



Downtown San Diego Partnership PETCO PARK SURVEY RESULTS



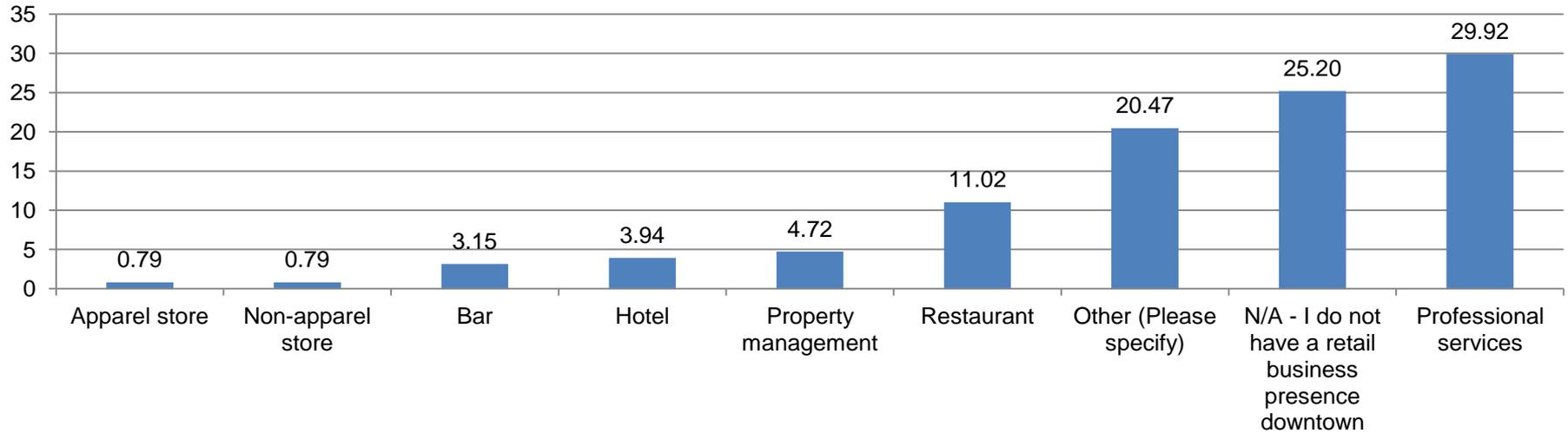
SUMMARY

- Survey was sent out by email **Wednesday, August 3rd** to roughly 200 downtown businesses through the Downtown Partnership, East Village Association and Gaslamp Quarter Association.
 - Survey closed at 12:00pm Monday, August 15th
 - Received 96 complete responses providing a margin of error of 7.23%

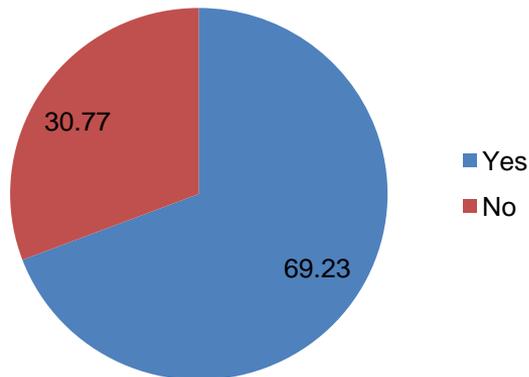


BUSINESS

What type of business do you have in downtown San Diego?



Does your retail business benefit from baseball games at PETCO Park?



