



**2024**  
**Corsicana Main Street Program**  
**Community Survey**

# What is Main Street?

**The Main Street Program empowers our community to shape its future by driving local revitalization efforts. It provides the tools and support to tackle the challenges of breathing new life into downtown, while promoting locally-owned businesses, and preserving our unique character. Through collaboration and a shared vision, we're creating a vibrant and thriving space for everyone to enjoy, ensuring Corsicana remains a place where both businesses and people can prosper.**

## Main Street Advisory Committee

- The duty of the committee is to work collaboratively with the Main Street and Tourism Director to encourage downtown revitalization and create a work plan following the National Main Street four-point approach of Economic Vitality, Design, Organization and Promotion.

## Convention & Visitors Bureau

- This board shall serve as an advisory board to the City with the purpose and objective to promote, support, and maximize hotel/motel occupancy.

## Landmark Commission

- To protect and preserve places and areas of historical and cultural importance and significance and to maintain heritage and property values.

# What are Transformation Strategies?

The Main Street approach is built around Transformation Strategies, which provide a clear and intentional path to revitalizing and strengthening downtown areas. These strategies focus the community's efforts on a specific goal, such as making downtown more 'family-friendly' or boosting a particular industry.

Scan the QR code to see our current transformation strategies



# Main Street Four Points



Design



Organization



Economic Vitality



Promotion

# Survey Mission

**The mission of the Corsicana Main Street Community Survey is to collect essential feedback from residents and stakeholders to guide the development of a vibrant and thriving downtown. Through this survey, we seek to understand community needs and preferences to drive improvements and attract new opportunities, ensuring a downtown experience that enhances the quality of life for all.**

**829 Community Responses**

# How often do you visit Downtown Corsicana?

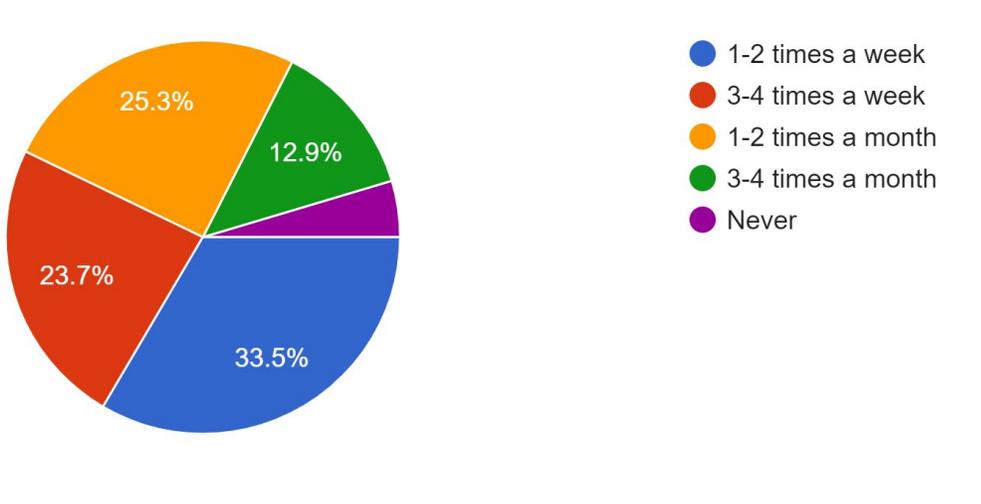
**1-2 times a week- 275 people**

**3-4 times a week-195 people**

**1-2 times a month-208 people**

**3-4 times a month-106 people**

**Never- 38 people**



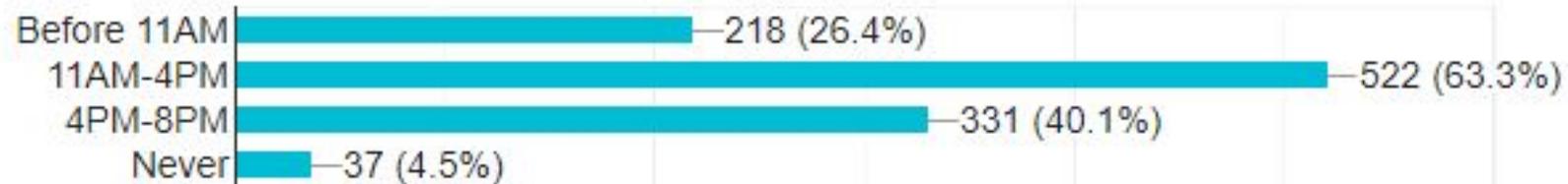
# What time of day do you most often visit Downtown Corsicana?

