

SURVEY - Riverside BIA Online Marketplace and Virtual Events

The Riverside Business Improvement Area (BIA) supports its 100+ business members located along Queen Street East from Davies Avenue to Empire Avenue through initiatives to attract people to shop, dine and enjoy Riverside.

To help improve resiliency and recovery from the pandemic, we are developing and testing a Riverside BIA Virtual Events Space and an Online Marketplace for YOU, our Riverside business members.

Please take 5 minutes to fill out the below survey to help us determine the 'wishlist' of desired features for the platforms we are developing. As a BIA member, you will be able to participate at no cost in these programs.

More about what we're doing:

Virtual Events/ Hybrid Events: During this pandemic Riverside BIA is looking for ways to continue creating exciting and engaging events that will enhance the sense of community and help generate revenue for Riverside BIA business members. We envision events for 2020/2021 as a mix of online virtual activities with elements of physical (hybrid) events where the audience join in online and

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could be free to the public or have ticket costs associated to help generate revenue/ fundraising.

Online Marketplace: To improve the resiliency of our neighbourhood, Riverside BIA is developing an e-commerce marketplace platform that will enable BIA business members to promote and sell products/services either by creating a new online store on the marketplace or linking to their existing online store/website from the platform.

1. First, let's talk about **VIRTUAL EVENTS:**

How likely is it that your business would participate in a Virtual Event organized by Riverside BIA? (please select one)

- Likely
- Neutral
- Unlikely
- Unsure
- Other (please specify)

2. Why would you participate in a Virtual Event?
(please select as many of the following as apply to you)

- Generate revenue
- Increase brand awareness
- Offer new services/products
- Get involved in my business community
- Help support community causes (e.g. fundraising)
- Other (please specify)

3. Now, thinking about how to make Virtual Events
ENGAGING:

Which of the following online engagement tools do you think would be key to a successful Virtual Event?
(select as many options as you would like.)

- Live streaming (the delivery of video or audio data to an audience over the Internet as the data is created in real-time, not pre-recorded. e.g. Instagram Live and Facebook Live)
- Pre-recorded content (previously recorded information that can be broadcast or played later, e.g. YouTube videos)
- Social media feeds (e.g. Instagram, Facebook)

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- Moderator (a person who guides an online event, like an MC)
- Live polls (ability to answer questions and give comments in real-time)
- Live chat (ability to chat/discuss during an event)
- Chat Breakout rooms (ability for smaller groups of people to chat together during the event)
- Other (please specify)

4. As a business participating in a Virtual Event, would you prefer to share Pre-recorded Content or are you comfortable with Live Streaming?

- Pre-recorded content
- Live streaming
- All of the Above
- Other (please specify)

5. Now let's talk about the **RIVERSIDE ONLINE MARKETPLACE.**

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would encourage you to use on Online Marketplace platform. (Check as many options as you would like.)

- Easy to register and list products/services
- Mobile-friendly platform
- Ability to up-sell relevant products/services within your own business (e.g. 'you may also like X product/services')
- Ability to up-sell/ cross-promote complementary products/services with other local businesses
- Metrics and reporting
- Flexible shipping and delivery options
- Multiple payment options
- Live chat for Customer Service
- E-gifting option
- I already have an online store and would simply like to have a direct link to it
- Other (please specify)

6. "I would be interested in featuring my services/products on the Riverside Online Marketplace".

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- Unsure, I need more information
- Not interested
- I already have an existing online store and would like the Marketplace to link to that
- Other (please specify)

7. If you answered "Not interested" above, please tell us why.

8. Please share any additional questions or comments you may have.

9. Would you like to be one of the first businesses to test and use the Riverside Online Marketplace and Virtual Events Platform? If yes, please check which initiative are you interested in:

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Riverside Online Marketplace

10. "I would like to be involved further, please contact me"

Name

Email

Phone number

SUBMIT

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