

Downtown Kinston Needs Assessment

List the needs you feel are important for the success of your business, ranked in order of importance:

1. _____
2. _____
3. _____
4. _____
5. _____

Please return to: **Pride of Kinston, 327 North Queen Street, Kinston, North Carolina 28501**

This assessment form is available on Pride's website: www.downtownkinston.com.

(If you need additional space, please feel free to add additional sheets to this paper.)

OPTIONAL:

(name of individual completing survey) (business name & address) (phone & email address)

For your information, a number of North Carolina Main Street programs have recently surveyed their business communities, and listed below is a sample of issues and ideas which were articulated by some of your colleagues around the State. Some were business specific. Others were community suggestions.

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|---|--------------------------|
| 1. Availability of capital | 7. Staff training |
| 2. Entrepreneurship training | 8. Exterior improvements |
| 3. Store/business marketing/advertising | 9. Customers |
| 4. Joint/business marketing and advertising | 10. Business plan |
| 5. Website development | 11. Loan pool |
| 6. Retail diversity | 12. Better parking |