

## 2022 West End Business Survey

To help make the West End the best it can be, we want your feedback!

We appreciate your time and value your comments and opinions. All responses will be considered confidential. If unsure on any question, please use your best guess. The results of this survey will be made available to the West End Commission and City Departments to better understand and address the needs of the business community. Thank you for taking a few minutes to complete this survey.

1. Which of the following categories best describes your primary business type?
  - Eating and Drinking Establishment
  - Retail
  - Service
  - Professional office
  - Health and wellness
  - Social service/non-profit/church
  - Storage/Warehouse/Manufacturing
  - Other (please specify)
2. How many years have you been doing business on the West End?
  - Less than one year
  - 1-4 years
  - 5-9 years
  - 10 or more years
3. Do you consider your business to be any of the following (Please check all that apply)
  - Woman owned
  - Minority-owned
  - Veteran-owned
  - Family-owned
  - None of these apply
4. Do you own the building where you operate your business or lease the space?
  - Own
  - Lease
5. Do you transact sales on your website or through another website (i.e. eBay, Etsy, etc.)?
  - Yes
  - No
6. Which of the following social media networks or other online applications does your business use? (Select all that apply)
  - Ebay
  - Etsy
  - Facebook
  - Foursquare
  - Instagram
  - Linkedin
  - Pintrest
  - Tik-Tok
  - Twitter
  - Yelp
  - YouTube
  - Other
  - None

7. How would you describe the overall business environment of the West End in the past two years?

- Significantly declined
- Declined
- Remained Stable
- Improved
- Significantly Improved

8. Are you expecting or actively planning changes to your business in the next 2-3 years?

- Planning to expand
- Planning to downsize
- No changes planned
- Planning to close/sell the business
- Planning to move
- Uncertain
- Other (please specify)

9. Do you plan to make any of the following investments or improvements in the next 2 years?

- Facility improvements/Expansion
- Add new employees
- None
- Other (please specify)

10. What are some of the biggest challenges facing your business operation on the West End? (check all that apply)

- Lease rates
- General operating cost
- Municipal regulations
- Public safety/crime
- Talent recruitment
- Parking
- Other (please specify)

11. How would you rate your overall satisfaction with the West End as a place for business?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

12. To make the West End a better business environment, how important is it to focus on the following?

	Very Important	Somewhat Important	Neutral/may or may not be important	Somewhat Unimportant	Unimportant
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events & Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green spaces (parks, plazas, gardens, landscaping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Public art displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure (streets, sidewalks, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiberoptic (internet availability)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How have the streetscape renovations to West Fry Boulevard impacted your businesses following completion?

- Positively
- Negatively
- No impact

14. Are you aware of the City's West Sierra Vista Partnership Grant Program that can assist with building and site improvements in the City's redevelopment area?

- Yes
- No

15. Are you aware of the City's Infill Incentive District that can provide expedited permitting, fee waivers, or relief from development code standards that can assist projects on the West End?

- Yes
- No

16. What is the first thing you would do to improve the West End?

17. What is the one thing that you love most, or that you would never change, about the West End?

18. What is the most important type of business you would like to see added to the West End?  
Please be as specific as possible