

# BUSINESS SURVEY RESULTS

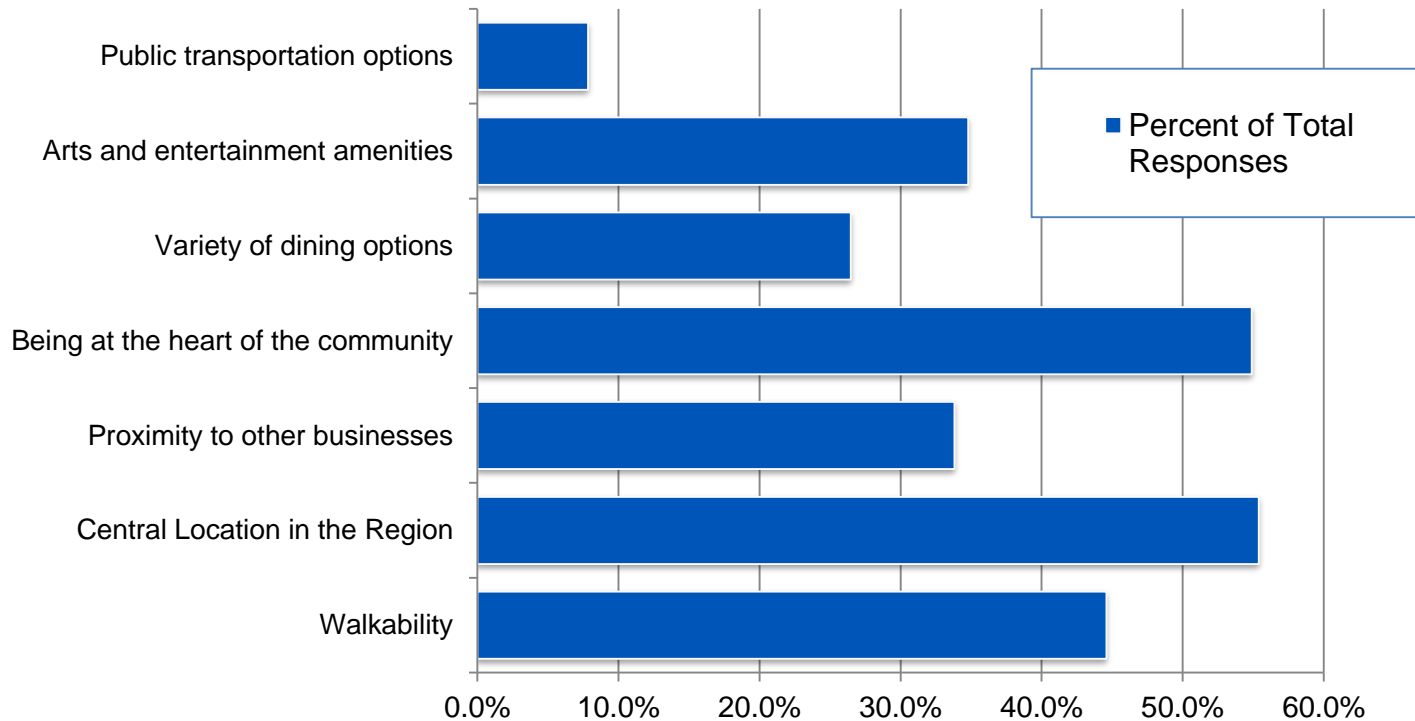


**BE DOWNTOWN.**

# BUSINESS SURVEY RESULTS



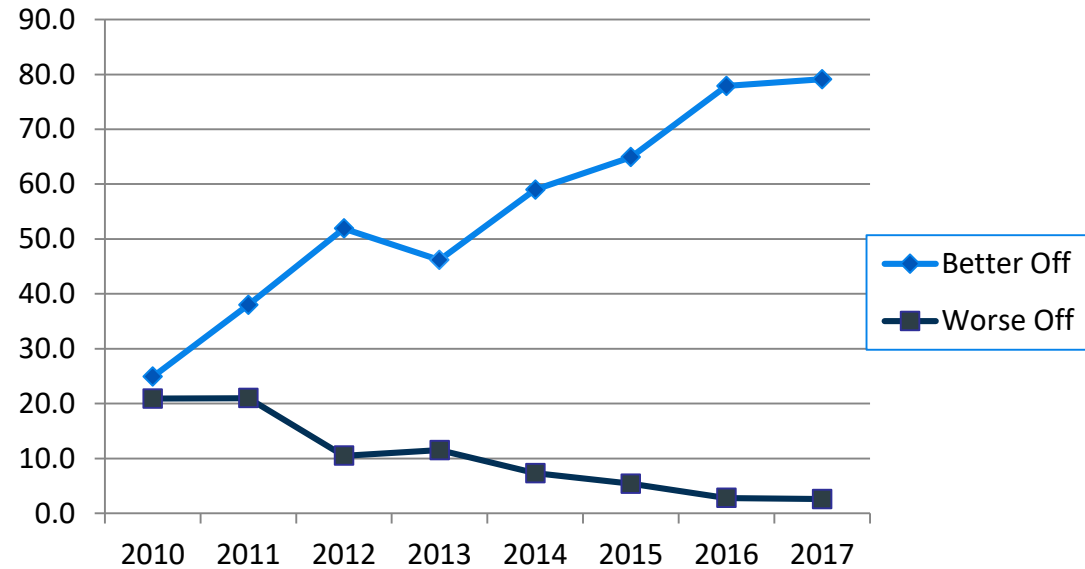
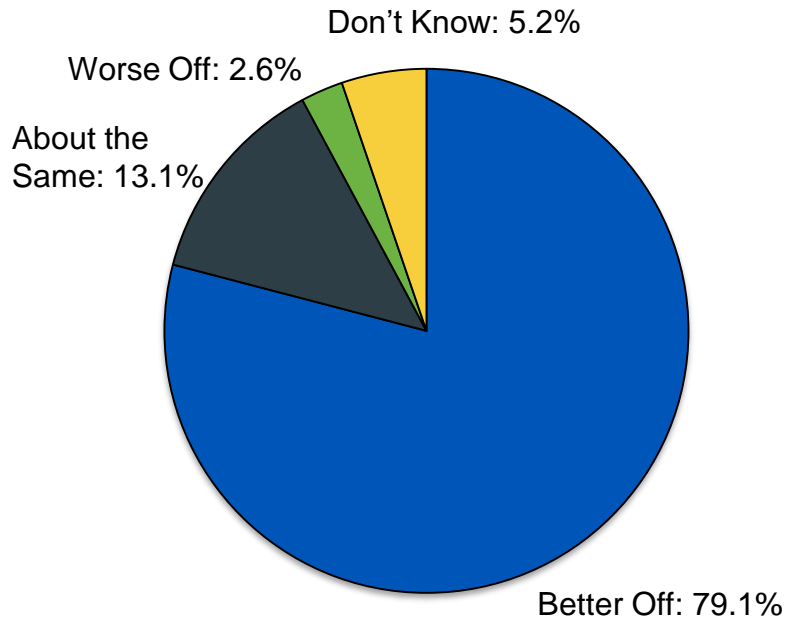
**What do you like best about doing business downtown? (pick top one or two)**



