

Tennessee Street

TallahasseeVoices is a pro bono internet survey panel sponsored by
Kerr & Downs Research.

This survey was conducted in November 2013.

383 panelists responded to the survey.

Results were weighted to reflect the demographics of the 90%+ local residents who have access to the Internet at home, work, or school.

Contact:

Phillip Downs, Ph.D.

Founder, TallahasseeVoices

pd@kerr-downs.com

850.906.3111



Executive Summary

TallahasseeVoices conducted this study to assist Urban Tallahassee in guiding Four Points by Sheraton Tallahassee Downtown's decision on how to best use the space occupied by the Mays-Munroe building.

TallahasseeVoices routinely conducts studies to provide community leaders with public opinion regarding local and national issues, so that decisions are based more on community needs.

Executive Summary

- Tallahassee residents overwhelmingly would like a food establishment to replace the Mays-Munroe building space
 - 36% would like a café
 - 28% would like a coffee/tea house
 - 27% would like a bakery
 - 27% would like an upscale restaurant
 - 19% would like an ethnic restaurant
 - 18% would like a gourmet grocery store
 - 16% would like a diner

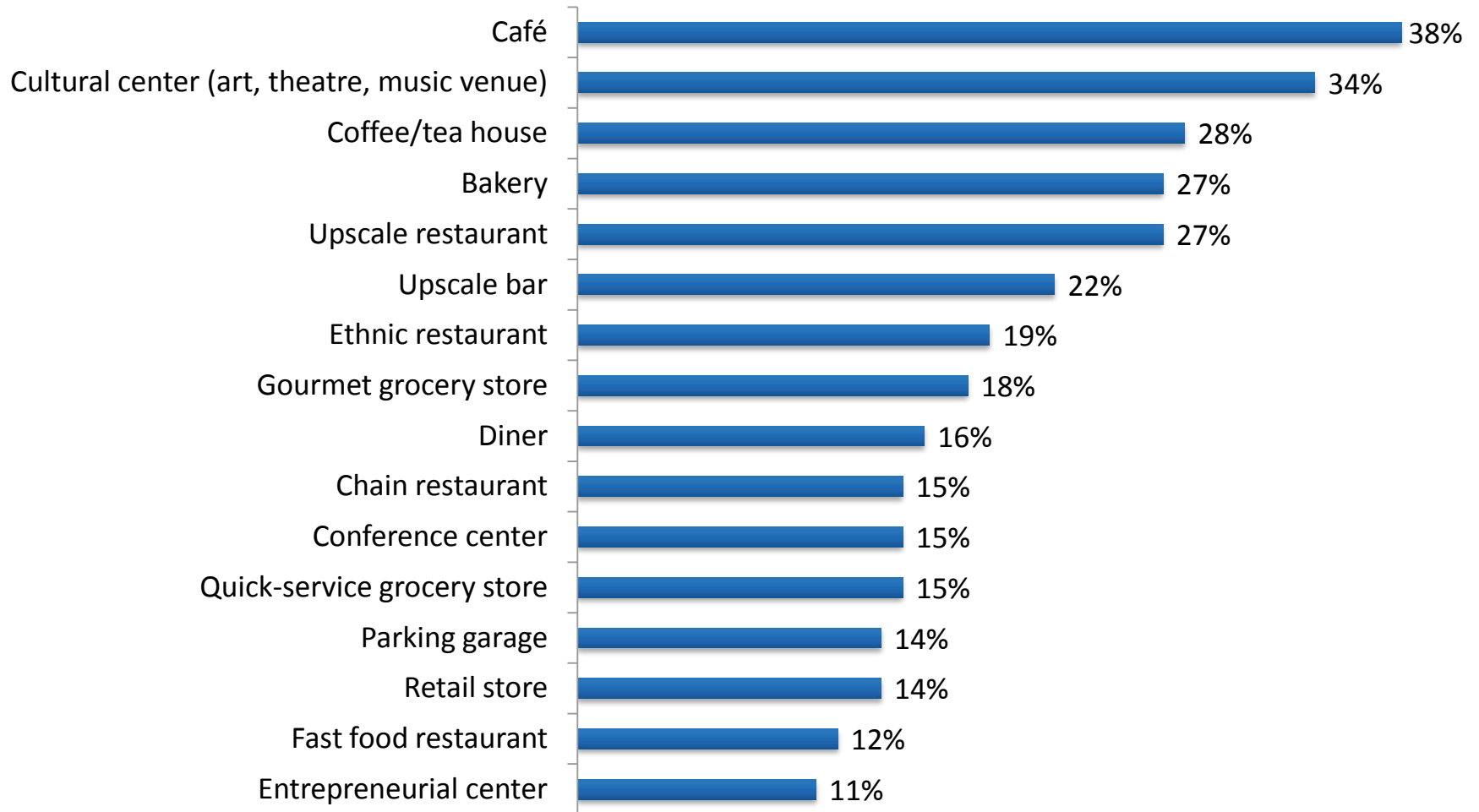
Executive Summary