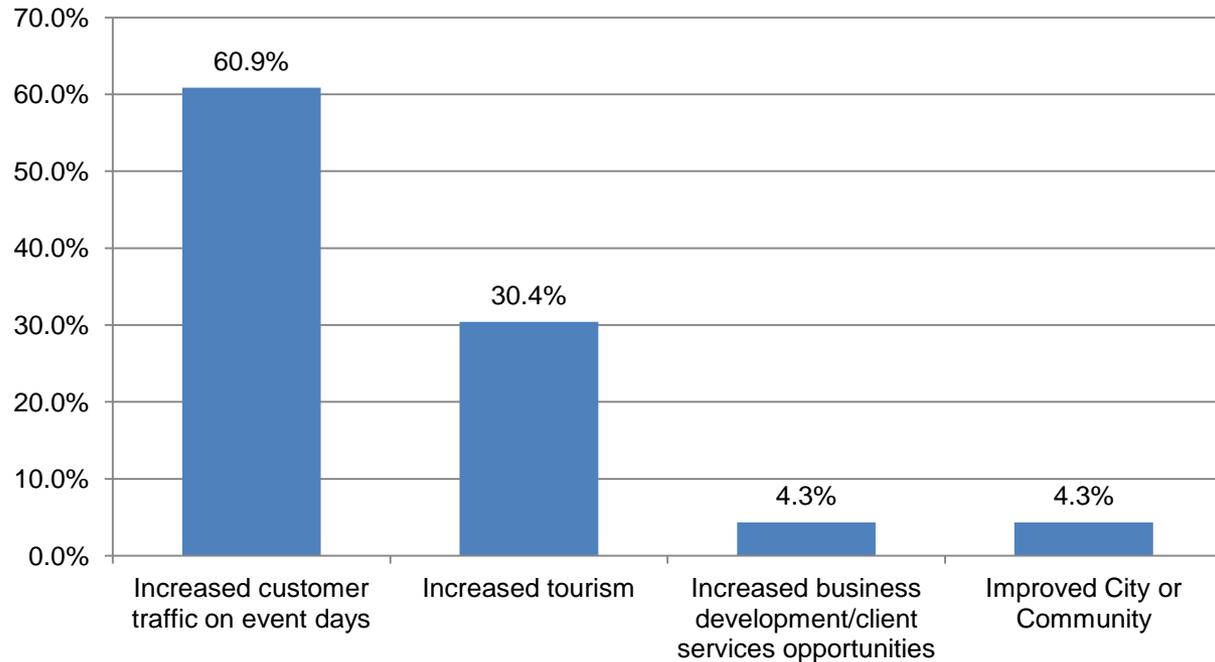
BENEFITS - BASEBALL

What type of benefits does your retail business see as a result of baseball games at PETCO Park?

“Drive overnight stays to hotel and allows for client events at the ballgame.”

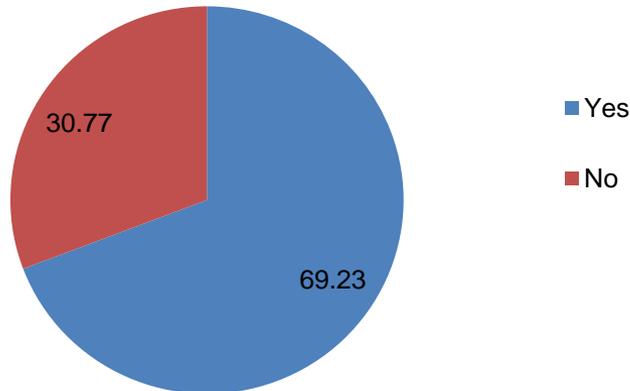
“Increased traffic in the Gaslamp Quarter. Increased interest in hosting private events in-conjunction with ball games.”

“Improved San Diego/downtown creating more desirable residential neighborhood.”

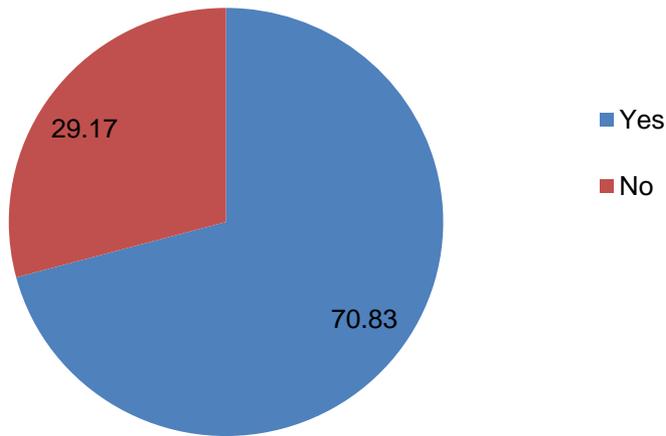


BENEFITS – NON-BASEBALL

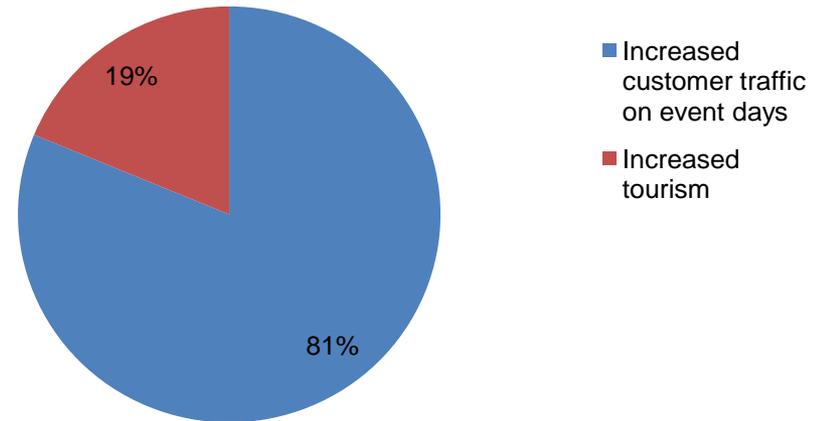
Does your retail business benefit from non-baseball events at PETCO Park (e.g. concert series, soccer matches, large corporate events, holiday themed events, Breast Cancer 3-Day Walk, Proms, etc.)?



