

# BUSINESS SURVEY RESULTS

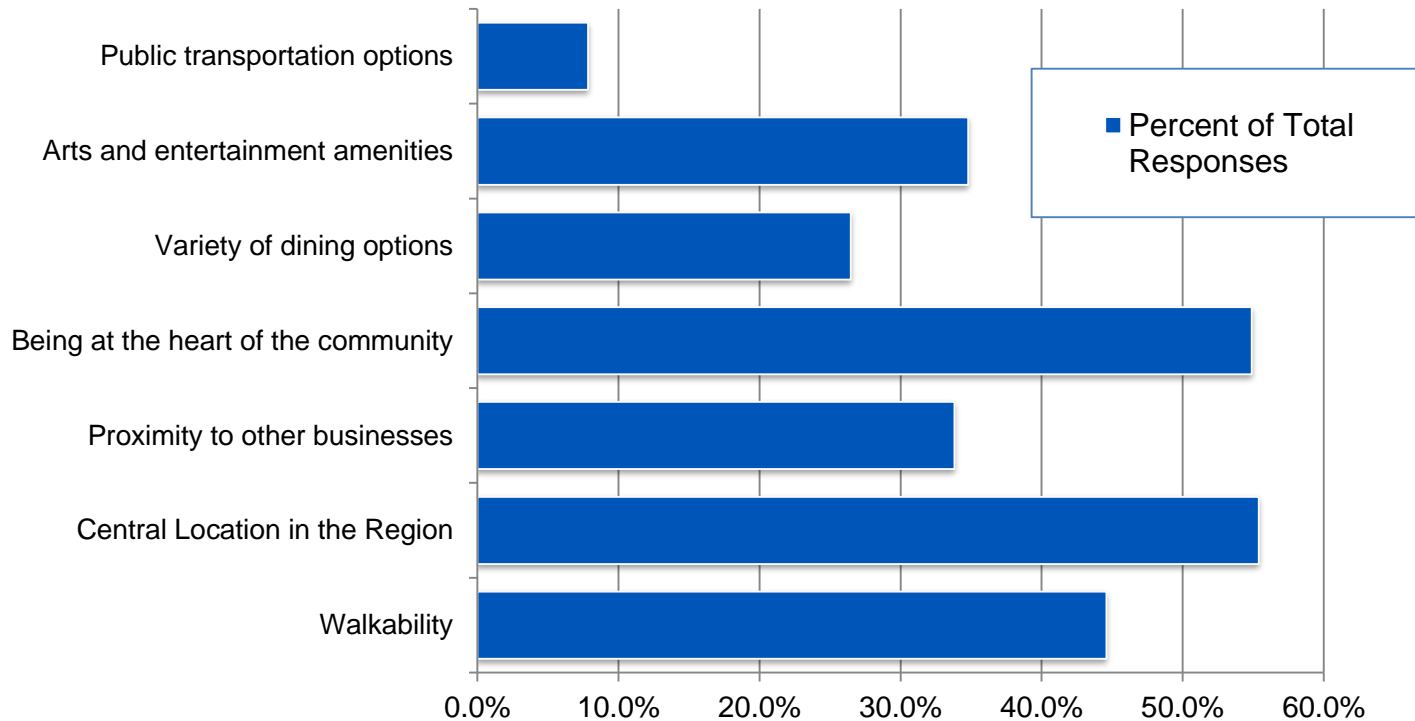


**BE DOWNTOWN.**

# BUSINESS SURVEY RESULTS



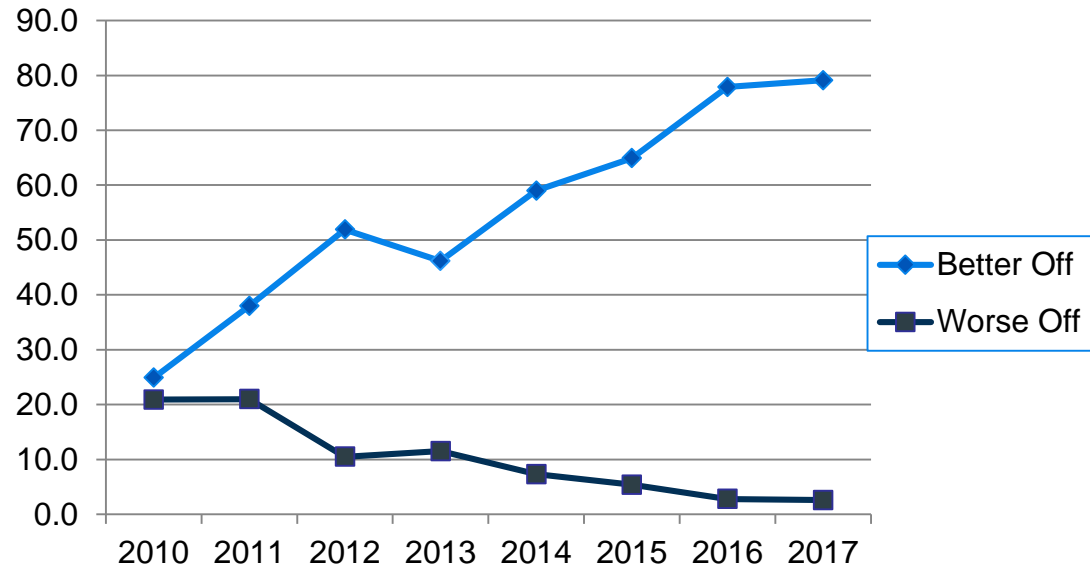
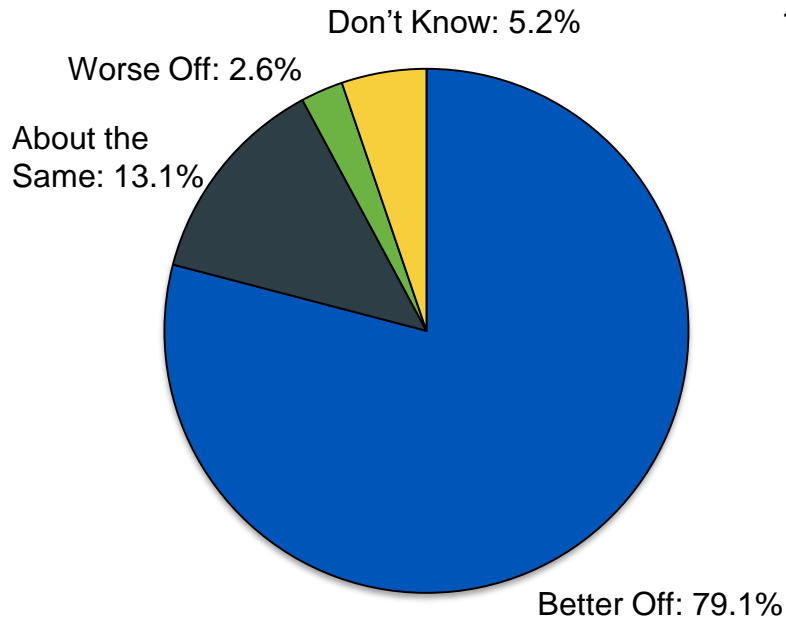
## What do you like best about doing business downtown? (pick top one or two)



# BUSINESS SURVEY RESULTS



**Compared to three  
years ago,  
do you feel  
downtown Dayton is:**



	Better Off	About the Same	Worse Off	Don't Know
2017	79.1%	13.1%	2.6%	5.2%
2016	77.9%	16.2%	2.8%	3.2%
2015	64.9%	24.7%	5.4%	5.0%
2014	59.0%	30.9%	7.3%	2.8%
2013	46.2%	36.2%	11.5%	6.1%
2012	51.9%	32.1%	10.5%	5.5%
2011	38.0%	35.3%	21.0%	5.7%
2010	24.9%	47.4%	20.9%	6.8%