Before 11AM- 218 people

**11AM-4PM- 522 people**

4PM-8PM- 331 people

Never- 37 people



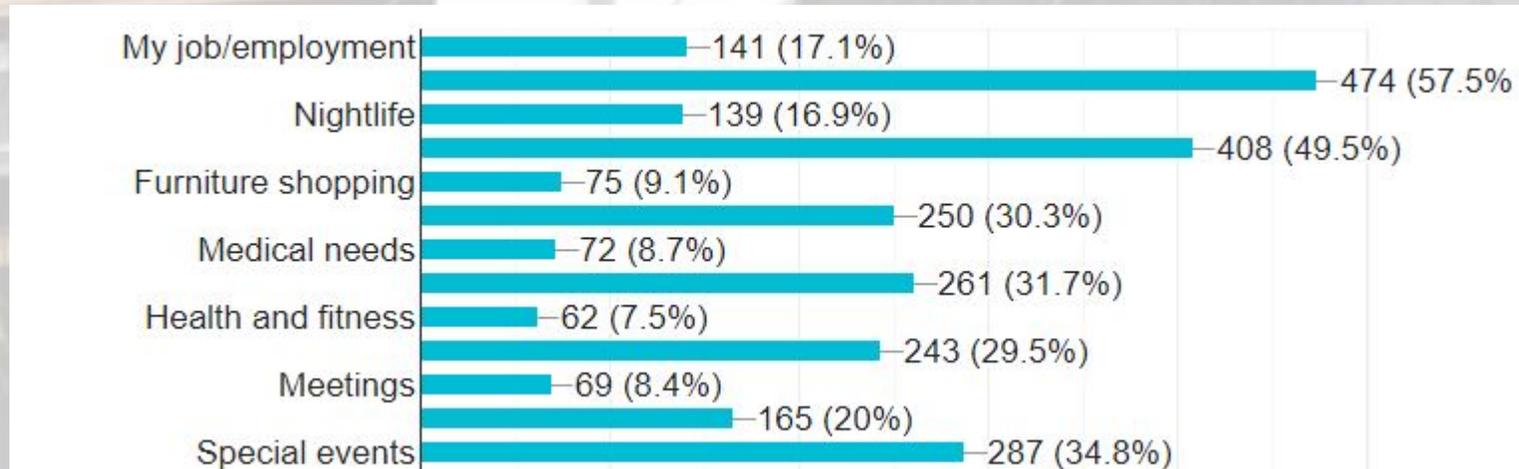
# Why do you visit Downtown Corsicana?

**Dining- 474 people**

**Boutique Shopping- 408 people**

**Special Events- 287 people**

**Beauty Hair/ Make-Up Services- 261 people**



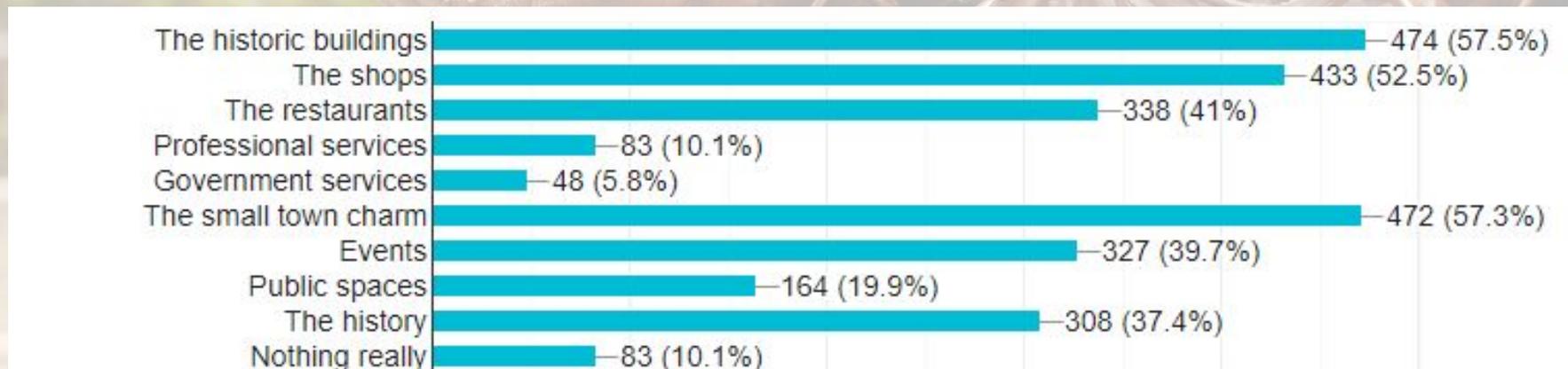
# What are Downtown Corsicana's greatest assets?

