

ATTACHMENT A:
The American City Coalition
SAVOR THE SQUARE 2020
Outcomes Report



A. Visitor Surveys

TACC conducted exit surveys with visitors at all four *Savor the Square* events. Visitors had options to respond on a paper copy or on two tablets which were sanitized between use. Each response was entered into a drawing for gift cards to local businesses as an incentive for participation. But for rain at the first event, all days were sunny and comfortable. The events were marketed through social media, to businesses, ads in the Bay State Banner and to neighborhood groups. At the first three events the lot capacity was limited by the City to 50 including vendors, staff and visitors. This cap was eliminated during the last event and the lot was shared with the Whittier Health Center free COVID-19 testing van.

1. Outreach and Promotion

More than one-third (36.9%) of survey respondents attending the events were walk-ins while one in five (20.2%) heard about the events from family, friends, or neighbors or from social media (19.1%). About one in ten (9.5%) respondents were referred to STS by a local organization or community group.

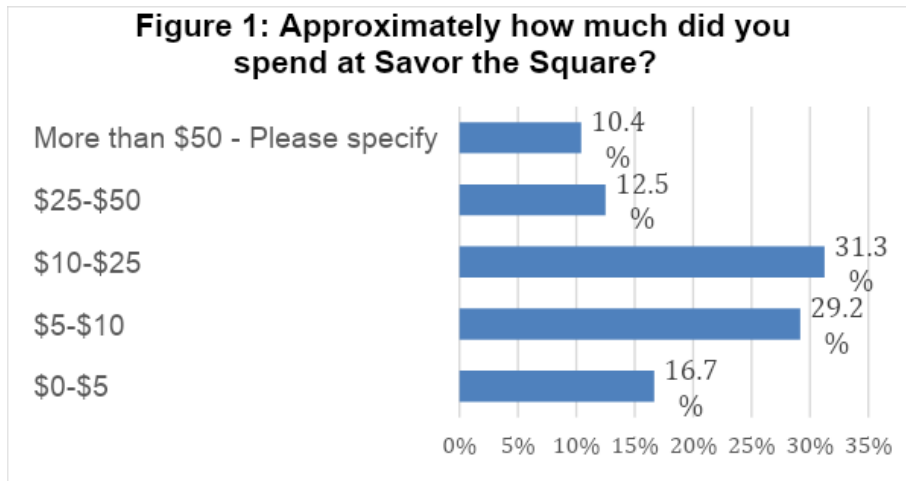
Over half (51.9%) of respondents were from Roxbury. Visitors came from nine Boston neighborhoods, several Massachusetts suburbs, and one from out of state (i.e., Indiana). Table 1 provides a breakdown of respondent's cities and towns.

Table 1: STS Survey Respondents' City/Town	%	N
Roxbury	51.9%	42
Mattapan	7.4%	6
Dorchester	4.9%	4
Jamaica Plain	4.9%	4
South End	4.9%	4
Cambridge	3.7%	3
Roslindale	3.7%	3
Missing	3.7%	3
Randolph	2.5%	2
Hyde Park	2.5%	2
Brookline	1.2%	1
Weymouth	1.2%	1
Milton	1.2%	1
Allston	1.2%	1
Chinatown	1.2%	1
Back Bay	1.2%	1
Quincy	1.2%	1
Out of State	1.2%	1

Savor the Square brought first-time visitors and first-time consumers into Nubian Square. More than one in ten (12.5%) were first-time visitors while 10.6% those respondents who had visited Nubian Square in the past were shopping or dining in the square for the first time at the *Savor the Square* event.

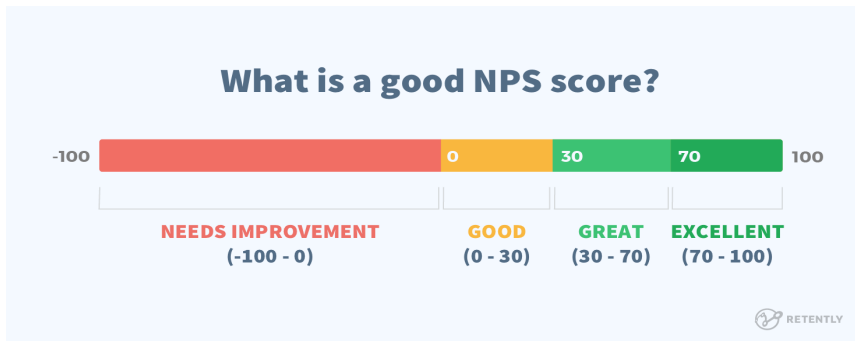
2. Purchases

Sixty-two percent of survey respondents made purchases which were fairly evenly distributed among a range of values outlined in Figure 1 ranging from \$1 to over \$50. A large majority (87.2%) of respondents indicated that they would be visiting other businesses in Nubian Square on the day of the *Savor the Square* event.

