

**Fifth Annual
“Sparkling the Heart of
Fordham”**

2009 Business Feedback Survey



The BID would like to take this opportunity to thank you for participating in the Fifth Annual “Sparkling the Heart of Fordham”. In a continuing effort to make Fordham Road business better, we ask you to please take a few moments to fill out this brief survey. Your answers will help the BID work better to serve you in the future.

Did your business receive additional customers / sales as a result of this program? If so, how many?

- No If Yes: 5 – 10 11-25 26 – 40 40+

How did customers retrieve the discounts?

- Newspaper ad / Magazine BID coupon MetroCard

Did your new customers mentioned how they find out about this discount program?

- No if Yes, Newspaper/Magazine TV Commercial Internet search Website promotion

Are you satisfied with marketing and promotional campaign attached to this program? Do you plan to participate in next year’s program? Yes No

If not, why? What could be done to change your mind?

The BID ran a Holiday Security Patrol Program – in which a security crew provided foot patrol along the district from Black Friday – Nov. 27th to Dec. 31, 2009. Do you think adding security attracted more shoppers to the district during this promotion?

**Thank you for your participation.
Please fax this form back to us at 718.562.6225**

**Or mail to us at:
Fordham Road BID
2488 Grand Concourse, Room 411
Bronx, NY 10458
Tel: 718.562.2104**