**The Historic Buildings- 474 people**

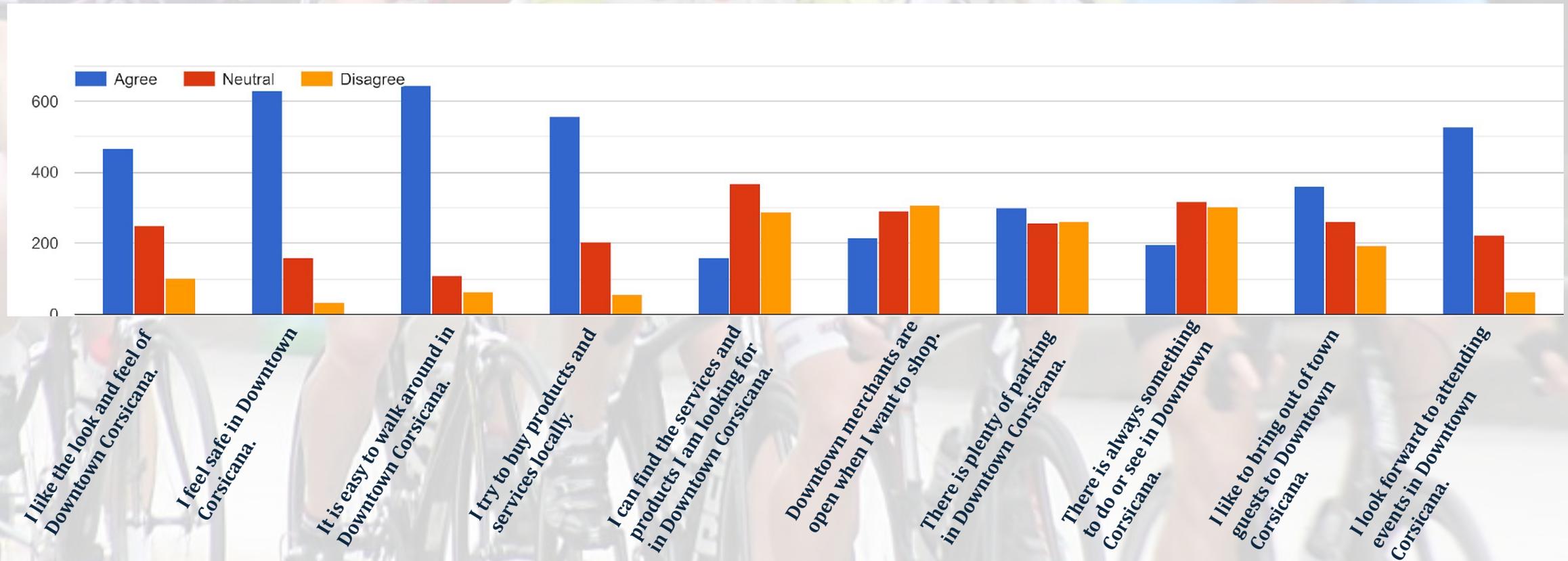
**The small-town charm-472 people**

**The Shops-433 people**

**The Restaurants- 338 people**



# How Strongly do you agree or disagree with the following statements?



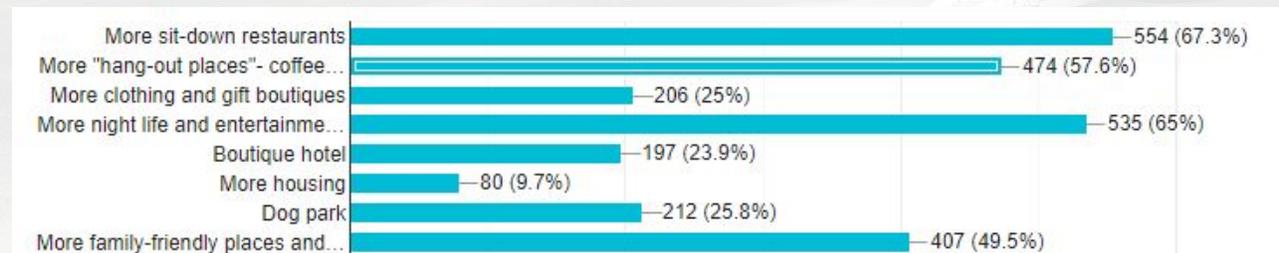
# In general, what do you think would make Downtown Corsicana a more desirable place to live, work or visit?

**More sit-down restaurants-554 people**

**More night life and entertainment- music venues, winery, brewery/pub-535 people**

**More hangout places (Coffee Shop, Ice Cream Shops, Cafes) - 474 people**

**More family friendly places and activities- 407 people**



# What types of events would you like to see in Downtown Corsicana?