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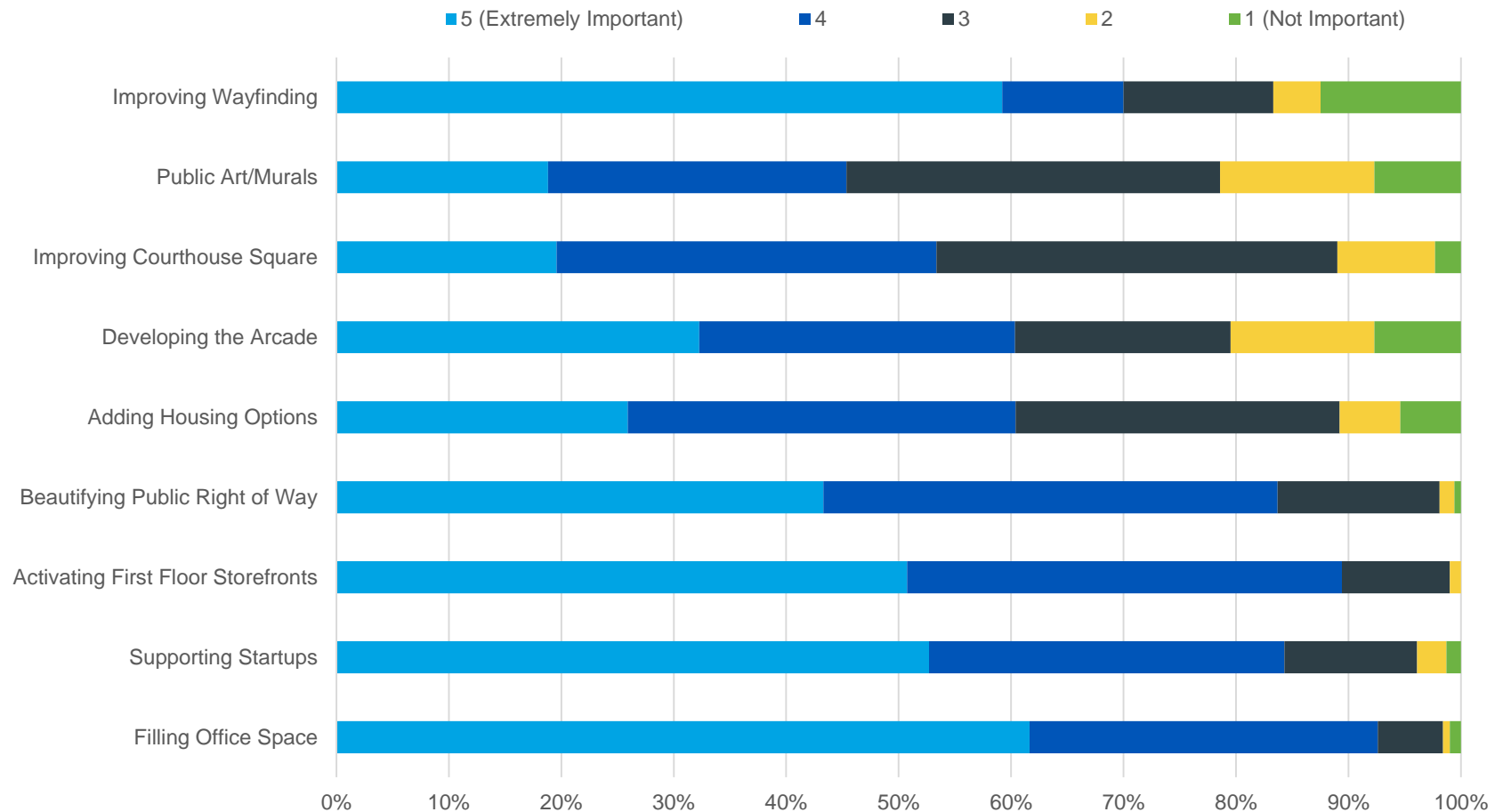


Do you personally...	Yes	No
Enjoy working downtown?	96.1%	3.9%
Feel safe downtown?	97.6%	2.4%
Know about the efforts of the Greater Downtown Dayton Plan?	72.2%	27.8%
Feel that downtown is headed in a positive direction due to the Greater Downtown Dayton Plan efforts?	95.6%	4.4%

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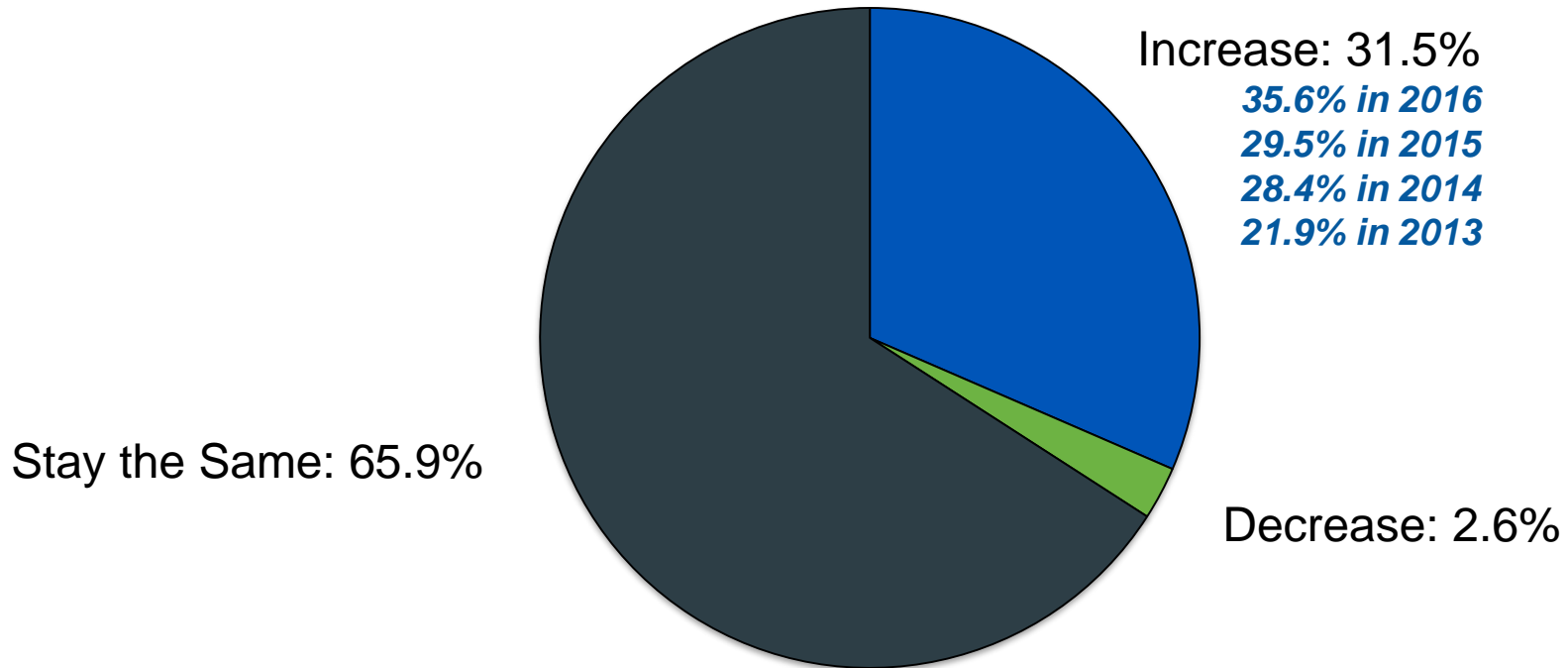
## How important are these Greater Downtown Dayton Plan initiatives?



