 23, 2011 11:19 AM
8	every week there should be an event in the garden	Sep 23, 2011 6:41 AM
9	We need to provide adequate PUBLIC parking to support the business's that must still function during the festivals. Also, alternative modes of transportation for the public during festivals...ric shaws, trolly's etc.	Sep 22, 2011 7:52 PM
10	It hinders all parking for my beauty shop. Should have a shuttle service.	Sep 22, 2011 7:46 PM
11	Festivals should be just that - no offense to Councilman Gimson (love his enthusiasm!), but the idea of sitting on an uncomfortable seat watching Casablanca will not be appealing to our local folks who will more likely stay at home to watch something more current in the comfort of their home theater. A festival should be quality entertainment such as a well-known singer or band that people will plan for and make the commitment to buy a ticket. A sudden cold snap would mean a deserted Casablanca showing, but the perceived value and purchased tickets for a good entertainer would attract people even in cold weather. Perhaps some of the Town marketing funds can go toward subsidizing the cost of bringing a better-known entertainer that would guarantee a full amphitheater.	Sep 22, 2011 4:52 PM
12	I am a service business and the festivals do nothing to increase my customer base. But they are good for the town and the retail & restaurant businesses.	Sep 21, 2011 4:28 PM

**Page 4, Q15. Please indicate the value of the festivals within the Carefree Town Center.**

13	THE FESTIVALS DO NOT BRING CUSTOMERS TO ME BECAUSE I AM NOT IN THE TOWN CENTER, AND I AM NOT A RESTAURANT. HOWEVER, I THINK THEY ARE GOOD FOR THE TOWN. I DO THINK THE VENDORS SHOULD PAY SALES TAX AS WELL AS A PERMIT TAX TO OPERATE WITHIN THE TOWN	Sep 21, 2011 1:21 PM
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**Page 4, Q16. Please indicate Town (public) capital improvements that would help to better position Carefree in the market place.**

1	Give the same effort at improvement to the HoHum area as has been given to the Gardens and Easy Street. We feel like the slums of Carefree - we are ignored.	Oct 19, 2011 7:43 PM
2	All these things should be considered after you add more substantial capital improvements in the form of diversified business and entertainment reasons for people to come to Carefree. Folks, I hate to say it, but as it currently stands, there is nothing to do here. And I think that's the way most of the residents in the areas outside downtown Carefree like it. And as long as they have the votes, that's the way it will remain.	Oct 19, 2011 4:14 PM
3	This is "icing on the cake." We have not determined the flavor of the cake.	Oct 19, 2011 2:47 PM
4	Don't you understand, you have ruined Carefree's position in the market place with capital improvements that you have made and are presently making. The gaudy signage along Scottsdale (TD) and Cave Creek Road are downright degrading, plus some places the signage blocks the view for ingress and egress to those roads. All the ideas above are horrible and a "Splash Pad under the Sundial" is hypocritical. The Founding Fathers of Carefree must be spinning in their graves because of what has been done to date.	Oct 19, 2011 1:46 PM
5	Better parking if possible	Sep 27, 2011 3:02 PM
6	Read below. From Cave Creek road, my business area looks neglected/deserted!	Sep 23, 2011 8:36 PM
7	Create sense of village through a centralized parking area with sidewalks and special lighting/landscape feature to guide people to a commerical areas. Not enough parking around the sundial on the street to do that. Guide visitors to commercial areas from Cave Creek Rd and Tom Darlington with special landscapte features so that they just don't keep heading East past the Town.	Sep 23, 2011 11:19 AM
8	Improve TOWN signage so it's very clear where the town of Carefree is when approaching from any of major streets....remove tree on roundabout at Wampum and Tom Darlington and replace with BIG monument sign and directional arrow showing ingress to Town....same at all other roundabouts.	Sep 23, 2011 9:11 AM
9	Current signage is very effective, stops customers from going to Cave creek please don't put up brown signs again- yawn	Sep 23, 2011 6:41 AM
10	Upgrade the lighting inside of Carefree post office... it's dark and dingy -- depressing. Architectural style and atmosphere of some of the town center buildings are very dated... continue the upgrade! Look at Santa Barbara --	Sep 22, 2011 5:16 PM
11	The ambient music idea being planned is excellent. It will so add to a sense of place and a feeling of being in a quality environment. A splash pad does not seem appropriate, and conveys a "wasted water" perception that the Town may not want. People with young children (splash pad users) generally are watching their budget closely, and would go feed the kids at Dairy Queen rather than stay in Carefree to dine. With the tag line "Experience The Difference", how is a splash pad different than Kierland or Desert Ridge, or Anthem?	Sep 22, 2011 4:52 PM