**More food events-645 people**

**Outdoor Concerts-482 people**

**More kid friendly/family events -454 people**

**More seasonal/holiday events-419 people**



# What level of value, importance, or priority would you place on downtown revitalization efforts to do the following?



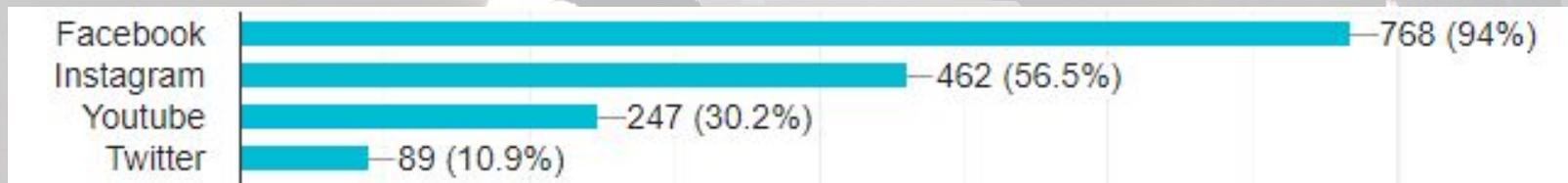
# What social media accounts do you use regularly?

**Facebook-768 people**

**Instagram-462 people**

**YouTube -247 people**

**Twitter- 89 people**



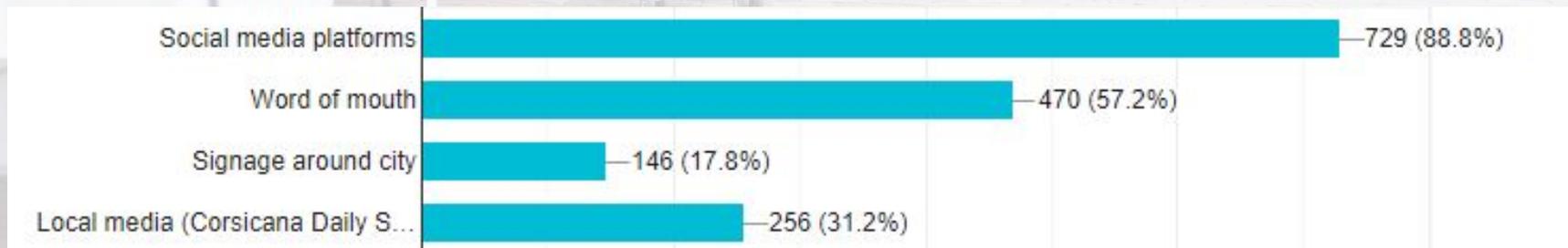
# How do you find out about what is happening in Downtown Corsicana?