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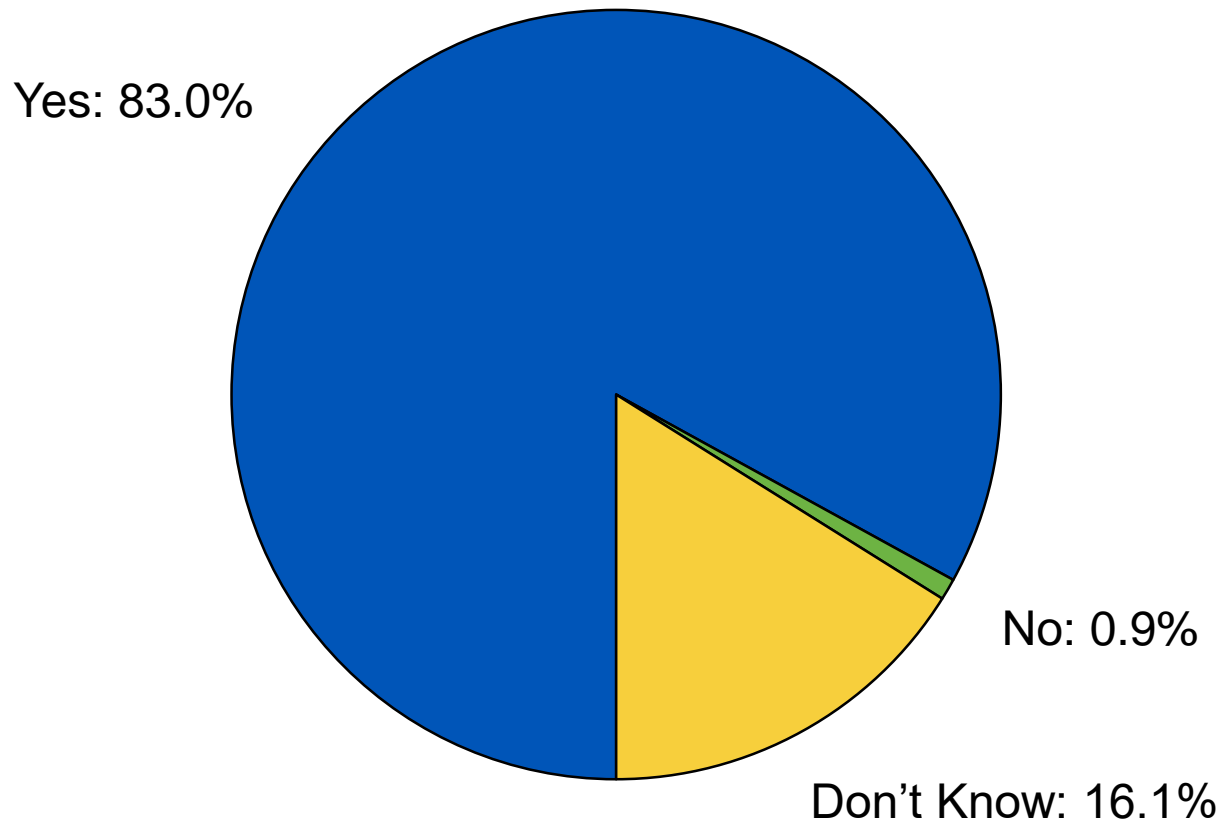
**In 2018, do you expect your number of downtown employees to:**