**Page 4, Q16. Please indicate Town (public) capital improvements that would help to better position Carefree in the market place.**

12	The splash pads would be a waste of money.	Sep 22, 2011 4:24 AM
13	Replace those load signs with the local business names with signage more appropriate to the town's look and image. They currently look so out of place.	Sep 21, 2011 4:28 PM
14	MAKE IT MORE DOG FRIENDLY SEE THE TOWN AS A WHOLE TOWN. NOT JUST THE TOWN CENTER. LIKE WHY NOT BANNERS THROUGHOUT THE TOWN? WHY NOT GAS LIGHTS THROUGHOUT THE TOWN? SEE THE TOWN FOR ALL WHOLE TOWN NOT JUST THE TOWN CENTER.	Sep 21, 2011 1:21 PM



**Page 4, Q17. Please indicate private improvements that could be made by property owners/landlords to help better position Carefree in the market place.**

1	They should be responsible to clean the sidewalks and allow us to put plants in front of our business location.	Oct 19, 2011 11:24 PM
2	I'm probably sounding like a broken record at this point, but all this would be like rearranging the deck chairs on the Titanic. It may provide work for local contractors, but it won't make any difference.	Oct 19, 2011 4:14 PM
3	This would be wonderful and expensive for local retailers. And, it would only be seen by a handful of residents and tourists. We need bigger, fresher thinking!	Oct 19, 2011 2:47 PM
4	Why weren't more sidewalks put in on Easy Street Circle instead of the planter areas that take up half the street. 2 good sized vehicles have trouble driving side by side.	Oct 19, 2011 1:46 PM
5	The shops around town center are dated and have a 70's feel to them in my opinion. It is private property, not public, so I do not know what the answer is, but remodeling to a more modern look would be a positive thing. However, in tough times, it may be unrealistic to expect a landlord to make such an investment, and it is certainly not within a town government's ability to demand it. So, I'm not sure how it could get done, but a facelift for the shops around the town center would be a welcome change in my opinion.	Sep 26, 2011 12:46 PM
6	Well the Cave Creek road frontage area where can customers turn into the parking lot area at the front side of my business looks terrible. I am not sure who is responsible. There are weeds, garbage, and old signage. Can someone please do something about this!!? I am at 25 Easy Street in the former Curves building. I am much more inclined to give a hefty donation for the Christmas parade if something can be done to make that area attractive. I invested considerable money in the appearance of my business and even cleaned up, at my expense, the sitting area in front of it and added plantings. I care about first impressions, and the town should too!	Sep 23, 2011 8:36 PM
7	all of the above are good ideas but if Landlords have tenants that are defaulting on rent...its not realistic to expect Landlords to make capital improvements....incentives should be investigated...Carefree was established over 50 years ago (not counting date since incorporation)..are grants available for preservation of "historical areas" ?? Maybe we are too young! APS offers incentives for lighting and energy savings...perhaps a workshop should be put together to determin low/no cost options for capital improvements	Sep 23, 2011 9:11 AM
8	My landlord should weed and clean	Sep 23, 2011 6:41 AM
9	getting the landlords to keep the sidewalks clean.	Sep 22, 2011 7:46 PM
10	Contract with a national architectural firm... update it for the future. Need Starbucks and other more-20-30'ish something, happening places on Easy Street;	Sep 22, 2011 5:16 PM

**Page 4, Q19. If you are a landlord, would you be in support of adding shade awnings and mister system over your sidewalk?**

