

DUC QUESTIONNAIRE

to gather suggestions and considerations

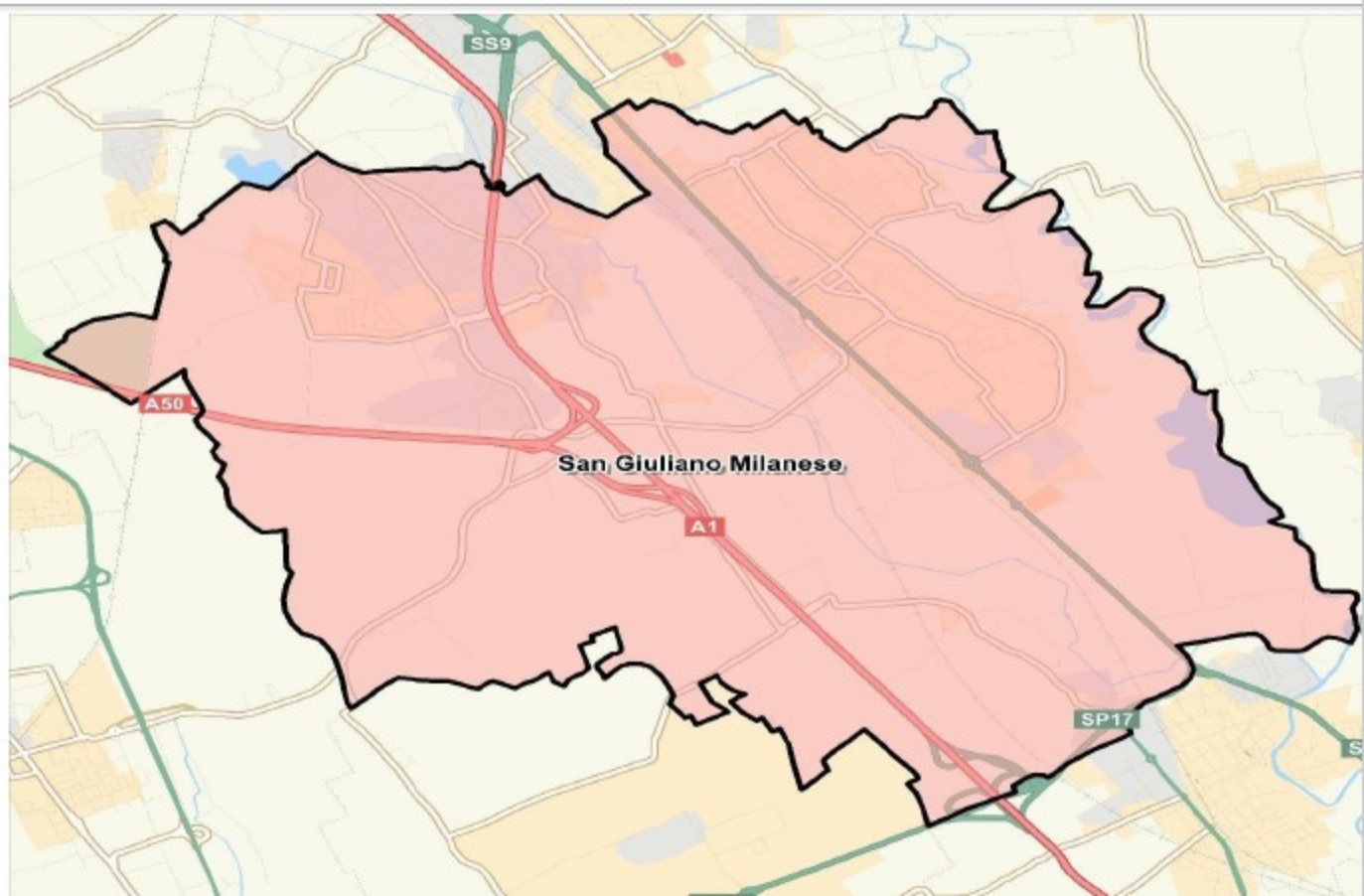
On December 21, 2023, with '*Deliberazione di Giunta Comunale*' No. 214, the Urban Commercial District was established with the following objectives:

- . supporting the district's economic activities;
- . encouraging the reuse of vacant commercial spaces and combating commercial desertification;
- . developing shared services for businesses, users, and visitors;
- . regenerating the urban fabric, with particular attention to urban commerce and market areas;
- . enhancing urban attractiveness and territorial animation;
- . effectively and jointly managing the DUC's policies and activities.

The Urban Commercial District (DUC) promotes the city's commerce and crafts to strengthen and activate economic, social, and cultural dynamics. The primary objective of the DUC is to redevelop commercial venues to increase their competitiveness and attractiveness as key locations, thereby seeking to regain the share of commercial demand lost in recent years. In order to develop effective actions tailored to the needs of economic activities, we need a few minutes of your time to complete the following questionnaire.

The questionnaire will cover the following areas of intervention, which are part of the DUC's strategic objectives:

- . attracting and retaining consumers;
- . developing management and operational skills, geared towards training operators;
- . developing initiatives;
- . Green & Social orientation, i.e., encouraging virtuous behavior with a sustainable perspective;
- . urban redevelopment;
- . reuse of vacant premises.



WHO COMPLETES THE QUESTIONNAIRE

- ☐ man
- ☐ woman

What's your age range?

- ☐ under 30
- ☐ 31 – 40
- ☐ 41 – 50
- ☐ 51 – 60
- ☐ 61 and over

What is your role within the business?

