

PRESCOTT  
EST 1784  
THE FORT TOWN

DOWNTOWN  
PUBLIC SPACES  
& POP-UPS  
SURVEY

*#ExplorePrescottON*

Invest  
Prescott

# Overview

This survey was designed to generate feedback from key stakeholder groups (Residents, Visitors, and Businesses) on a number of Downtown Installations in 2023.

## Total Responses

268

## Respondent Demographics

75%

**Identified as Residents**

16%

**Identified as Visitors**

- 12% First visit to Prescott
- 56% Travelled Less than 15 km
- 28% Travelled 15-40 km
- 16% Travelled 40 km or more

13%

**Identified as Business Owners**

- 53% Tourism-oriented
- 62% Downtown
- 14% Home-Based
- 24% Uptown

# PRESCOTT POP-UPS

Overall Results

99%

Were aware of the  
Prescott Pop-Ups

85%

Visited the Prescott  
Pop-Ups

62%

Would like to see the  
Pop-Ups expand in 2024

## Top Vendor Draws

79% Food/Food Trucks

62% Artisans/Crafters

44% Retailers/New Goods

## Top Event Draws

52% Poutine Feast

34% Canada Day/Canine  
Watersports

28% Grand Opening

## How you heard

68% Social Media

65% Noticed Passing By

37% Word of Mouth

# PRESCOTT POP-UPS

Visitors

Businesses

98%

Were aware of the Prescott Pop-Ups

91%

Visited the Pop-Ups

66%

Would like to see Pop-Ups Expand in 2024

100%

Were aware of the Prescott Pop-Ups

62%

Visited the Pop-Ups

76%

Would like to see Pop-Ups Expand (50%) or remain the same size (26%) in 2024

## Vendor Survey Highlights

91%

Felt Pop-Up Foot Traffic helped create sales opportunities for their business.

82%

Said Participation Improved their Business.

100%

Hope to see Pop-Ups expand in 2024.



# RiverWalk Promenade

**96%** were aware of the RiverWalk Promenade

**74%** Visited the RiverWalk Promenade

**81%** believe the Promenade improves the connection between the Downtown and Waterfront

## Top Other Locations Visited

85% Downtown Prescott

55% Heritage River Trail

54% RiverWalk Park

## The RiverWalk Promenade...

Strongly Agree/Agree

is visually appealing. **83%**

creates an inviting entryway to the Waterfront and Downtown. **78%**

is clean and well maintained. **86%**

is identifiable as a public space **84%**

encourages me to spend more time in Downtown Prescott. **59%**

Strongly Agree/Agree

## Visitors

Installations like the RiverWalk Promenade make Prescott a more appealing place to visit. **89%**

“Great improvements Prescott!! Would drive on the weekends to enjoy the events and water front. Beautiful.”  
Visitor,  
15 km to 40 km

# RiverWalk Promenade Business Responses

## The RiverWalk Promenade...

Strongly Agree/Agree

makes Downtown Prescott a more appealing place to do business.

59%

is mentioned by customers visiting.

44%

increased traffic to my business.

21%

“  
You have done such an incredible job creating such a cool place in Prescott!!  
Business Owner,  
Downtown Prescott  
”

**The RiverWalk Promenade was an inconvenience to customers trying to access my business.**

**Yes**

**No**

19%

81%

**The RiverWalk Promenade was an inconvenience to my business operations.**

13%

87%

# RiverWalk Promenade in 2024

**In 2024, I would like to see the Promenade...**

**All Season      Weekends      Not Installed**

**46%**

**46%**

**8%**

I am required to adjust my regular driving patterns when the Promenade is installed

**Yes  
19%**

**No  
81%**

**Businesses were asked if they would support a 7 day a week closure in 2024**

**Yes  
No**

**50%  
50%**

I am willing to make this adjustment to support the Promenade

**7 Days  
a Week  
46%**

**Weekends  
Only  
49%**

**No  
6%**

**Yes**

**No**

I would be in support of the RiverWalk Promenade being in place 7 days a week from May through September in 2024, as a full season road closure and installation.

**56%**

**44%**

# Farmers' Market

**82%** were aware of the Market's Relocation

**64%** visited the Market in the 2023 Season

## The Farmers' and Crafters' Market...

is easy to find.

is convenient to visit.

is more appealing at the Promenade.

features a well-rounded selection of vendors.

Strongly Agree/Agree

**77%**

**73%**

**57%**

**49%**

## Vendor Survey Highlights

**91%**

of vendors rate their 2023 Market experience as Very Good or Excellent

**100%**

Plan to Return in 2024

**100%**

Preferred the Promenade location to other options.

**86%**

Experienced similar or better sales than at other markets.



# Street Patios

**95%** were aware of the RiverWalk Street Patios

**26%** Used a Street Patio

**76%** Saw People using the Street Patios.

## Patio Usage Self

81% Clock Tower  
29% East Patio  
36% West Patio

## Patio Usage Observed

88% Clock Tower  
51% East Patio  
59% West Patio

## Most Popular Times

50% Weekend, Afternoon  
46% Weekend, Lunch  
40% Weekday, Lunch

## The Street Patios...

were a good addition to the Downtown.

make me more likely to get takeout.

make me more likely to spend additional time Downtown.

improve the appearance of the Downtown.

help create a more inviting Downtown.

were clean and well-maintained.

were a positive addition for my business.

were commented on positively by visitors to Prescott.

## Strongly Agree/Agree

83%

78%

86%

84%

59%

84%

## Strongly Agree/Agree Businesses Only

60%

30%

27%

54%

60%

78%

18%

24%

**Do you have concerns about the location of one or more of the patios?**

**Businesses**

**Yes No Maybe**

23% 77%

52% 48%

**Would you be interested in seeing more street patios installed in Prescott in 2024?**

**Businesses**

29% 37% 34%

24% 30% 45%