



# CITY OF BLACK DIAMOND

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Physical Address: 24301 Roberts Drive  
Mailing Address: PO Box 599  
Black Diamond, WA 98010

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[www.ci.blackdiamond.wa.us](http://www.ci.blackdiamond.wa.us)

## Dear Neighbor:

The City of Black Diamond is asking for your input in planning a vibrant future not only for Black Diamond, but for our Community as a whole.

The enclosed survey allows you to tell us about your shopping behaviors and describe the types of businesses you might support if they were available in the City of Black Diamond. Your participation will be the cornerstone of a marketing plan designed to help expand existing, and attract new, businesses to Black Diamond.

- **Why should I fill out this survey?** To help us determine a plan to revitalize Black Diamond based on your shopping, service and dining needs.
- **Do I have to fill in all the questions?** The more information you provide the more accurate and useful our analysis will be.
- **How is Black Diamond defined:** The map illustrates Black Diamond boundary lines.
- **Where do I find the survey?** An interactive survey is available on our city website, it is posted under [IN THE SPOTLIGHT](#) on the front page the information will be automatically received. If you prefer a hard copy you can pick one up at City Hall or download it from our website at: [http://www.ci.blackdiamond.wa.us/Depts/Econ/economic\\_home.html](http://www.ci.blackdiamond.wa.us/Depts/Econ/economic_home.html)
- **How do I return my survey?** If you do not use the interactive option, please send it electronically to [awilliamson@ci.blackdiamond.wa.us](mailto:awilliamson@ci.blackdiamond.wa.us) or drop off at City Hall or mail it to:  
City of Black Diamond P.O. Box 599 Black Diamond, WA. 98010, Attention: Andrew Williamson
- **What is the deadline?** Please return the survey by **May 30, 2014**

If you have additional questions, feel free to call Andrew Williamson (360-886-5715)

We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available

Thank You.

*Andrew Williamson*

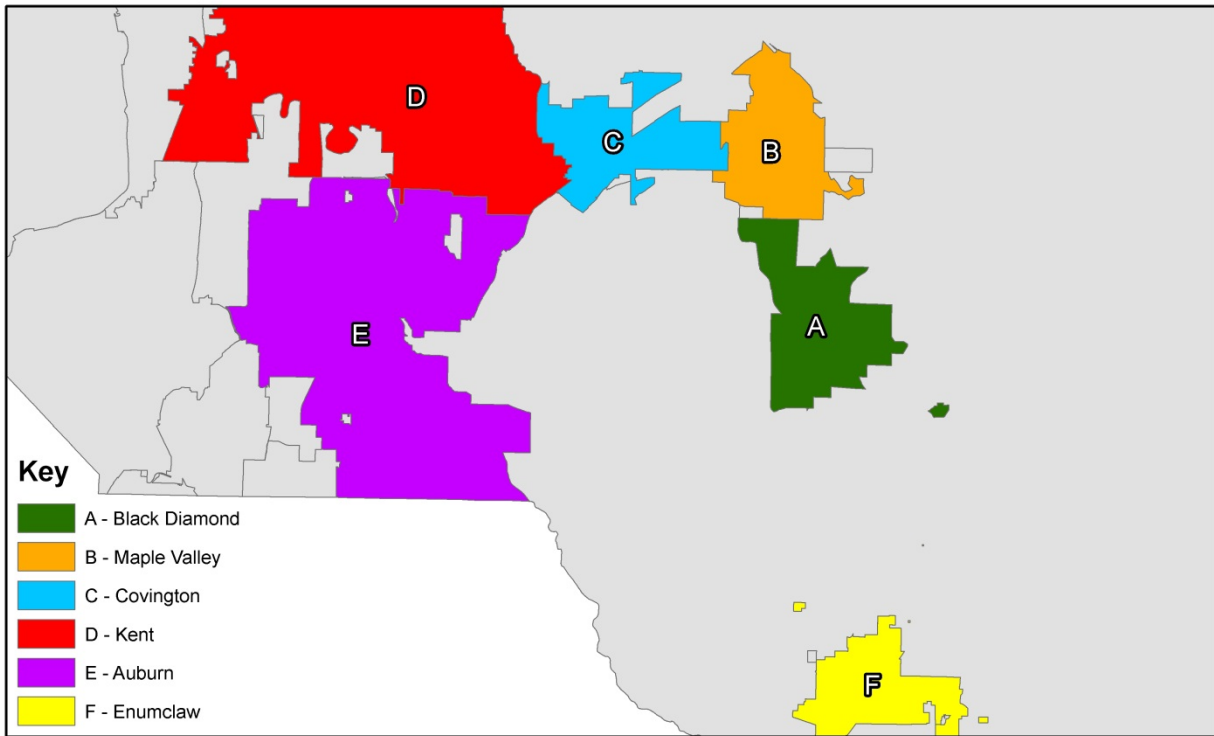
ECONOMIC DEVELOPMENT DIRECTOR

PHONE: 360-886-5700

FAX: 360-886-2592

EMAIL: [AWILLIAMSON@CI.BLACKDIAMOND.WA.US](mailto:AWILLIAMSON@CI.BLACKDIAMOND.WA.US)

Map:



1. Please rank shopping areas in order of your shopping preference, with 1 as your first choice and 6 as your last choice.

