

MEDIA RELEASE

ISSUED BY THE FLORIDA ROAD URBAN IMPROVEMENT PRECINCT
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Shape The Future Of The Road

Through the collaborative efforts of the EtheKwini Municipality's Economic Development and Tourism departments and the Florida Rd Urban Improvement Precinct (UIP), Florida Rd is embarking on a journey of discovery and is calling for users of the road to have their say and take part in the ***MyFloridaRd Place Surveys***.

The City recognizes the history of Florida Rd but importantly the future role it plays in unlocking the economic potential not only of the location but of Durban itself, and as such, has funded the Florida Rd Place-Making and Brand DNA project, through the municipality's Economic Development Unit.

In essence, this project aims to uncover the unique and collectively defined characteristics of this key destination within the City, and use this shared identity or DNA to shape the road's future positioning and development path.

Importantly, this project will also help to understand the challenges and related interventions needed to help the road reach its full potential as a *go-to-place* for Durban's locals and visitors alike.

The City has partnered with Tourism and the Florida Rd UIP on this project, allowing for a broad and cross-sector view that is aimed at maximizing private and public partnerships now and into the future.

Your Input Is Needed

The *MyFloridaRoad Place Surveys* have been devised to gain maximum insight into visitor and local viewpoints in relation to Florida Rd's place image, comfort and safety; accessibility and transport; culture and feel, and uses and activities.

The **Local's Survey** is for those who live, work, own property or manage an organization on Florida Rd. The **Visitor's Survey** is for those who have visited in the past or are currently a visitor on Florida Rd, and the **Hotel Visitor Survey** is for those who have stayed as a tourist on Florida Rd.

Anyone with an interest in Florida Rd is asked to take the time to follow the links below and fill in the survey and play their part in shaping how Florida Rd develops.





SCAN FOR LOCAL'S SURVEY

Local Survey: www.surveymonkey.com/r/MyFloridaRd-Locals or scan this code



SCAN FOR VISITOR'S SURVEY

Visitor Survey: <https://www.surveymonkey.com/r/MyFloridaRd-Visitor> or scan this code.



SCAN FOR HOTEL GUEST SURVEY

The Hotel Survey: <https://www.surveymonkey.com/r/MyFloridaRd-HotelSurveyF> or scan this code

Visit the Florida Rd UIP website at www.floridaroaduip.co.za and follow the link under latest news for more.

ENDS

The Florida Rd UIP

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