

Community Survey

A community-wide survey was employed to gather input from residents, businesses, key stakeholders, and other interested parties. Downtown Crystal Lake/Main Street with the help of various partners, received 1768 responses from the community.

The responses summarized in this report likely reflect a sample bias, representing the audience reach of DCLMS and its partners. Responses should be considered in that context. As the DCLMS builds out workplans based on the recommended Transformation Strategies, it should collect additional information from target audiences to ensure programming is aligned. *An important audience that is not reflected in the survey are tourists and other non-local visitors.*

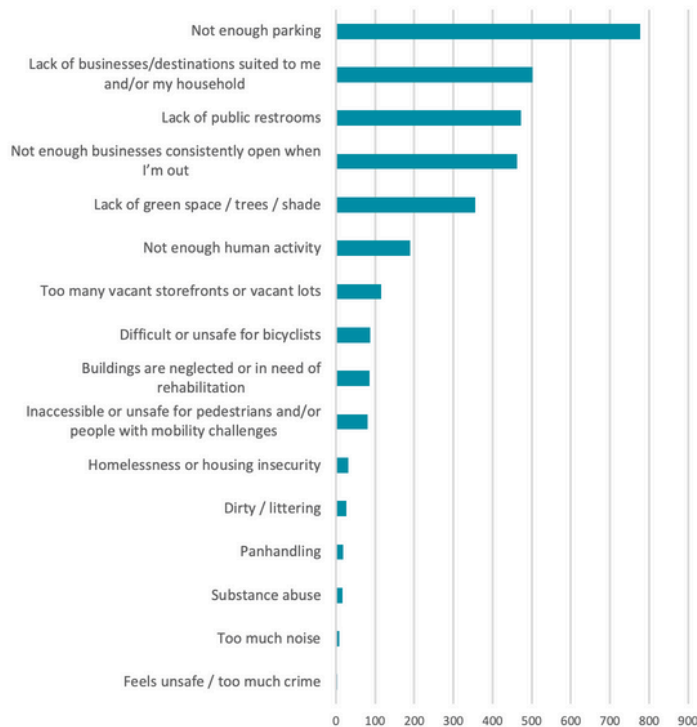
The workshop presentation with each survey response is provided with this report.

Survey Respondents

- 61% from DCLMS social media/email, 29% from partner organizations, 5% word of mouth, none from local media.
- 82% state that they visit the district regularly, 8% work in the district, and 4% own a business, 1% own property.
- 59% visit daily or weekly.
- 100% are familiar with DCLMS. As discussed with the Executive Director, this may be an over representation with respondents confusing the name of the organization with the place.

Community Perspective

What do you see as the top three issues in downtown Crystal Lake?



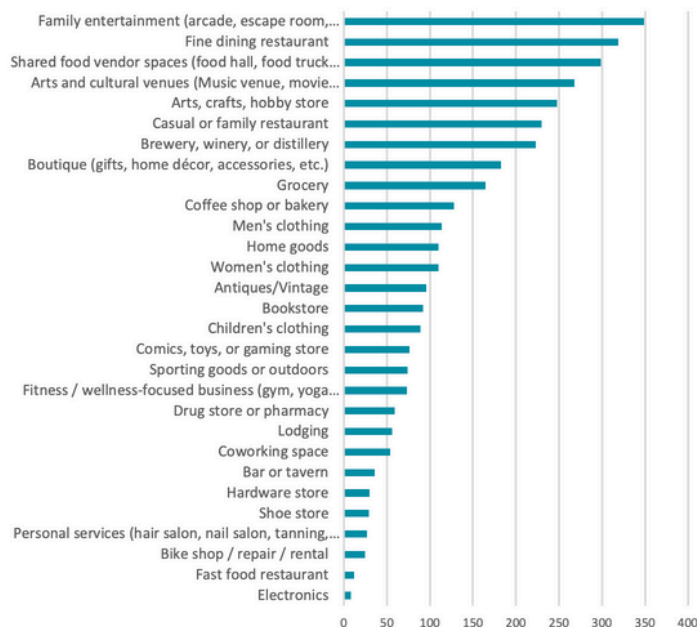
Insights from chart:

- Top issues related to business variety/hours, parking, and public restrooms.

Notable write-in concerns (223 resp.):

- Desire for more activities, festivals, live music, etc. especially during evenings and across seasons.
- Insufficient parking and traffic congestion, esp. near key intersections.
- Lack of outdoor and family-friendly spaces.
- Desire for more business variety.
- Need for preservation of historic buildings.
- Need for better upkeep of public spaces.
- Desire for more dining options including outdoor seating.
- Other concerns: loitering, wayfinding, new development affecting charm.

What three business types would you like to see more of in downtown Crystal Lake?



Insights:

- Top businesses are diverse, representing a mix of experiences, family entertainment, fine dining, food halls, and cultural venues.
- Businesses such as bar or tavern are low, likely because they are already well represented within the district.

What word comes to mind as you think about what you like and dislike about downtown Crystal Lake?