**Social Media Platforms-729 people**

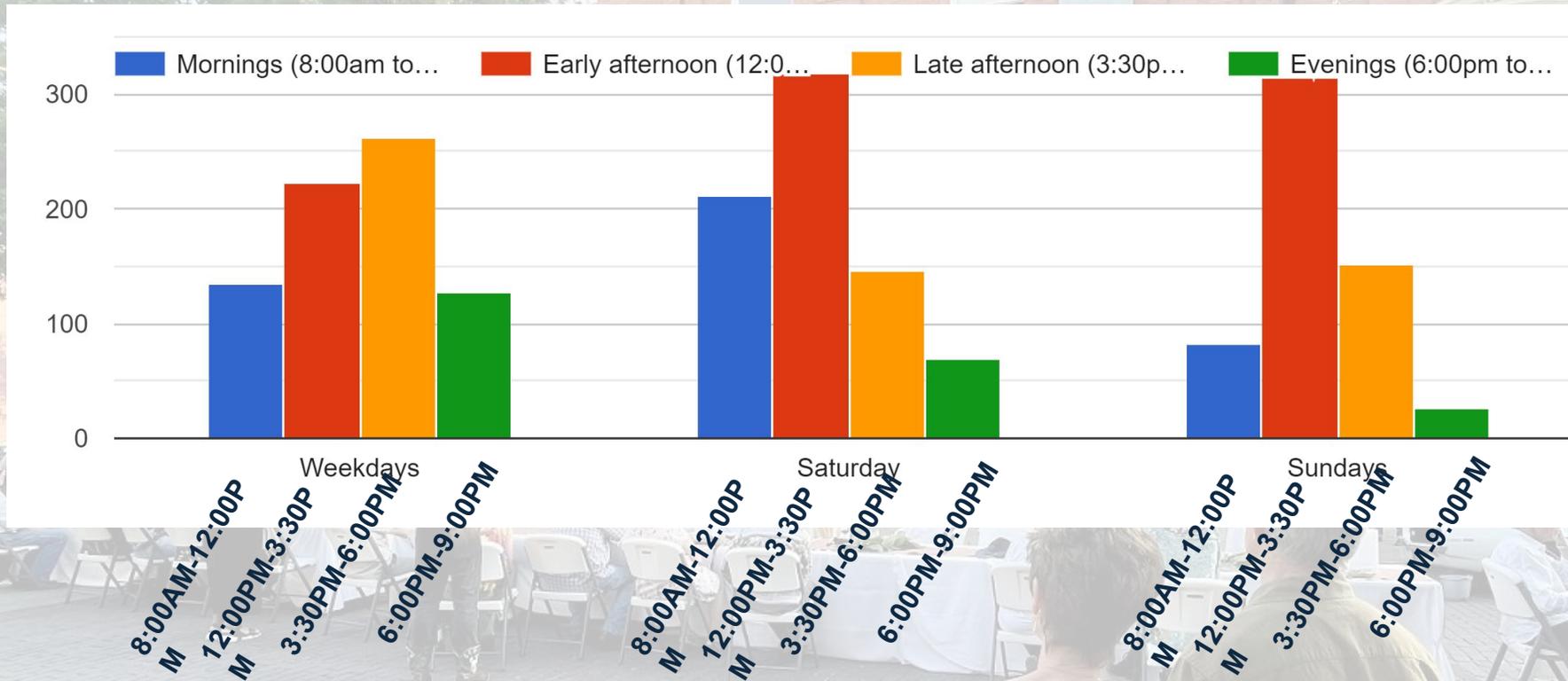
**Word of Mouth-470 people**

**Local Media -256 people**

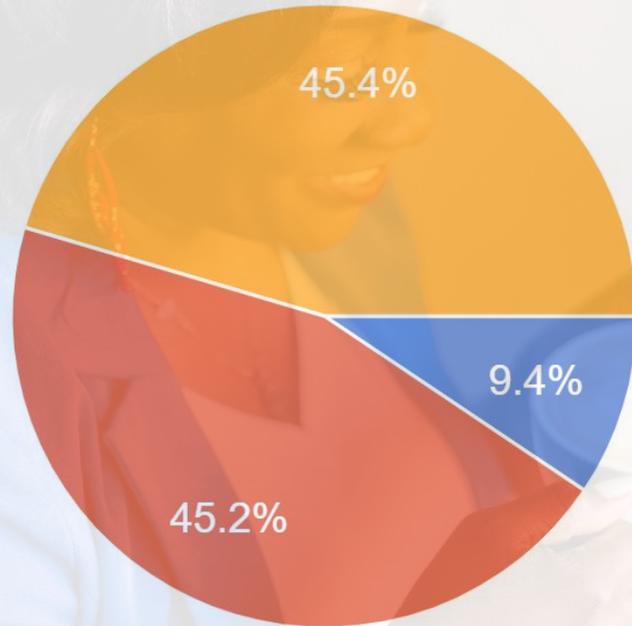
**Signage around town- 146 people**



# What are your preferred hours to shop in downtown Corsicana?



# How often do you eat out in a week?

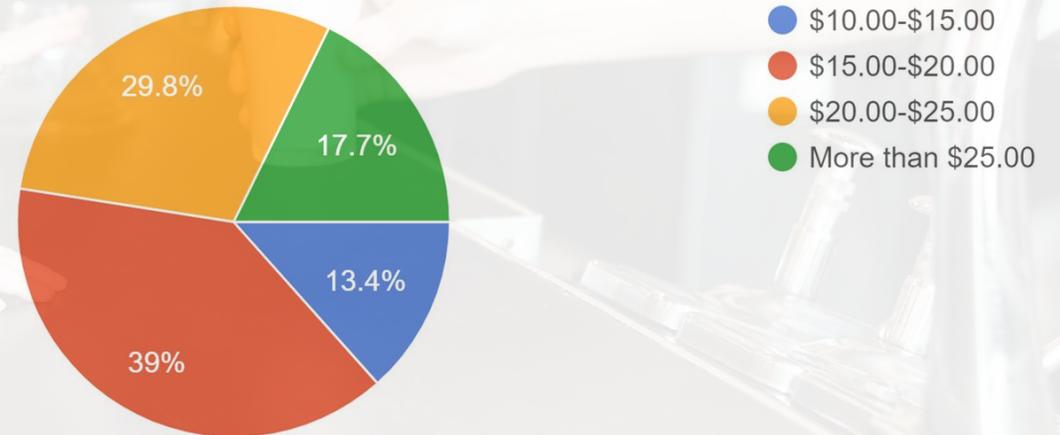


- Five times or more
- Three or four times a week
- Less than twice a week

# How much do you spend on average per person for breakfast or lunch?



# How much do you spend on average per person for dinner?



A photograph of a restaurant table. In the center, a white card with the word "Reserved" written in cursive is placed on a red tablecloth. To the right, a lit candle in a glass holder provides warm lighting. In the foreground, a white plate contains a meal with mashed potatoes, a piece of meat, and a dark sauce. The background is softly blurred, showing a white chair and some festive lights.