# BUSINESS SURVEY RESULTS



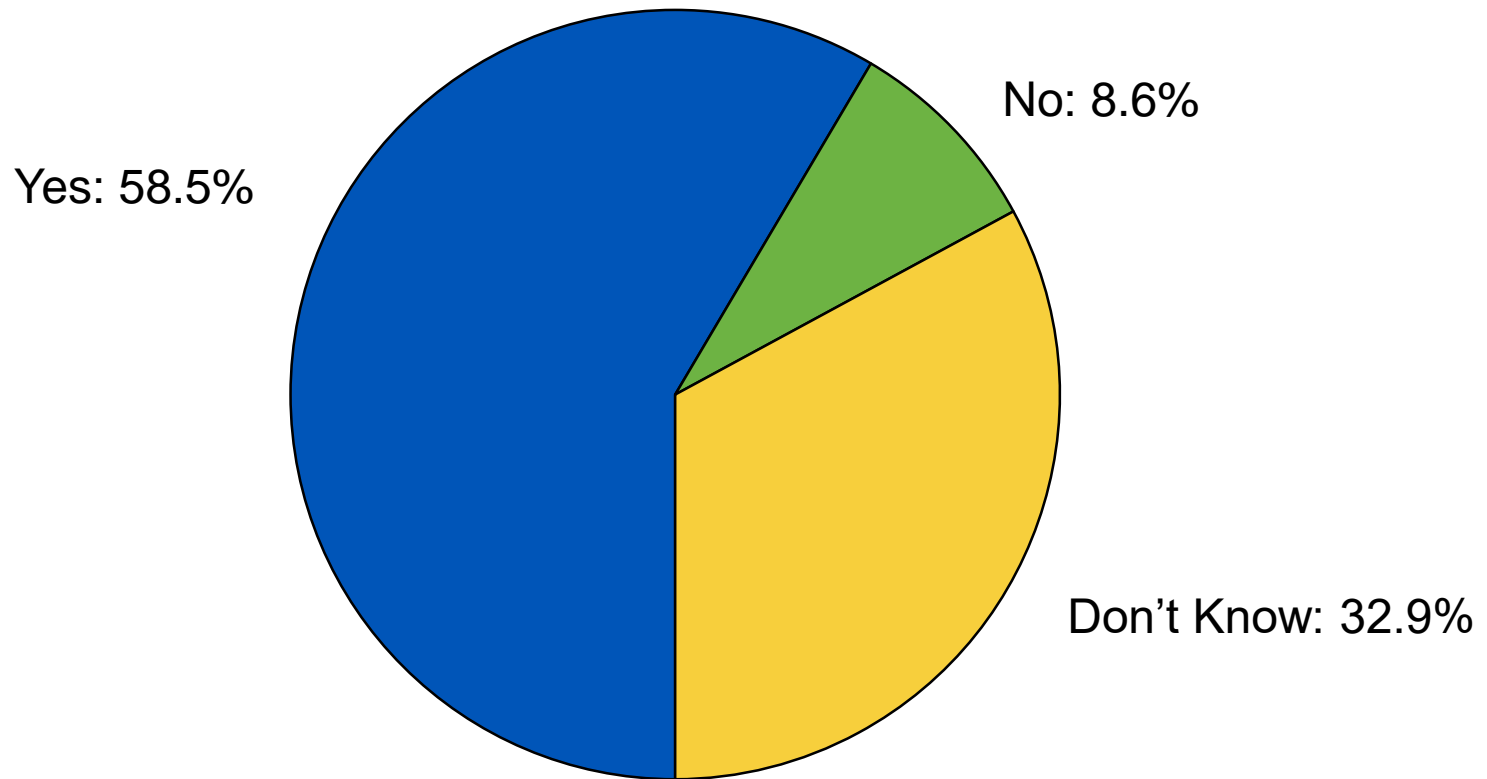
**Do you believe the Ambassadors have made downtown cleaner?**