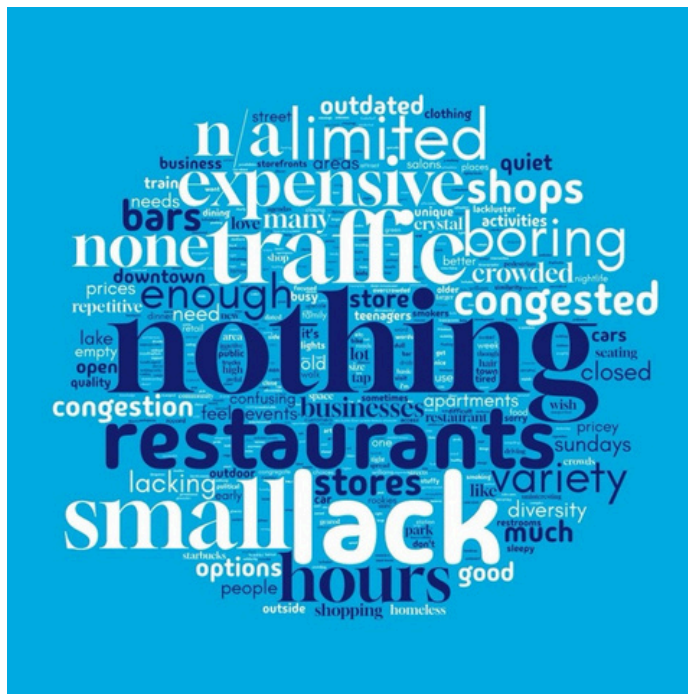
Like:



Dislike:



Since parking was overwhelmingly represented in the initial dislike word cloud a secondary word cloud was created omitting that word:



Common Like Themes:

Quaint & Charming(e.g. quaint, charming, charm, cozy, cute, nostalgic, atmosphere, homey, inviting, warm)

Community & Social Connection (e.g. community, friendly, welcoming, hometown, people, local, social, gathering, small-town vibe)

Shops & Small Businesses (e.g. shops, shopping, boutiques, local businesses, independent stores, specialty, unique shops)

Walkability & Accessibility (e.g. walkable, convenient, proximity, accessible, parking, transit, train, sidewalks)

Food & Restaurants (e.g. restaurants, food, dining, coffee, farmers market, variety of food options)

Common Dislike Themes:

Parking & Traffic (e.g. Parking, No Parking, Limited Parking, Parking Availability, Congestion, Traffic, Cars, Parking Spots, Parking Lots)

Variety & Store Hours (e.g. Limited, Lack of Variety, Similar Businesses, Business Diversity, Store Hours, Closed, Closed Sundays, Shops Close Early, Not Enough Stores)

Cost & Affordability (e.g. Expensive, Pricey, High Prices, Overpriced, Expensive, Boutiques, Limited Affordable Shopping)

Entertainment & Activities (e.g. Boring, Dull, No Activities, Lack of Events, Lacking Nightlife, Lacking Variety, Limited Venues, Not Enough Things to Do)

Crowds & Accessibility (e.g. Crowded, Congested, Busy, Overcrowded, Inaccessibility, Hard to Navigate, Cramped, Pedestrian Crossings)

When the word cloud is shown without parking, the other themes above are more readily visible.

Which businesses and other destinations do you most often visit in Downtown Crystal Lake?

The mentioned business can be categorized by the following top 5 categories:

Restaurants & Cafés – 1,429 mentions

Benedict's La Strata (375), Café Olympic (258), Starbucks (276), Georgio's Chicago Pizzeria (211), Duke's Alehouse (182)

Shopping & Boutiques – 801 mentions

Marvin's Toy Store (160), Out of the Box (150), The Clothes Gallery (106), Shopping/Boutiques (97), The Olive Tap (78)

Entertainment & Arts – 171 mentions

Raue Center for the Arts (171)

Salons & Spas – 171 mentions; Blush

Salon & Spa (34), Clip Joynt Salon (24), Queen Nails (25), General Mentions (26), Shay Boutique (25)

Bars & Breweries – 245 mentions; Crystal Lake Brewing (115), Rookies Sports Bar (93), Matt's Tavern (24), Goal Line Sports Bar (25), Labemi's Tavern (34)



Preferred Visit Times

Day of the Week	Community Survey (i.e. when people want to come)	Placer.ai (i.e. when people are actually coming)
Saturday	38%	22%
Sunday	24%	13%
Friday	17%	18%

Time of Day	Community Survey (i.e. when people want to come)	Placer.ai (i.e. when people are actually coming)
5 pm – 7 pm	36%	16.4%
1 pm – 3 pm	16%	13.7%
3 pm – 5 pm	16%	13.1%
11 am – 1 pm	16%	13.3%

Additional community perspective:

- The most common reason for visiting the district is dining (76%).
- Other top reasons include shopping for fun (50%) and events/festivals and socializing (36% ea.).
- 24% say that businesses are not open when they want to visit.
- 16% say that they want to see more housing in downtown. 31% are unsure.
- 10 youth responses. Desired activities include art, games, music and events.