1	If it is a hair Salon how they can deal with it?	Oct 19, 2011 11:24 PM
2	If you don't find more ways of getting people to walk under them, what is the point of adding shade awnings and mister systems?	Oct 19, 2011 4:14 PM
3	not needed	Oct 19, 2011 10:29 AM
4	Most of our sidewalks are already covered. Need to connect covered sidewalks to create a "trail" around the core area.	Sep 23, 2011 11:19 AM
5	We have tried mister systems. The water is too hard and leaves a white deposit on everything. Misters are high maintance and only needed in the absolute heat of summer, when foot traffic is at an all time low anyway.	Sep 23, 2011 9:11 AM
6	not a landlord	Sep 22, 2011 5:16 PM
7	Already exist	Sep 21, 2011 12:32 AM



**Page 4, Q20. What do you like in the Town Center?**

1	The buildings.	Oct 19, 2011 11:24 PM
2	It's beautiful	Oct 19, 2011 7:43 PM
3	very nice, quaint	Oct 19, 2011 4:18 PM
4	Its potential. And a couple of businesses and stores.	Oct 19, 2011 4:14 PM
5	Clarify what the Town Center is? Does this include the Town Council and Post Office or is this the outdoor space?	Oct 19, 2011 2:47 PM
6	Not too much, now that it has been cluttered with all the cactus, boulders, slide and artificial grass.	Oct 19, 2011 1:46 PM
7	the beautiful gardens	Oct 19, 2011 10:29 AM
8	Its overall Beauty, and we are excited about the new Botanical Desert Garden	Sep 30, 2011 11:36 PM
9	Ampitheater.	Sep 28, 2011 5:45 PM
10	Amphitheater/Gardens	Sep 27, 2011 3:02 PM
11	It's unique, and it's in Carefree, which is a wonderful little town and a fantastic place to live. The landscaping project is adding a lot to the look as well. The sundial is a unique thing to have as well.	Sep 26, 2011 12:46 PM
12	The gardens are beautiful, the town center has space for events.	Sep 25, 2011 4:35 PM
13	children's play area, gardens, ampitheater	Sep 23, 2011 8:36 PM
14	The new gardens and that there are not as many empty locations.	Sep 23, 2011 3:14 PM
15	Everything	Sep 23, 2011 11:19 AM
16	compact, visually appealing	Sep 23, 2011 10:47 AM
17	Remembering what we used to have.	Sep 23, 2011 9:56 AM
18	The Gardens are magnificent. More sculptures would be great.	Sep 23, 2011 9:11 AM
19	smaller shops and a walking atmosphere	Sep 23, 2011 8:12 AM
20	The new gardens	Sep 23, 2011 6:41 AM
21	Botanical Garden, Water Features and Mountain Views.	Sep 22, 2011 9:47 PM
22	the gardens and amp, love the restaurants. Need a fabulous coffee & yogurt/ice cream shop. Bike paths..is biking/skate boards allowed through easy street?	Sep 22, 2011 7:52 PM
23	It's beautiful.	Sep 22, 2011 7:46 PM
24	farmer's market	Sep 22, 2011 5:49 PM
25	It's improving... but way to go.	Sep 22, 2011 5:16 PM

**Page 4, Q20. What do you like in the Town Center?**

26	No More Dust	Sep 22, 2011 5:09 PM
27	Everything!	Sep 22, 2011 5:07 PM
28	The peacefulness and uniqueness of our shops and restaurants!	Sep 22, 2011 4:52 PM
29	landscaping, giant gila monster, sundial, signs, fountain, amphitheater	Sep 22, 2011 4:30 PM
30	new landscaping and new directory signs	Sep 22, 2011 4:11 PM
31	Easy access	Sep 22, 2011 4:24 AM
32	The ampitheater	Sep 21, 2011 7:31 AM
33	The additions in the Gardens are wonderful	Sep 21, 2011 12:32 AM