# BUSINESS SURVEY RESULTS



**Do you believe the Ambassadors have made downtown safer?**

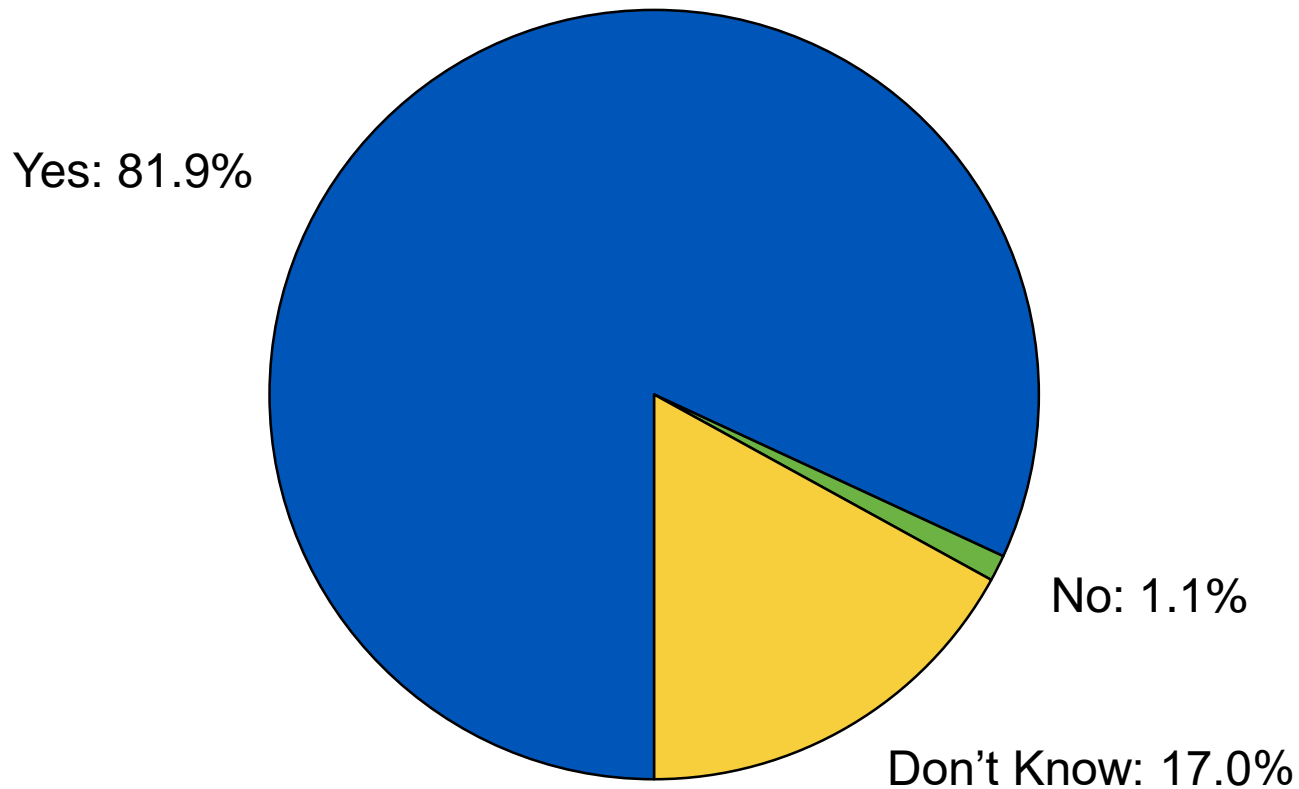




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**Overall, do you feel the Ambassadors have had a positive effect on downtown?**



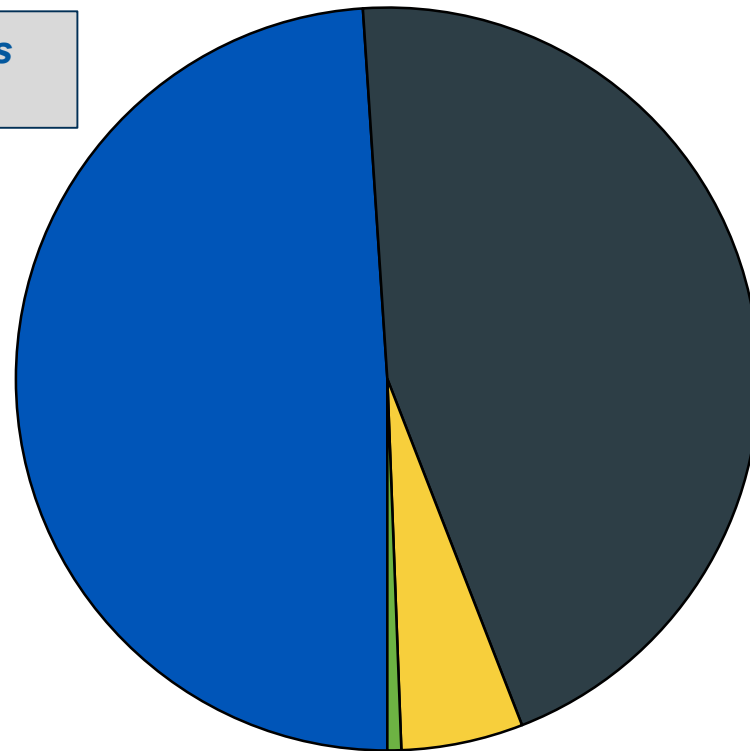
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**Overall, how would you rate the job the DDP did in 2017?**