- 36% of panelists would prefer that a café replace the current Mays-Munroe building space
- 34% of panelists would prefer that a cultural center replace the current Mays-Munroe building space
- 28% of panelists would prefer that a coffee/tea house replace the current Mays-Munroe building space
- 27% of panelists would prefer that a bakery replace the current Mays-Munroe building space
- 27% of panelists would prefer that an upscale restaurant replace the current Mays-Munroe building space

As Gaines Street, College Town and Midtown Tallahassee undergo transformation, Four Points by Sheraton Tallahassee Downtown is inviting members of the community to create a vision for Tennessee Street by helping decide what should go in next to the hotel on the corner of West Tennessee Street and Martin Luther King Jr. Boulevard.

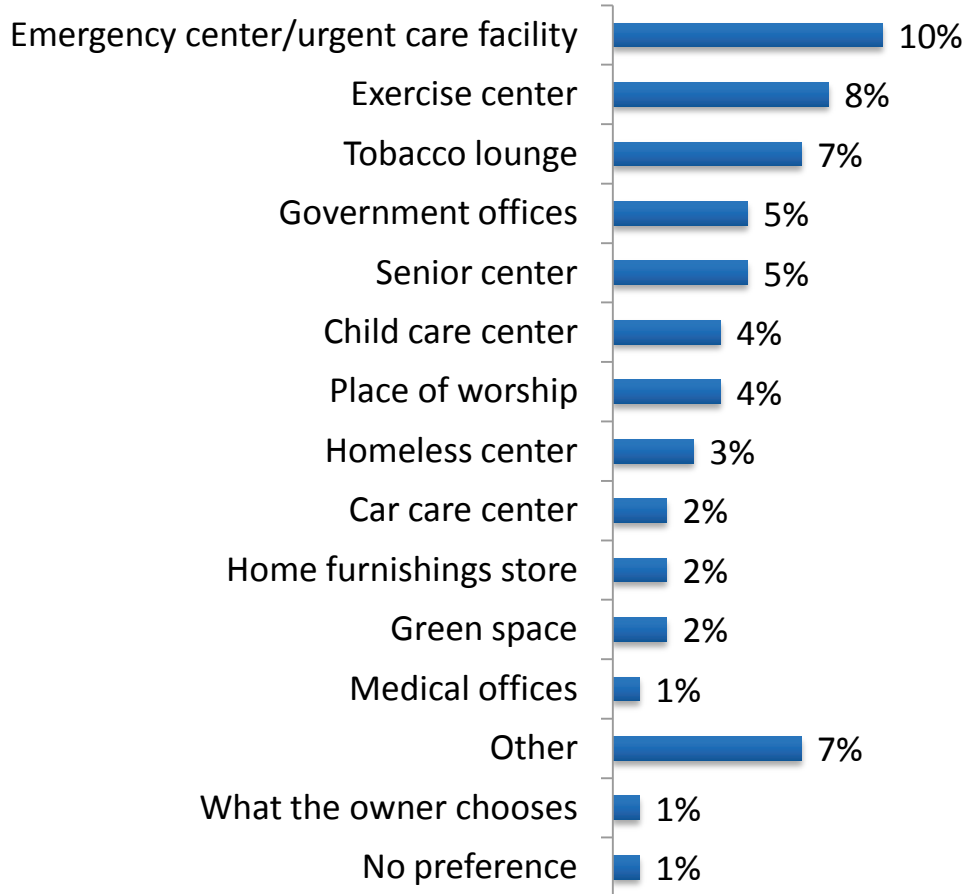
Currently, the corner is occupied by the old Mays-Munroe building, which has not been in use for years. The owners of the Sheraton hotel plan to demolish the building and start fresh and are inviting public ideas for what they would like to see there.

Please share your thoughts on what should go in that space.*



* Multiple responses permitted

Please share your thoughts on what should go in that space.* (cont.)



* Multiple responses permitted