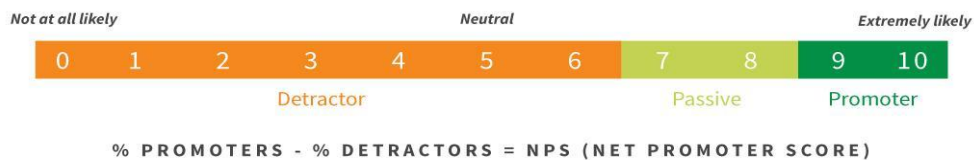


3. Net Promoter Score®

The Net Promoter Score®, or NPS®, is a well-known and respected measure of customer experience and predictor of business growth. The NPS is calculated by asking customers to respond to the question, “How likely are you to recommend Savor the Square to a friend or colleague?” The NPS score was 47, a great score based on benchmarking standards across industries (See Figure 2 below). Source: [Retently](#)



Given the COVID-19 limitations, and the concern that Black and Brown communities were significantly impacted, the NPS score is extremely encouraging. More than half (57.9%) of respondents were *Savor the Square* “promoters” meaning they scored their likelihood of recommending STS to friends or colleagues a 9 or a 10 on a scale of 0-10. Less than a third (31.6%) were “passive” with a score of 7 -8 while 10.5% were “detractors” with a score of 0 - 6.



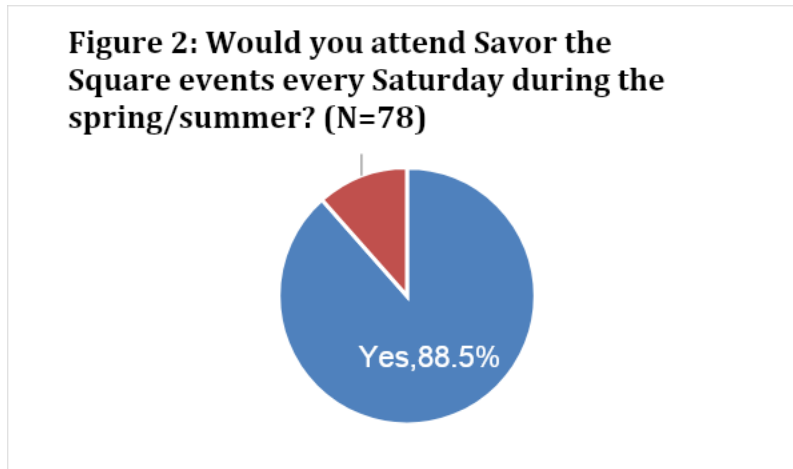
*Source: [NICE Satmetrix](#)® Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

4. How can *Savor the Square* be improved?

Customers were asked for feedback on how to improve future events. Most of the suggestions focused on bringing in more vendors, food options, and entertainment. We recognize that COVID-19 health and safety precautions and regulations greatly curbed the ability to provide a larger number and variety of these options given the capacity limitations. Increased promotion and outreach were frequently recommended.