# 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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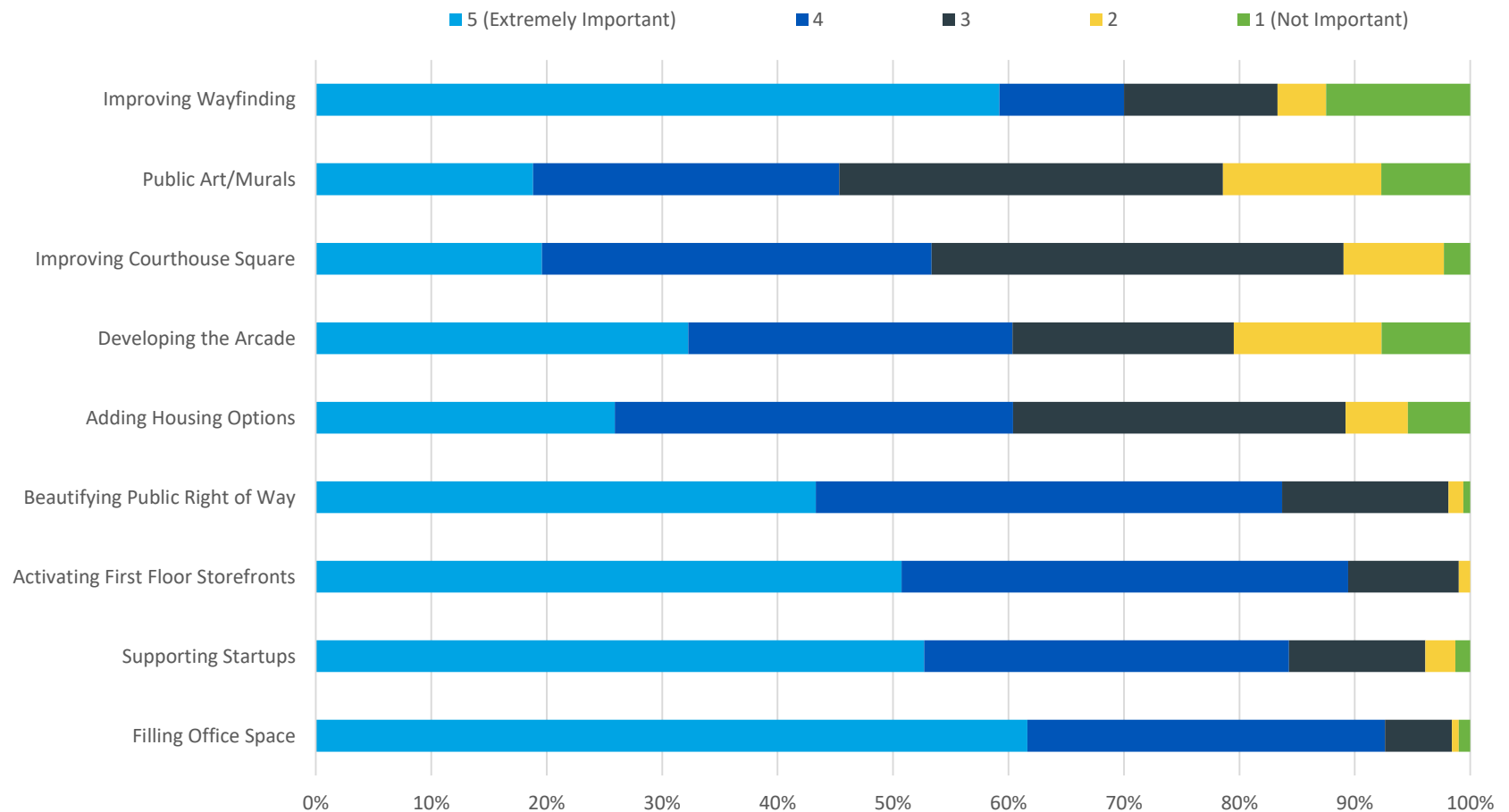


Do you personally...	Yes	No
Enjoy working downtown?	96.1%	3.9%
Feel safe downtown?	97.6%	2.4%
Know about the efforts of the Greater Downtown Dayton Plan?	72.2%	27.8%