**Page 4, Q21. What do you dislike in the Town Center?**

1	The landscape.	Oct 19, 2011 11:24 PM
2	All the attention is to a park that may keep people in Carefree a bit longer, but does not bring people TO Carefree.	Oct 19, 2011 7:43 PM
3	maybe overbusy in appearance?	Oct 19, 2011 4:18 PM
4	The lack of interesting businesses or activities here. .	Oct 19, 2011 4:14 PM
5	Clarify what the Town Center is? Does this include the Town Council and Post Office or is this the outdoor space?	Oct 19, 2011 2:47 PM
6	It was pretty nice before Desert Foothills Landscaping started their project.	Oct 19, 2011 1:46 PM
7	more parking	Oct 19, 2011 10:29 AM
8	Some of the buildings are too dated.	Sep 30, 2011 11:36 PM
9	Inward focused... our backs are to our customers along Tom Darlington and CC Roads. Not pedestrian friendly. Not vehicle friendly. Town rolls up at night.	Sep 28, 2011 5:45 PM
10	Parking situation	Sep 27, 2011 3:02 PM
11	Just the dated look to most of the shop fronts as discussed above. It's hard to fix, though.	Sep 26, 2011 12:46 PM
12	More attractions in town center. Perhaps, like NY city subways, musicians could be encouraged to set up and perform (at no charge to town).	Sep 25, 2011 4:35 PM
13	People get lost all of the time either trying to find my business or even a place to eat. The restaurants need larger and more obvious signage.	Sep 23, 2011 8:36 PM
14	that the aphitheater is not utilized to it's full capacity.	Sep 23, 2011 3:14 PM
15	Nothing	Sep 23, 2011 11:19 AM
16	a couple of trashy looking alleys.	Sep 23, 2011 10:47 AM
17	Not enough parking. Design of Easy St. since makeover, straight on parking one side only.	Sep 23, 2011 9:56 AM
18	not enough retailers with appeal to draw crowds ie no national chains or high street brand names	Sep 23, 2011 9:11 AM
19	post office is located in area that is too congested	Sep 23, 2011 8:12 AM
20	not used to its potential. There should be events every weekend sponsored by the town	Sep 23, 2011 6:41 AM
21	the store fronts are dated and tired...looks like a time warp	Sep 22, 2011 7:52 PM
22	NO PARKING AND LIMITED WHEEL CHAIR ASSESSORY.	Sep 22, 2011 7:46 PM
23	Town Center building	Sep 22, 2011 5:16 PM

**Page 4, Q21. What do you dislike in the Town Center?**

24	Concerts Caters to Older People Not the young need younger activities other than Christmas Fest	Sep 22, 2011 5:09 PM
25	businesses that are not open	Sep 22, 2011 4:30 PM
26	vacant buildings, businesses closed or limited hours.	Sep 22, 2011 4:11 PM
27	The small town politics	Sep 22, 2011 4:24 AM
28	Would like to see a more vibrant atmosphere. Would like to see better retail merchangs.	Sep 21, 2011 4:28 PM
29	It is segregated and hidden from the rest of the town.	Sep 21, 2011 7:31 AM



**Page 4, Q22. Do you support the construction of additional parking spaces along Tom Darlington Drive and Cave Creek Road?**

1	Not sure - need to see the plans	Oct 19, 2011 7:43 PM
2	See above.	Oct 19, 2011 4:14 PM
3	For what purpose? This would detract from the charm of the town core.	Oct 19, 2011 2:47 PM
4	Absolutely!	Sep 28, 2011 5:45 PM
5	more parking=more people	Sep 26, 2011 4:25 PM
6	The concept sounds good, but I would have to see a plan to know if I would be in favor of it.	Sep 26, 2011 12:46 PM
7	Maybe. Traffic study would required if reducing # of lanes of traffic to support this.	Sep 25, 2011 4:35 PM
8	Would create traffic issues and safety concerns. Have to get people off the main roads back to a parking area/ structure then direct them to commerical areas with sidewalks, signage, special lighting in evening, landscaping features.	Sep 23, 2011 11:19 AM
9	One lane each direction would be an additional barrier to traffic flow. Visitors are already hampered with squeeze lanes and ineffective roundabouts	Sep 23, 2011 9:56 AM
10	adds to much more congestion and traffic impediments	Sep 23, 2011 8:12 AM
11	Not sure how that would benefit our businesses	Sep 23, 2011 6:41 AM
12	Yes, yes & yes...how about cave creek rd too!!!!	Sep 22, 2011 7:52 PM
13	?	Sep 22, 2011 5:16 PM
14	And Cave Creek Road	Sep 22, 2011 5:09 PM
15	Very ambitious and a great idea - diagonal parking conveys a true, inviting downtown as opposed to the all-too-common urban parking garage. It would be a wonderful look, convenience, as well as in inspiration to pull over, get out and walk around. Art show attendees probably would get the word out that the parking is "so much better in Carefree now!" once it's accomplished.	Sep 22, 2011 4:52 PM
16	No thoughts. Not needed for my business.	Sep 21, 2011 4:28 PM