Does your retail business suffer from a lack of event activity downtown during the San Diego Padres' offseason (October through February)?



What type of benefits does your retail business see as a result of non-baseball events at PETCO Park?



“More foot traffic in front of my business. And, more guests through our doors. Also, more shifts for my employees to work.”

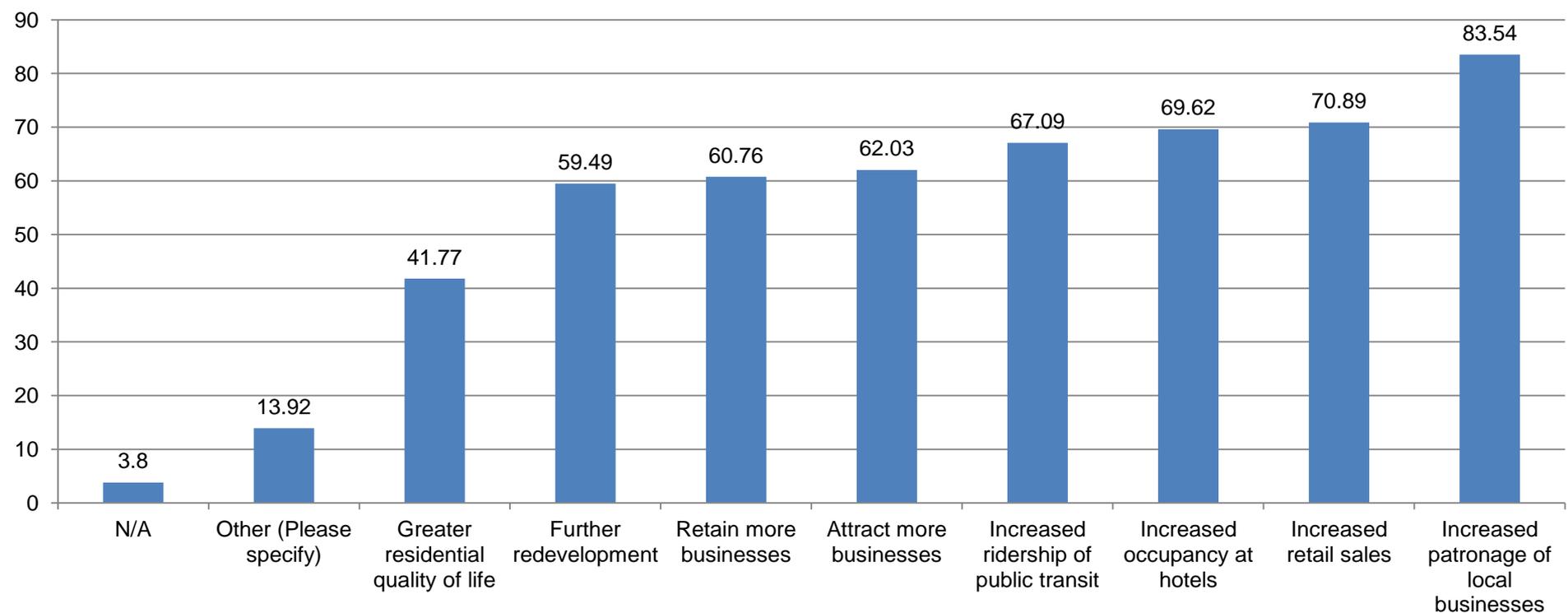
“The soccer and rugby matches are great, as they draw an international crowd who come to San Diego to watch the games.”

“We receive the same benefits from non-baseball events at Petco as we see from Baseball games. However, the business that we have received from concerts is over and above any other events.”

RESULTS OF INCREASED EVENTS

If PETCO Park were to increase the amount of events held during the Padres' offseason which of the following do you believe will result from the increased event activity?

(Please select all that apply)



RESULTS OF INCREASED EVENTS

Please rank the types of events to be held at PETCO Park during the San Diego Padres' offseason that would be most beneficial to your business.

Please use the following scale with "1" being "most beneficial" and "6" being "least beneficial".