1) \_\_\_\_\_  
 2) \_\_\_\_\_  
 3) \_\_\_\_\_

4) \_\_\_\_\_  
 5) \_\_\_\_\_  
 6) \_\_\_\_\_

2. What of the following attracts you to a shopping/business area? Mark ONE for EACH.	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
A variety of products and services					
Quality of products and services					
The look and feel of a business area					
Friendly customer service					
Independent stores over chains					
Shopping after 5pm on weekdays					
Shopping on weekends					
Convenient parking					
Price					
Safety (personal, pedestrian and transportation)					
Other _____					

<b>3. How often do you come to the City Of Black Diamond for the following? Mark ALL that apply</b>	<b>One or More times/week</b>	<b>One to Two times/month</b>	<b>Occasionally or Rarely</b>	<b>Never</b>
Work				
Grocery Shopping				
Shopping, Non-Grocery				
Restaurants				
Taverns				
Post Office/Library/Gov't				
Banking				
Health Services				
Services (Hair, Insurances, Accountant, etc.)				
Automobile dealers				
Passing Through				
Other _____				

**4. If any, what specific store(s) draws you to shopping areas?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>5. If you do not shop in The City of Black Diamond for the following goods, indicate why you shop elsewhere. (leave blank if you do not purchase) Mark ONE reason for each store type.</b>	<b>Selection</b>	<b>Service</b>	<b>Quality</b>	<b>Price</b>	<b>Hours</b>
Automotive Dealer					
Automotive Parts					
Art Dealers					
Building Materials/Hardware					
Clothing					
Crafts/Hobbies/Sewing					
Electronics/Computer					
Furniture/Appliance					
Gifts (Including Florists, Jeweler, Etc.)					
Grocery					
Optical Goods					
Musical Instruments					
Personal Care ( Spa Products/Cosmetics)					
Pharmacy					
Specialty Food (Health, Natural, Etc.)					
Spirits & Wine					
Sporting Goods					

**7. What two types of restaurants you would most like to see in The City of Black Diamond:**

Mark (☑) TWO categories.

- Asian  Coffee Shop  Italian  Organic/Healthy
- Bakery  Delicatessen  Late Night Eat/Drink  Seafood
- Banquet Room  Family Restaurant  Mexican  Steakhouse
- Barbecue  Fast Food  Middle Eastern  Vegetarian
- Brew Pub  Greek  Pancake  Other \_\_\_\_\_

**6. Name five types of businesses you would like to see come to The City of Black Diamond**

(Name a specific store type,

(coffee shop, family clothing store, bakery, etc.):

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**8. Name a community similar to Black Diamond that you feel has a vibrant and attractive downtown we can learn from:**

\_\_\_\_\_

<b>9. Imagine Black Diamond in ten years. How appealing are these future scenarios? The BID is...</b>	Very Appealing	Okay	Not Appealing	Don't Know
The center of employment with the addition of new office Employers and businesses that serve the daytime population.				
An attractive place to call home with new apartments, condos and townhouses that appeal to a wide variety of residents from students to retirees.				
An aesthetic bend of green space, natural elements, pedestrian level amenities with an historic flavor.				
A meeting place and the center of community activities with a mix of coffee shops, brew pubs, cultural and recreation spaces.				
A niche place where thrift stores, used merchandise, and neighborhood convenience retail stores are within walking distance.				
A destination retail center attracting people from a distance with a mix of retailers that focus on a specific niche like home furnishings.				

*Please share any alternative scenarios you may have:*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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**10. Please provide any additional comments to help us improve Black Diamond**

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***Please Tell Us a Little About Yourself:***

**What is your home zip code:** \_\_\_\_\_ **Work zip code:** \_\_\_\_\_

**Number living in your household:** \_\_\_\_\_

**What is your age?** 18 or under 18-24 25-44 45-64 65 and over **Gender?** Male Female

**What is your household's annual income?** Mark (☑) ONE

- Less than \$15,000  \$35,000-49,999  \$100,000-149,999  
 \$15,000-24,999  \$50,000-74,999  \$150,000-199,999  
 \$25,000-34,999  \$75,000-99,999  \$200,000 or more

**How would you describe your current job?** Mark (☑) ONE.

- Mgmt./Financial  Services  Production  Looking For Work  
 Professional  Farm/Forestry/Fishing  Transportation  College Student  
 Sales  Construction  Stay-at-home Name of college:  
 Admin. Support  Installation/Maint.  Retired \_\_\_\_\_