**Page 4, Q23. Do you think it would be helpful to "identify" Carefree if Cave Creek Road's name was changed to K.T. Palmer Boulevard between Scopa Trail to the Town's eastern boundary.**

1	Too confusing. Tom Darlington / Scottsdale Rd is confusing enough. What visitor knows who KT Palmer is much less Tom Darlington	Oct 19, 2011 7:43 PM
2	change it to a name that includes the name "Carefree"...that makes more sense! I work in Carefree and have no idea who K.T. Palmer is or was.	Oct 19, 2011 4:18 PM
3	Whoever is asking these questions clearly doesn't get it. Changing names, adding parking, isn't going to make any difference. People won't come here because there are great places to park their car and they can walk through misters. Why would you drive all the way out here when you have Kierland you could go to? These are superficial things. They do not address the fundamental challenges facing this community. This whole thin needs to be thought about differently.	Oct 19, 2011 4:14 PM
4	That could add another layer of confusion. I am not sure what we are trying to "identify." That is really the important issue here...what are we trying to "identify?" I would be delighted to develop a "branding campaign" for the Town of Carefree. Sincerely, Karlynn Keyes The Trail of Painted Ponies Inc 480 459-5700	Oct 19, 2011 2:47 PM
5	Everyone in the valley is familiar with Cave Creek Road. The Sundial is in memory of K.T. Palmer. No need for a name change on Cave Creek Road. All of you newcomers should have known Mr. Palmer, then you wouldn't be so anxious to change everything so drastically.	Oct 19, 2011 1:46 PM
6	Absolutely not! That may make us feel better internally, but it would do nothing but confuse our customers. I see no benefit. Is identifying "Carefree" important or is identifying the various businesses important? In my opinion it should be about making it as easy as possible for a customer to find me, not making sure that they know they are in Carefree.	Sep 28, 2011 5:45 PM
7	contusing to the people, this is not a bright idea.	Sep 26, 2011 4:25 PM
8	There are signs that identify when one enters the town. Name changes to roads make it confusing for people following or giving directions and just frustrates visitors and those that may not know their way. I would certainly oppose that idea (not to take anything away from honoring KT Palmer -- just find another way).	Sep 26, 2011 12:46 PM
9	Oh Lord no, that makes no sense at all! It would only make sense if it was "Carefree Boulevard". Most people know and remember they can take Cave Creek Road to get to Carefree and my gosh if it got the other name people would truly get further confused. Most of my clients come to Carefree for THE FIRST TIME ever from other valley cities to come to an appointment with me. They have a difficult time finding my building, particularly when they enter from the south/ south west.	Sep 23, 2011 8:36 PM
10	as long as Carefree was identified and marketed as a continuance of the road	Sep 23, 2011 3:14 PM
11	This would create a serious disruption to navigating the area. Try putting a fancy KT Palmer Blvd sign above the CC Rd. signs.Gives the best of both with no downside.	Sep 23, 2011 9:56 AM

**Page 4, Q23. Do you think it would be helpful to "identify" Carefree if Cave Creek Road's name was changed to K.T. Palmer Boulevard between Scopa Trail to the Town's eastern boundary.**

12	Good Idea.	Sep 23, 2011 9:11 AM
13	waste on energy	Sep 23, 2011 6:41 AM
14	how about Palmer Boulevard	Sep 22, 2011 7:52 PM
15	none	Sep 22, 2011 5:49 PM
16	Are you kidding? Tom Darlington is difficult enough!	Sep 22, 2011 5:16 PM
17	Yes - what a good idea that says we respect our history! We should have thought of this a long time ago - just like Glendale Road changes to Lincoln at Paradise Valley - it's our street, not Cave Creek's!!	Sep 22, 2011 4:52 PM
18	That would have no effect and would be a waste of resources and energy.	Sep 22, 2011 4:24 AM
19	No opinion. It has been Cave Road for a long time & could be confusing for the same road to have multiple names.	Sep 21, 2011 4:28 PM