Feel that downtown is headed in a positive direction due to the Greater Downtown Dayton Plan efforts?	95.6%	4.4%

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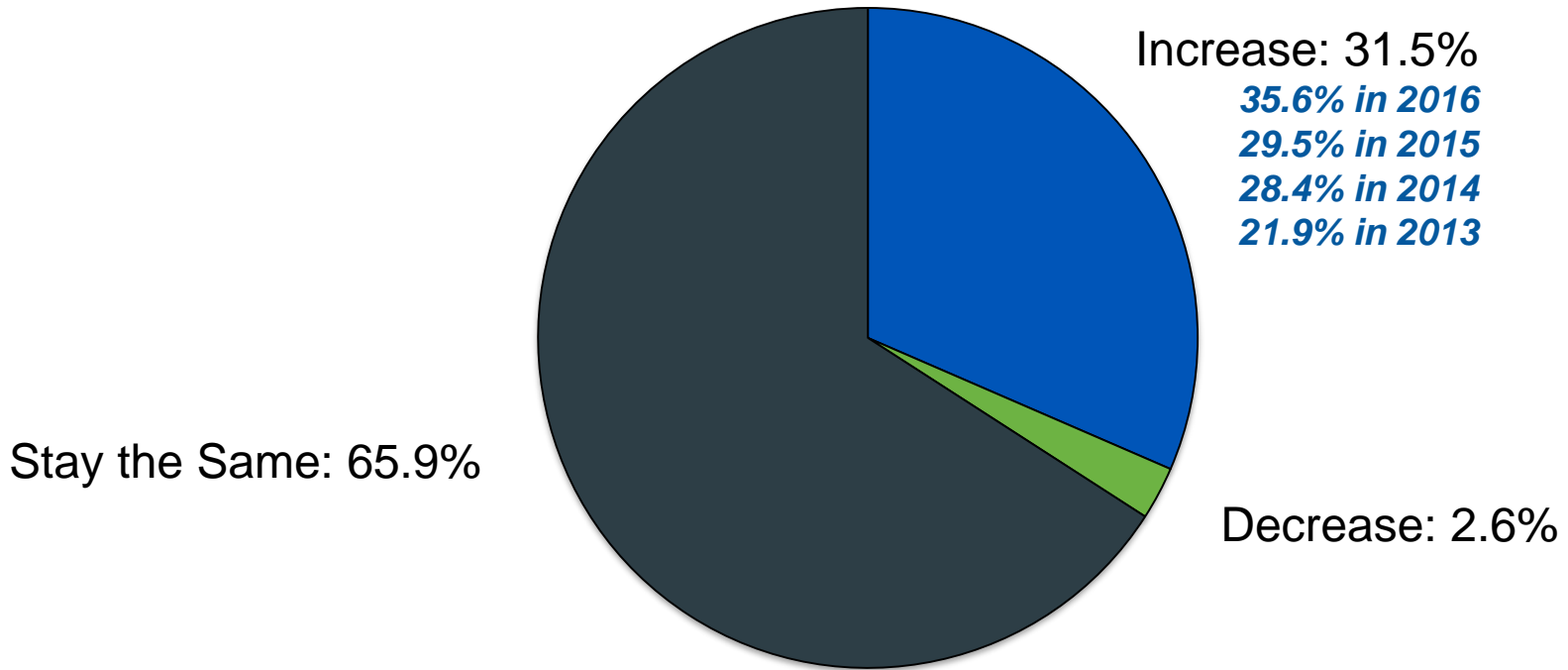
## How important are these Greater Downtown Dayton Plan initiatives?