**94% rate the DDP's work as  
"Excellent" or "Good"**

**Excellent: 48.9%**  
*(up from 43.5% in 2016  
and 34.1% in 2015)*



Fair: 5.3%

Poor: 0.6%

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## 2017 Job Losses & Gains

	2012	2013	2014	2015	2016	2017
Added at existing businesses	797	357	524	600	631	467
Created by new businesses	202	288	244	280	314	652
TOTAL GAIN	999	645	768	880	945	1,119
Eliminated at existing businesses	555	377	305	360	459	256
Losses due to closure/departure	591	604	379	346	427	202
TOTAL LOSS	1,146	981	684	706	886	458
NET GAIN OR LOSS	-147	-336	84	174	59	661
TOTAL JOBS	20,282	19,946	20,030	20,204	20,263	20,924



## 2017 Job Losses & Gains by Industry Sector

	Existing Businesses	New Businesses	Closed Businesses	Total Net
Professional Services	-70	121	-70	-19
Creative Services / Tech	79	357	-64	372
Non-Profit	45	0	-31	14
Government	156	0	0	156
Restaurant / Retail	24	174	-37	161
Health Care	0	0	0	0
Industrial	-14	0	0	-14
Education	-9	0	0	-9
<b>TOTAL</b>	<b>211</b>	<b>652</b>	<b>-202</b>	<b>661</b>



**What challenges, if any, do you have doing business downtown?**

- **Parking**
- Incivility issues
- Perceptions of safety
- Desire for more lunch options