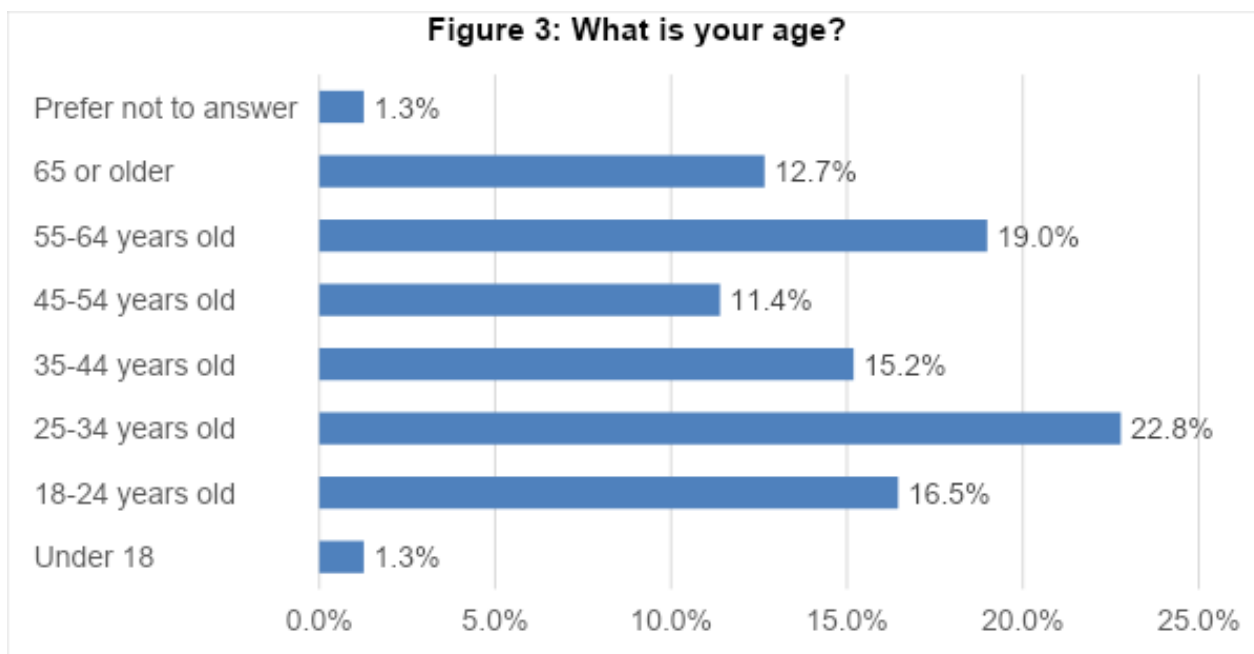
5. Returning Customers

Survey respondents were asked if they would return to Nubian Square for future *Savor the Square* events and whether they would come back to the area to shop and/or dine. An overwhelming majority, nearly 90% (see Figure 6), said they would attend future STS events and all but one respondent said they would return to Nubian Square for shopping and/or dining.

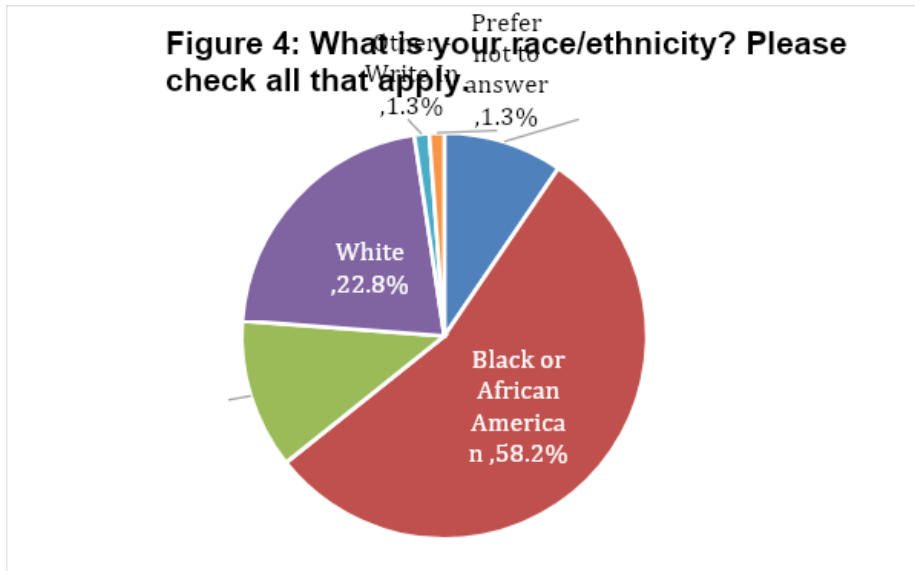


6. Survey Respondent Demographics

Age: Respondents were mostly adults representing a wide range of ages across the lifespan (see Figure 3 for a breakdown of age ranges).



Race/Ethnicity: More than half (58.2%) of survey respondents identified as Black or African American and more than one in five (22.8%) were white. Thirteen percent of respondents identified as Hispanic or Latino and 10.1% were Asian (Figure 4).



Gender: The majority of survey respondents identify as female (70%), while one in four (24.7%) identify as male and 5.5% identify as non-binary when it comes to gender self-identification.

B. Vendor Feedback

Thirteen vendors completed a vendor survey and 9 partially completed the survey. Most of the vendors responding to the vendor survey participated in the Fall Harvest STS on October 24th.

1. Satisfaction

All vendor respondents said they would be interested in participating in 2021 and gave *Savor the Square* a Net Promoter Score of 46, a good score as outlined in A.3 above. Sixty-two percent of vendors are promoters who are likely to refer others to participate in *Savor the Square*. Vendor satisfaction with the event reflected well on their opinion of Nubian Square: over 40% indicated that they would consider relocating their business or organization to the Square. Vendors also indicated the need for more promotion and marketing.

2. Revenue

Vendors were asked about their sales revenue from *Savor the Square* as compared to their typical sales revenue. About half said revenue was lower and about one-third said it was about the same compared to typical sales revenue. Eight percent indicated their revenue was higher and 15% revenue was much lower compared to typical revenue.

About half (46%) of vendors had revenue in the \$100-\$300 range, about one-third (31%) had revenue that totaled \$51-\$100 and one in four (23%) had sales of \$50 or less.