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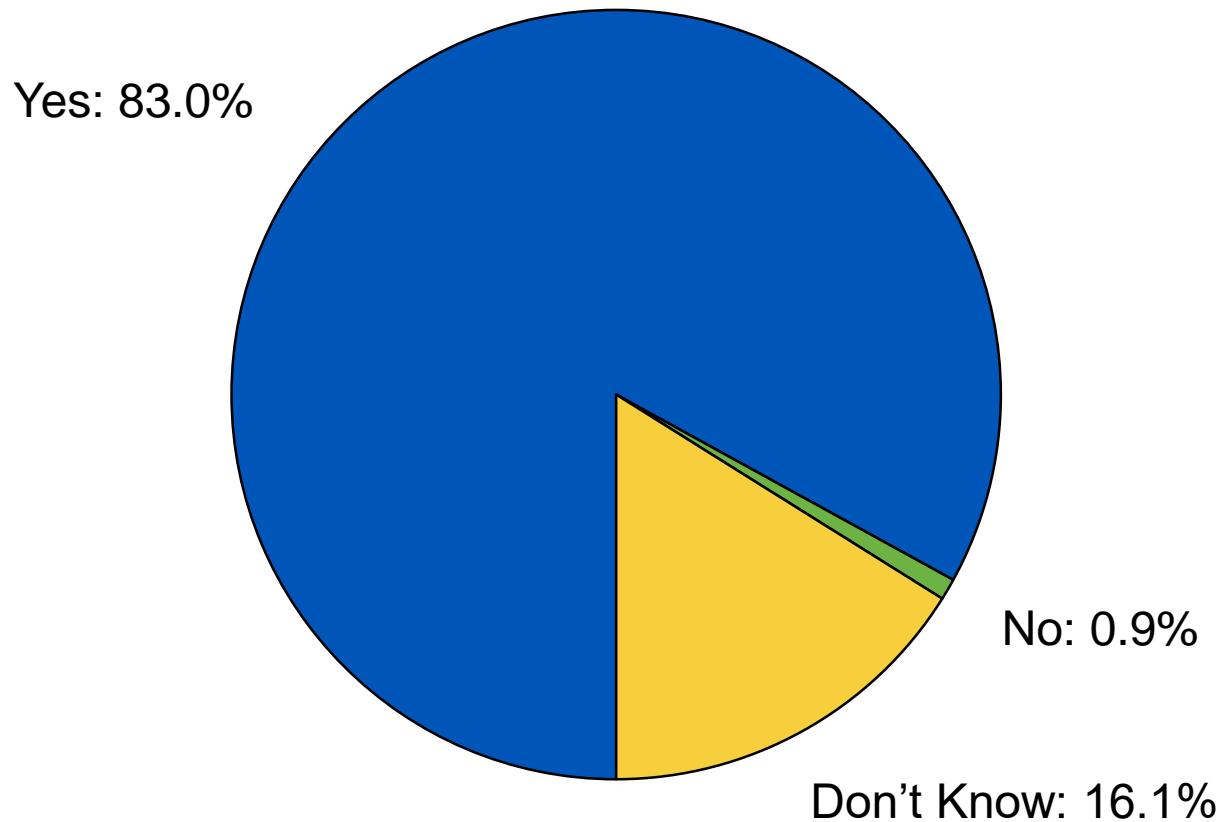
In 2018, do you expect your number of downtown employees to:



