

PMLCC Restaurant Survey
Summary of Results
Presentation to PMLA Board
May 17, 2008

Topics

- Background
- Content & Response Overview
- Key Categories
- Results Detail
- Next Steps

Survey Background

- Follow-up to 2007 Property Owner Survey (600+ responses)
 - PMLCC restaurant/bar was the amenity with the most suggestions for improvement: (321)
 - PMLCC restaurant/bar had the most Poor or Very Poor ratings: 15% (79)
- Response period for PMLCC restaurant survey: Feb 15 – May 1, 2008

Survey Content & Response Overview

- 21 questions
- 258 responses received
- Residence demographics of respondents
 - Full-time residents: 58% (150)
 - A few weekends/weeks a year: 19% (48)
- Local (within 30 miles) restaurant usage by respondents
 - Once a week or more: 42% (108)
 - Once a month: 30% (78)
 - A few times a year: 28% (72)

Key Categories

- Frequency of use
- Impact on property value
- Reasons for use/non-use
- Service quality & hours of operation
- Future restaurant type & attribute of fame
- First thoughts when entering PMLCC
- Interest in renovations
- Current costs acceptance
- Keep/close it & change operational control

Frequency of Use

- A few times a year: 48% (123)
- Monthly: 26% (66)
- Weekly: 16% (40)
- Never: 11% (29)

Impact on Property Value

- Adds value: 77% (199)
- Does not add value: 23% (59)

Top Reasons for Use (Choose up to 3)

- Convenient location: 58% (143)
- Social activity with friends: 52% (128)
- Special event: 35% (87)
- Place to go for evening outing: 34% (84)

Top Reasons for Non-Use (Choose up to 3)

- Other: 37% (83 free-form responses)
 - Inconsistency (15)
 - Inconvenient operating hours (8)
 - Ambiance/layout/décor (6)
- Other places I like better: 34% (76)
- Food quality: 31% (70)
- Service quality: 27% (61)
- Price vs. value provided: 27% (61)

Service Quality & Hours of Operation

- Service quality
 - OK as it is now: 51% (116)
 - Needs improvement: 49% (113)
 - Better training of wait staff: 55% (76)
 - Quicker service: 42% (58)
- Convenience of operating hours
 - Current hours are OK: 48% (112)
 - More hours or days: 41% (94)

Future Restaurant Type & Attribute of Fame

- Type of restaurant desired
 - What we have today: 29% (67)
 - Bar & Grill: 22% (50)
 - Other: 21% (49)
- What restaurant should be famous for
 - Consistency: 31% (73)
 - Quality: 24% (57)
 - Price Value: 15% (35)
 - Inviting ambiance: 14% (33)

First Thoughts When Entering PMLCC

- 8 pages of comments; 205 free-form responses
- Most frequently mentioned
 - Dark/drab/outdated (77)
 - Empty/not-busy (23)

Interest in Renovations

- Desired physical improvements
 - Complete interior makeover: 46% (106)
 - Other: 38% (88) -- 5 pages of comments
 - Lighter/brighter décor (22)
- Willingness to pay (one time amount per lot)
 - \$150: 29% (67)
 - \$0: 29% (66)
 - \$30: 18% (42)
 - \$70: 16% (36)

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Current Costs Acceptance

- Current cost per lot: ~\$10/month
- Acceptance and/or change of cost structure
 - Current \$10/mo is OK: 36% (86)
 - Other: 31% (73)
 - Cost should be \$0 and/or be a profitable operation (32)
 - Required minimum spending (10)
 - Could be as high as \$12/mo: 25% (60)

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Keep/Close It & Change Operational Control

- Should restaurant be closed?
 - No: 89% (204)
 - Yes: 11% (25)
- Investigate private contractor operation?
 - Yes: 57% (133)
 - No: 43% (102)

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Next Steps

- Share survey results with PMLA GM and PMLCC restaurant management/staff
- Bring in restaurant consultant to review member survey data and get recommendations
- Consider potential renovations and/or operational changes within current budgeted money

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