# **What types of restaurants would you like to see in Downtown Corsicana?**

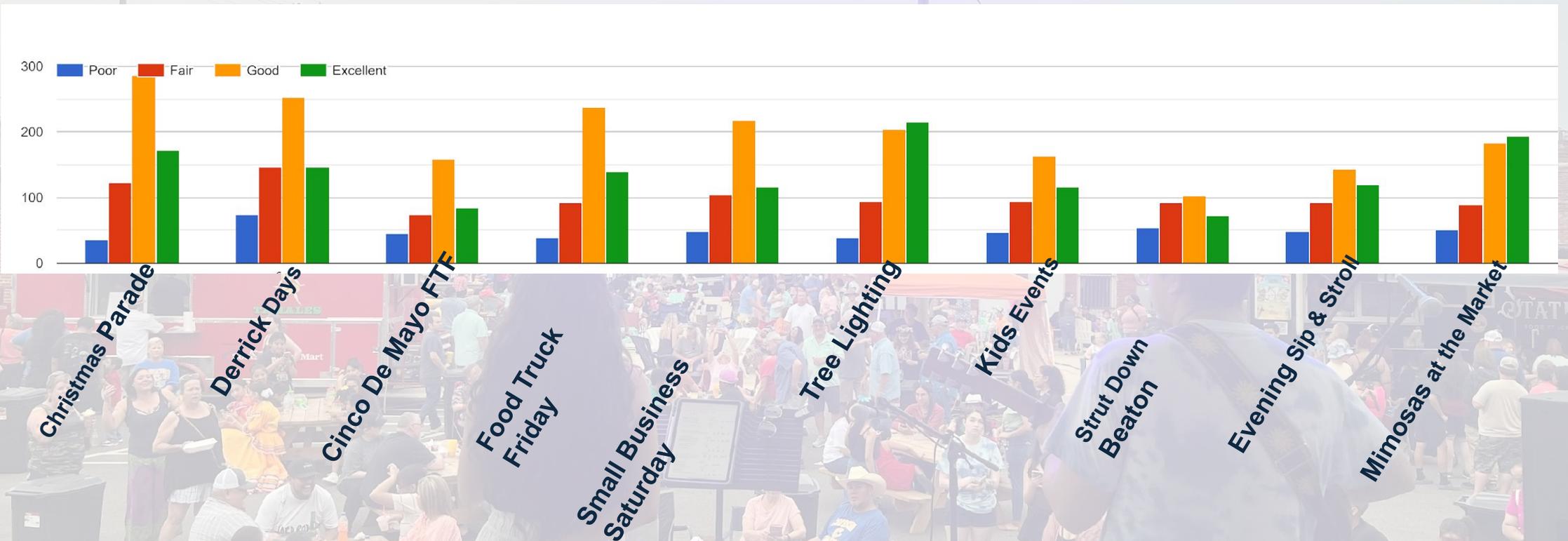
**Steakhouse- 109 people**

**Seafood -76 people**

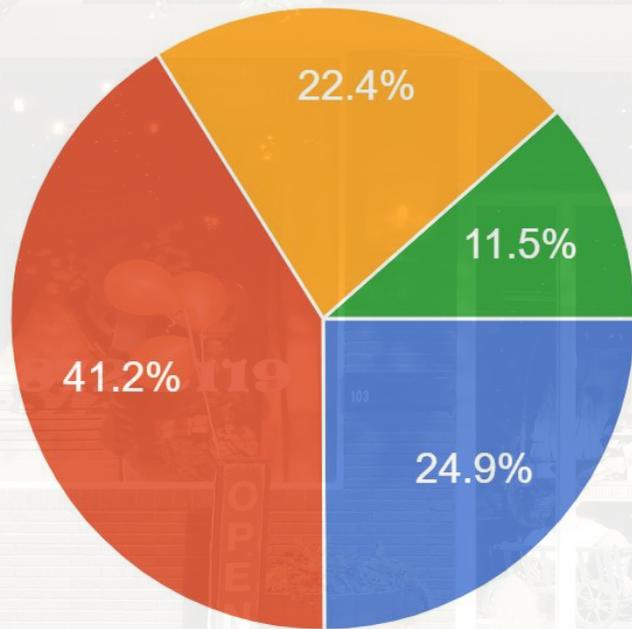
**Breakfast -70 people**

**Bar & Grill- 48 people**

# Which events have you attended in the past two years? Please rate your experience at the event.



# How familiar are you with the Corsicana Main Street Program?



- Not at all/never heard of
- Somewhat familiar
- Pretty familiar
- Extremely familiar

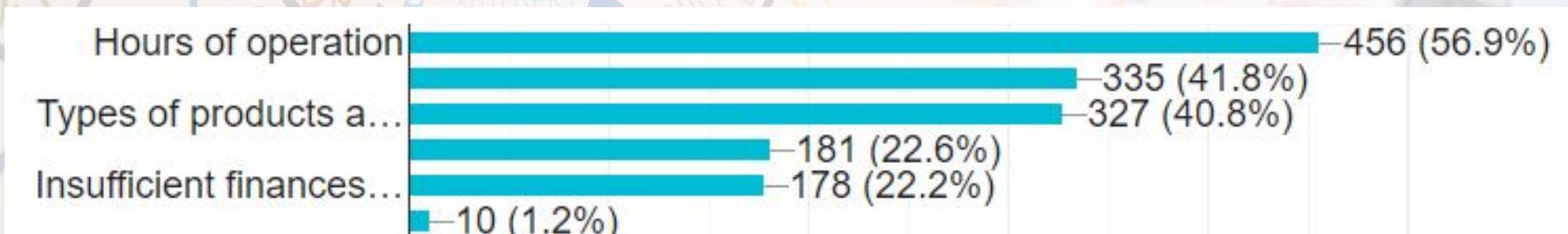
# What are the biggest obstacles to you visiting downtown more often?

**Hours of operation- 456 people**

**Types of businesses downtown do not appeal to me -335 people**

**Types of products available downtown -327 people**

**Insufficient parking- 181 people**





**Questions?**

# Contact Information



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