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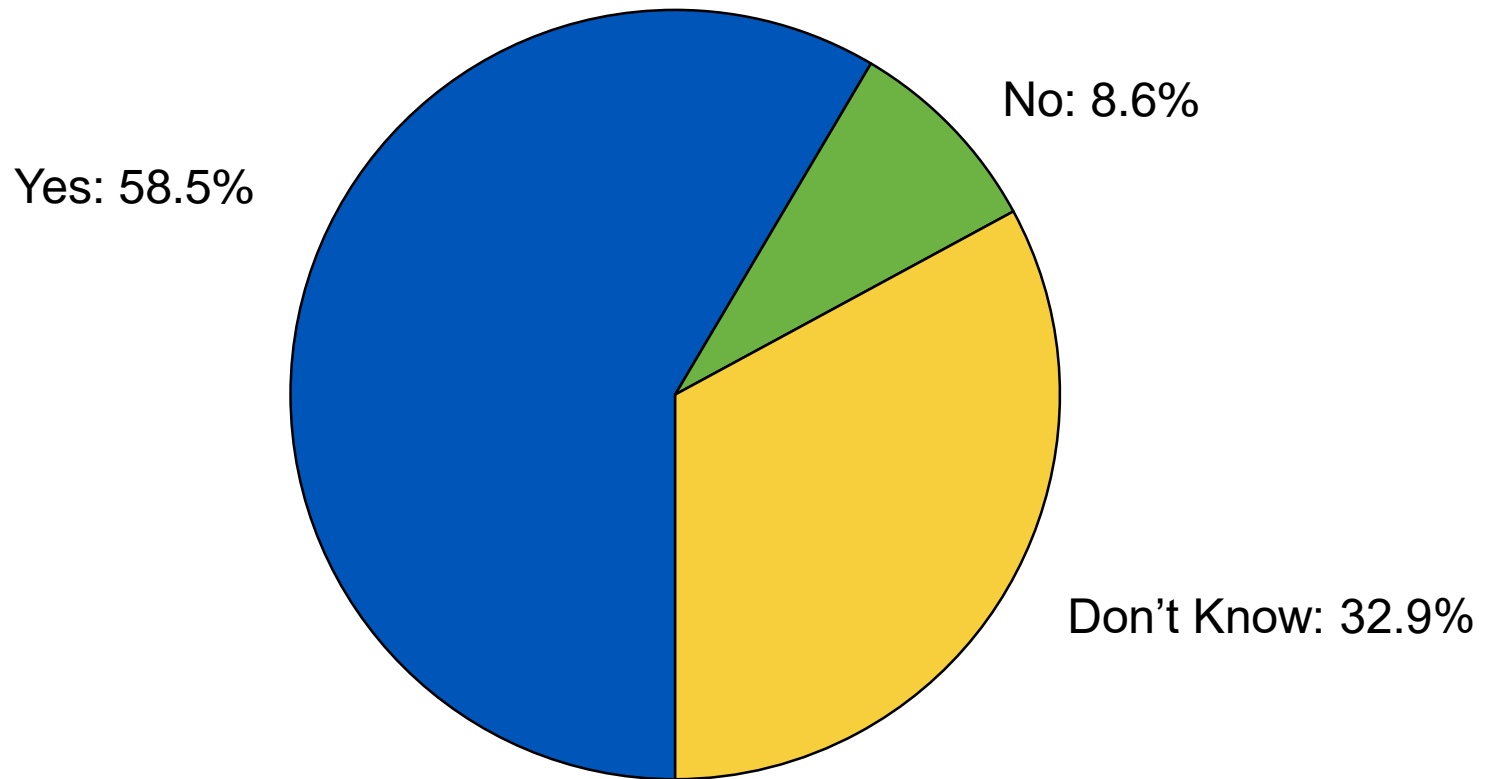
**Do you believe the Ambassadors have made downtown cleaner?**