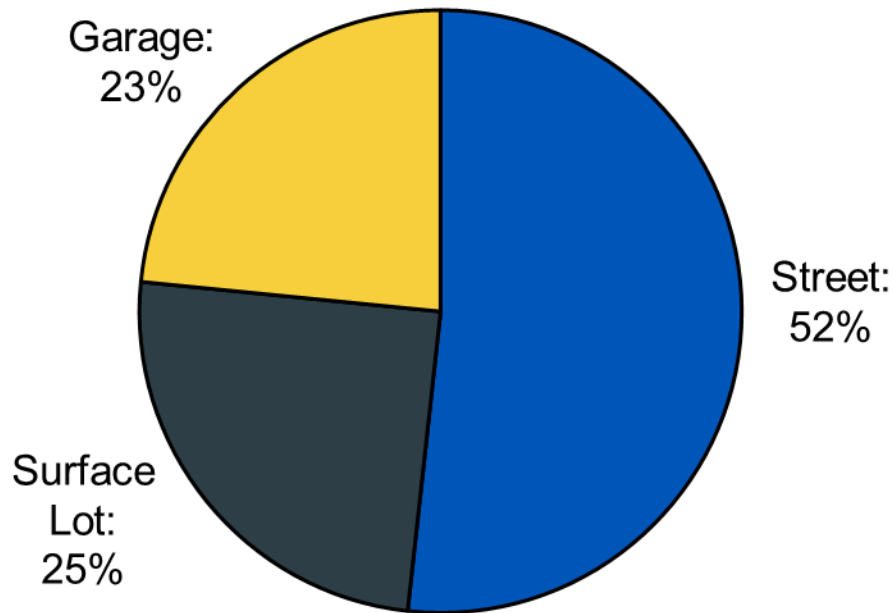


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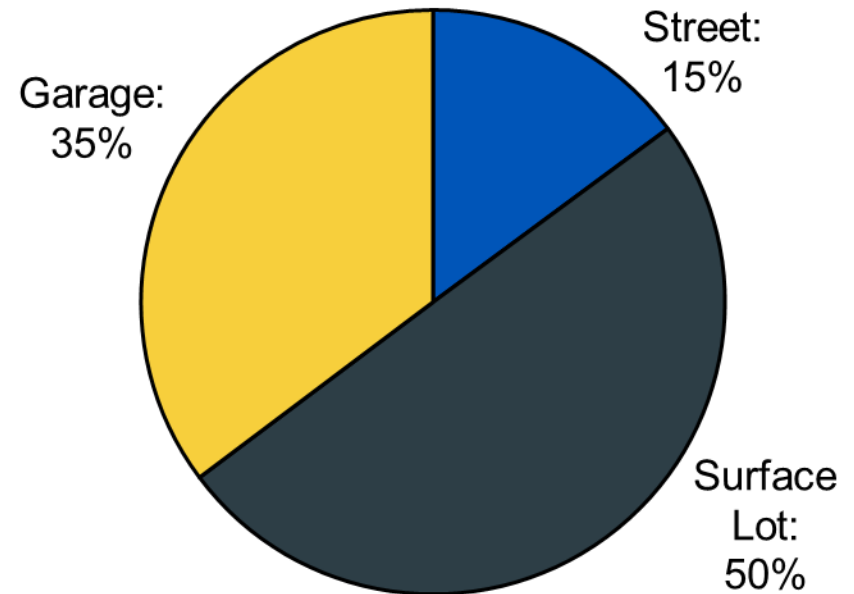


## Parking Locations – Percent of Survey Responses

**Where do the majority of your visitors park?**



**Where do the majority of your employees / coworkers park?**



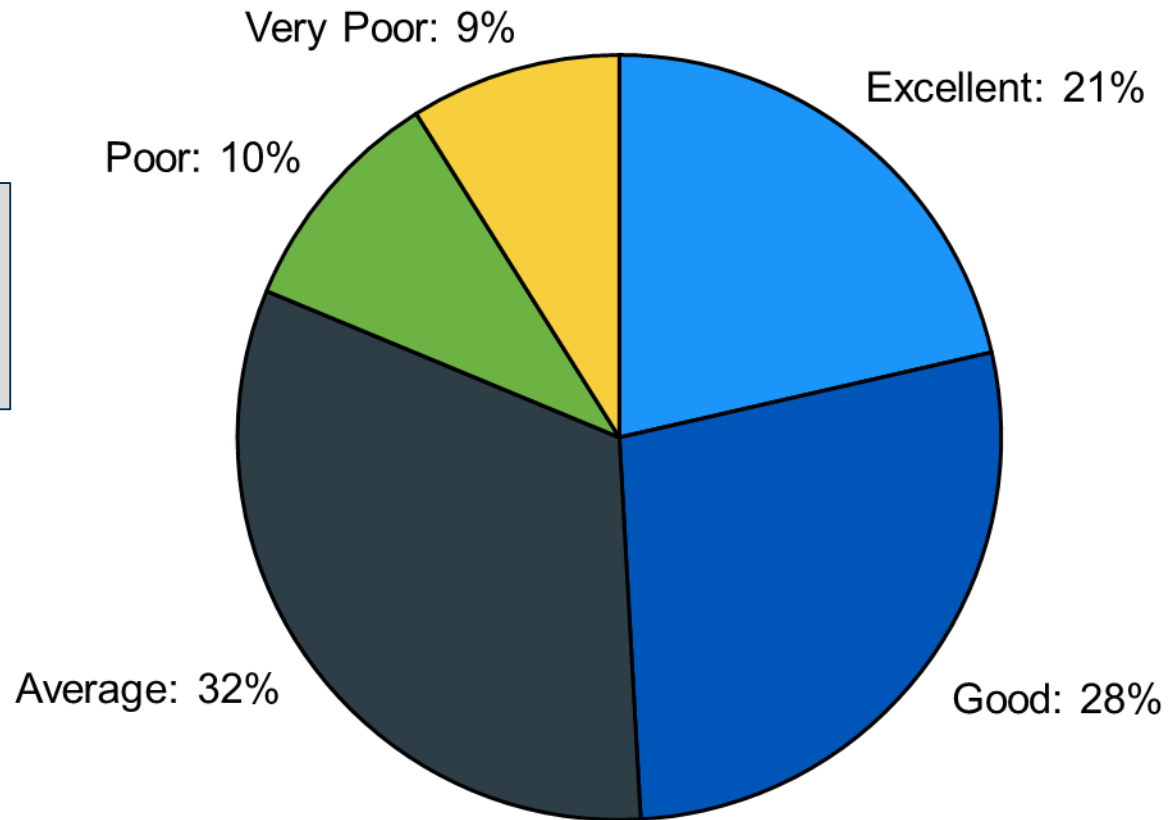
NOTE: Surface Lot response includes paid, free, and owner-occupied lots

# BUSINESS SURVEY RESULTS



How would you rate the overall parking experience for your employees / coworkers?

*81% rate the parking experience as "Average," "Good," or "Excellent"*



# BUSINESS SURVEY RESULTS



How would you rate the overall parking experience for your visitors?

*76% rate the parking experience as "Average," "Good," or "Excellent"*