- ☐ Owner
- ☐ Manager
- ☐ Employee

Business sign (optional) _____

P. Iva (optional) _____

e-mail and/or pec (optional) _____

What is your occupation?

(multiple answers are allowed)

- ☐ grocery store (neighborhood businesses such as bakeries, greengrocers, etc.; also includes medium-sized markets)
- ☐ clothing and/or footwear store
- ☐ other non-food store
- ☐ bar/pastry shop/ice cream shop/kebab shop
- ☐ restaurant/pizzeria
- ☐ personal services (hairstyling, beauty, etc.)
- ☐ other services (insurance, travel agency, etc.)
- ☐ non-food production crafts (carpenter, goldsmith, blacksmith, etc.)
- ☐ accommodation facility (hotel, B&B, holiday home, etc.)
- ☐ other _____

How many years have you been running your business?

years (optional) _____

1. Are you willing to experiment with store opening/closing hours to meet specific customer targets during local events?

YES ☐ NO ☐

2. Have you already made, planned, or intend to make investments to improve your business in recent years or in the coming years?

YES ☐ NO ☐

3. Do you foresee the business being continued by children or collaborators?

YES ☐ NO ☐

4. What products or services have you invested in in recent years or would you like to invest in in the coming years?

(multiple answers are welcome)

4.1 Promotion and operations aimed at customer loyalty, such as:

- ☐ activation of new communication channels (social media, web platforms, etc.)
- ☐ online promotions
- ☐ booking services and/or online shopping
- ☐ activation of special offers or promotions
- ☐ home delivery services
- ☐ parcel collection
- ☐ Other _____

4.2 Training courses

- ☐ to improve the customer approach
- ☐ on current topics such as digital marketing, communication, energy saving, etc.
- ☐ relating to artificial intelligence (AI)
- ☐ other _____

- ☐ 4.3 purchase of IT tools or software to increase the efficiency of the services currently offered or the introduction of new services

- ☐ 4.4 Other _____

5. Overall, how much have you spent and/or plan to spend on these products and services (excluding IVA)?

- ☐ 0 – 1.000,00 euro
- ☐ 1.000,00 – 2.500,00 euro
- ☐ 2.500,00 – 5.000,00 euro
- ☐ 5.000,00 – 10.000,00 euro
- ☐ over 10.000,00 euro

6. For structural interventions, what have you invested in in recent years and/or do you intend to invest in the coming years?

(multiple answers are welcome)

- ☐ renovation or beautification of external parts (for example, facades, shop windows, signs, awnings, pergolas, outdoor lighting, etc.)
- ☐ renovation or embellishment of the internal parts
- ☐ Other _____

7. How much have you invested or how much do you intend to invest (excluding IVA)?

- ☐ 0 – 5.000,00 euro
- ☐ 5.000,00 – 10.000,00 euro
- ☐ 10.000,00 – 20.000,00
- ☐ over 20.000,00 euro

GREEN & SOCIAL ORIENTATION:

8. With regards to interventions to improve the premises' appearance, would you be more interested in working on:

(multiple answers are welcome)

- ☐ shop window renovation
- ☐ low environmental impact shop window lighting
- ☐ sign replacement
- ☐ video installation/replacement
- ☐ awning replacement
- ☐ intervention on architectural barriers
- ☐ purchase of flowerpots
- ☐ purchase of machinery, equipment and other capital goods
- ☐ other _____

9. Overall, how much do you plan to spend on these structural investments (excluding IVA)?

- ☐ 0 - 1.000,00 euro
- ☐ 1.000,00 – 3.000,00 euro
- ☐ 3.000,00 – 6.000,00 euro
- ☐ 6.000,00 – 10.000,00 euro
- ☐ 10.000,00 – 20.000,00 euro
- ☐ over 20.000, 00 euro

10. If 50% non-repayable financing were available to support such investments, would you be interested in making them?

- ☐ no, because I don't need to do them anyway
- ☐ no, because I don't have the financial resources to cover the non-backed part of the investment
- ☐ no, because I'm about to sell the business to another player
- ☐ no, because I'm about to close / I'm about to retire
- ☐ no, for other reasons
- ☐ yes, if there were non-repayable grants I could consider making investments

What interventions would you like the duc to develop?

(multiple answers are welcome)

11. Non-structural interventions:

- ☐ greater planning of attraction activities and events
- ☐ promotion of initiatives and events aimed at a non-local audience
- ☐ awareness campaign and promotion of places of historical interest
- ☐ policies for the reuse of vacant premises
- ☐ Other _____

12. Urban redevelopment:

What are the priority non-structural interventions?

- ☐ implementation and replacement of benches
- ☐ urban redevelopment of roads and parking lots
- ☐ redevelopment and implementation of public lighting
- ☐ implementation of the video surveillance system
- ☐ Other _____

Participation in the questionnaire is optional.

By completing the questionnaire, you consent to the processing of your data.

All data provided will be treated in full compliance with the privacy law, kept secret and used in an aggregate and anonymous manner and will not be disclosed to third parties. The data will be used to inform the administration, district partners, and trade associations about the district's initiatives. The data analysis will be carried out by the municipal administration.

However, you have the right to object at any time to the processing of the data in question, as well as to exercise the rights to rectify, update and delete your data by contacting the Municipality or by contacting the Data Protection Officer (DPO), appointed by the same, by sending an email to the address

rpd@comune.sangiulianomilanese.mi.it.

The data controller is the Municipality of San Giuliano Milanese.