# BUSINESS SURVEY RESULTS



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

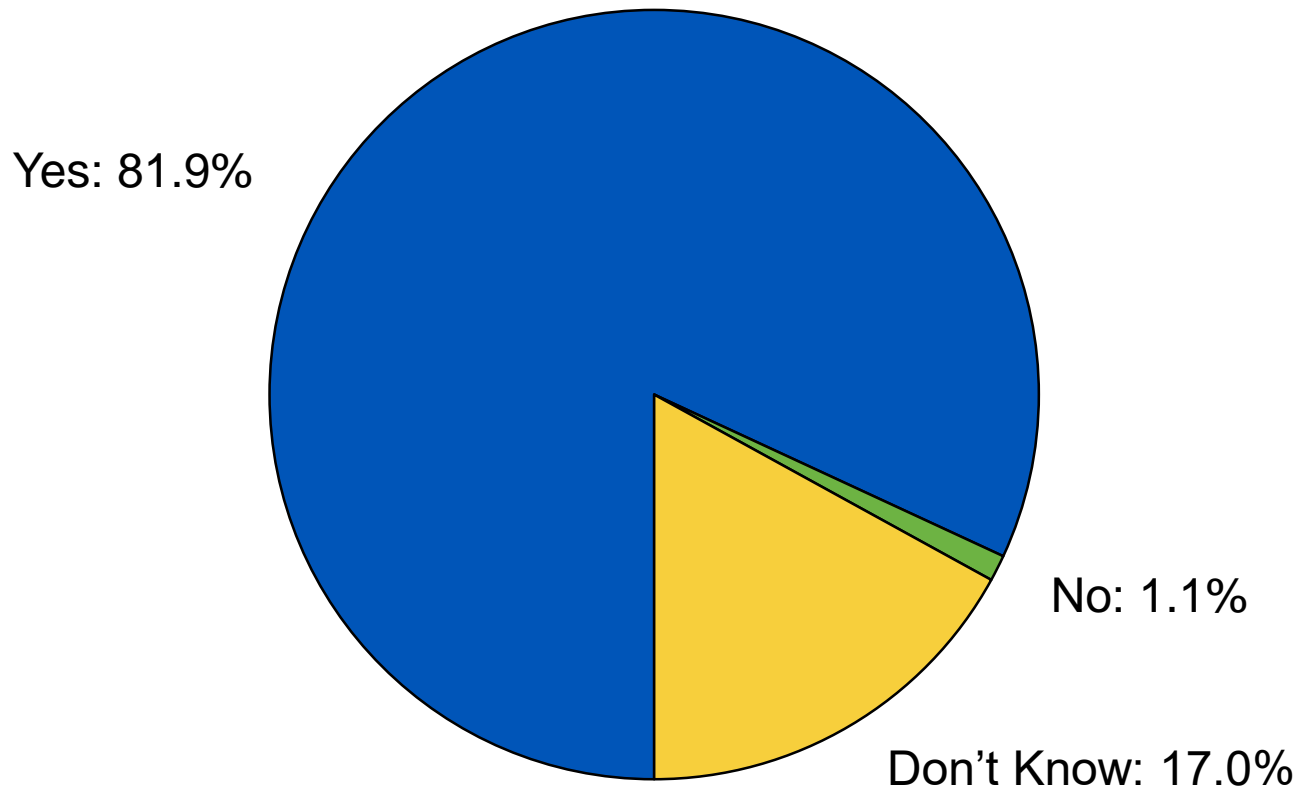




# BUSINESS SURVEY RESULTS



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



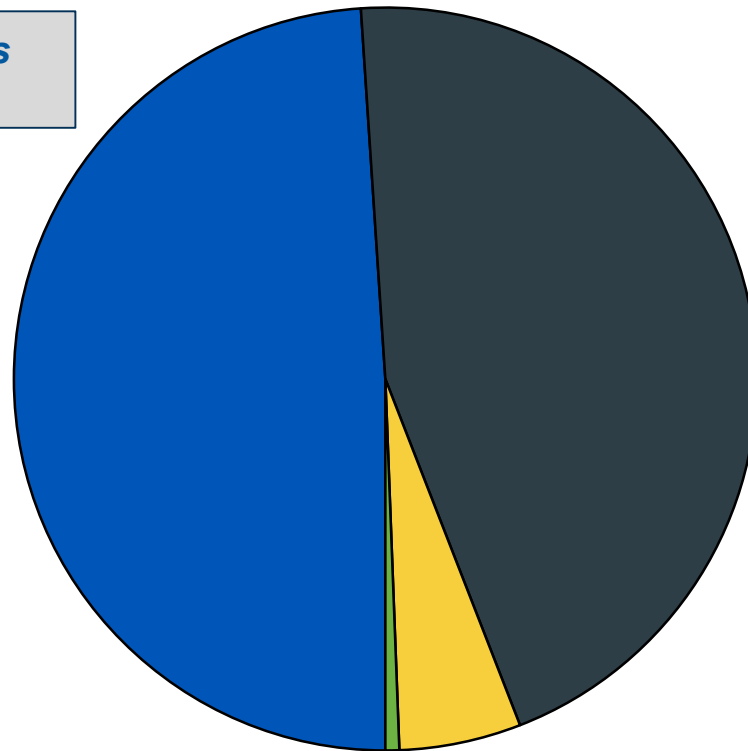
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Overall, how would you rate the job the DDP did in 2017?

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

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



Good: 45.1%

Fair: 5.3%

Poor: 0.6%

# BUSINESS SURVEY RESULTS



## 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
<b>TOTAL GAIN</b>	<b>999</b>	<b>645</b>	<b>768</b>	<b>880</b>	<b>945</b>	<b>1,119</b>
Eliminated at existing businesses	555	377	305	360	459	256
Losses due to closure/departure	591	604	379	346	427	202
<b>TOTAL LOSS</b>	<b>1,146</b>	<b>981</b>	<b>684</b>	<b>706</b>	<b>886</b>	<b>458</b>
<b>NET GAIN OR LOSS</b>	<b>-147</b>	<b>-336</b>	<b>84</b>	<b>174</b>	<b>59</b>	<b>661</b>
<b>TOTAL JOBS</b>	<b>20,282</b>	<b>19,946</b>	<b>20,030</b>	<b>20,204</b>	<b>20,263</b>	<b>20,924</b>

# BUSINESS SURVEY RESULTS



## 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?**

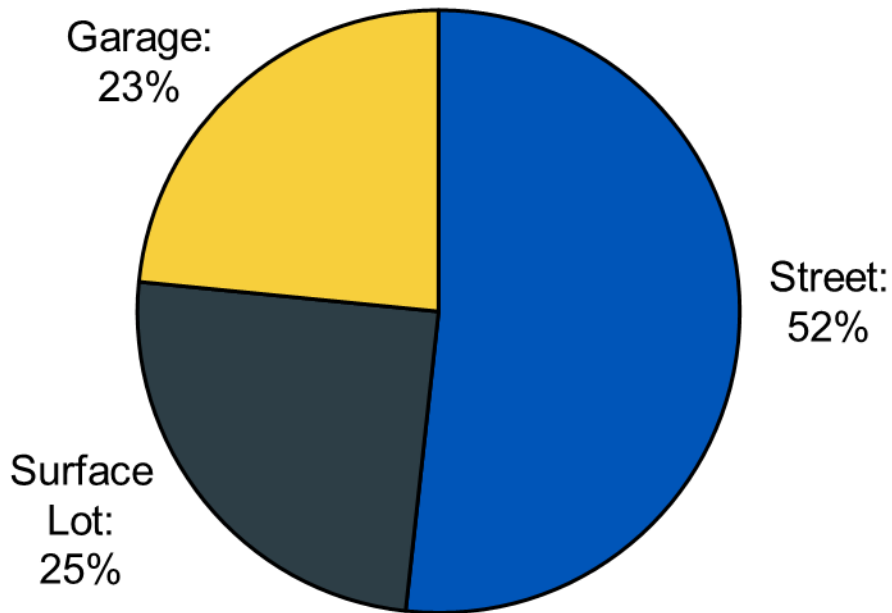
- **Parking**
- **Incivility issues**
- **Perceptions of safety**
- **Desire for more lunch options**

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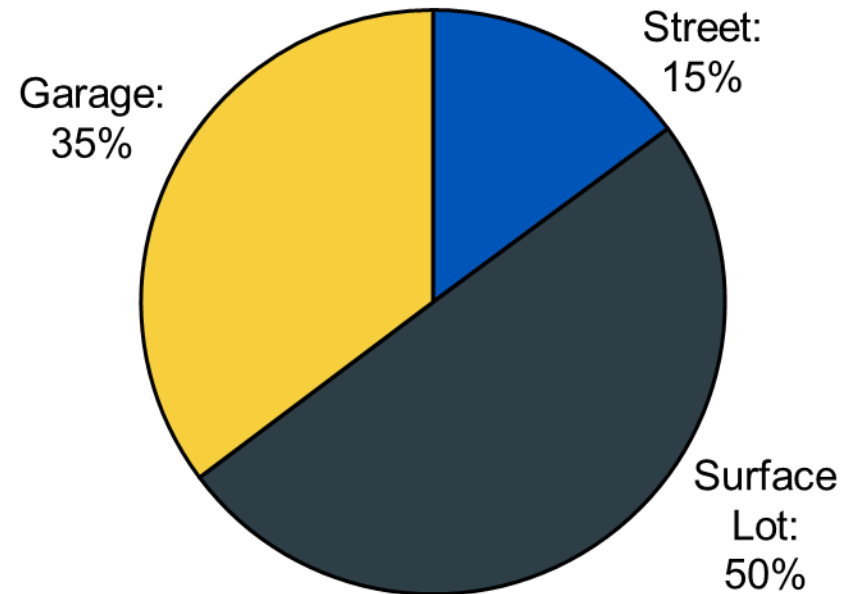


## Parking Locations – Percent of Survey Responses

Where do the majority of your visitors park?



Where do the majority of your employees / coworkers park?



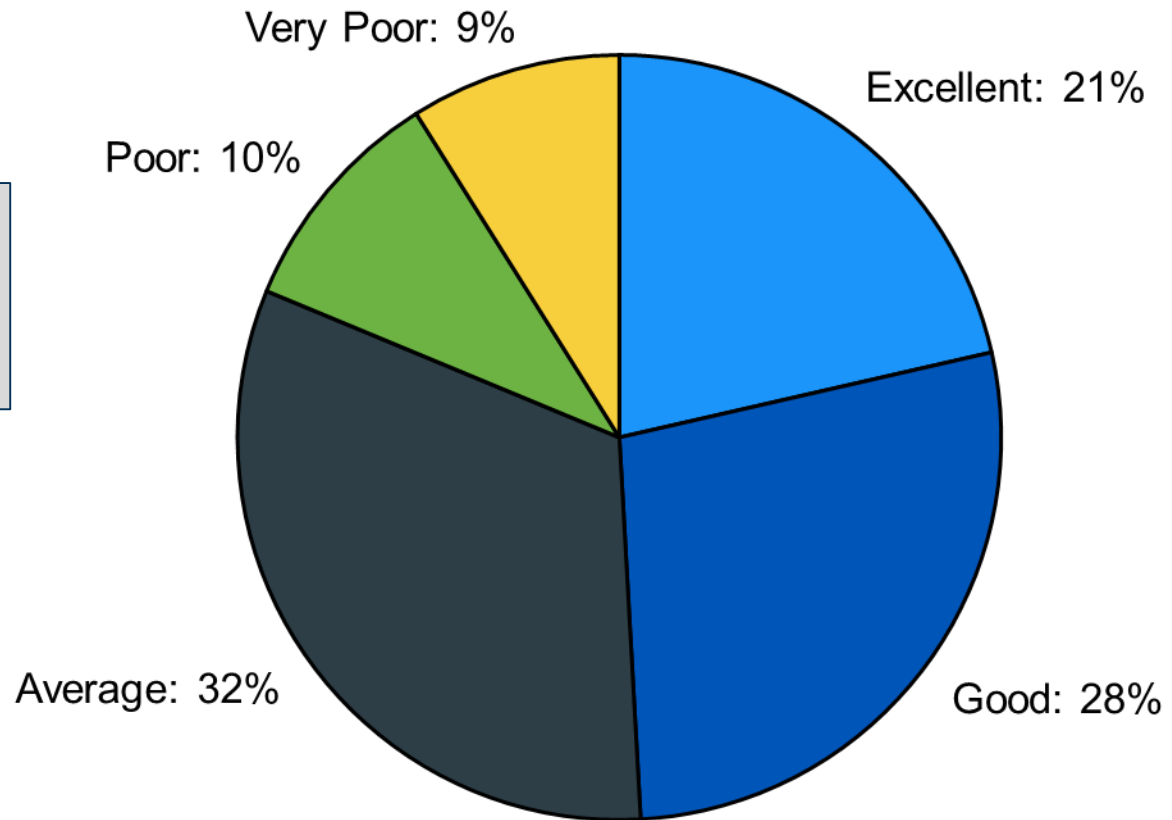
NOTE: Surface Lot response includes paid, free, and owner-occupied lots

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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"*

