



TOWN OF VIENNA TOWN BUSINESS MATTERS

The results are in!

Thank you to the 321 Town of Vienna businesses who answered the Town Business Liaison Committee's call for information and feedback and completed the 2017 Town Business Survey. Some of the results were expected and some were a little bit of a surprise. [See for yourself.](#)

One of the most prominent feedback themes was a desire for more transparent information. *Vienna Voice*, the Town's official newsletter, provides a lot of this information and is accessible [online](#).



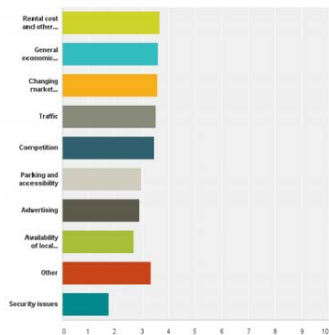
Your TBLC Team

- Friderike Butler, Chair
- Jim Brooke, Vice Chair
- Deepa Chakrapani
- Robert Holland
- Victor Mendes
- Mark Uhron
- Carey Williams

In Town of Vienna Public Information Office:
Lynne DeWilde
Adam Kincaid

Q8: Please tell us about any challenges facing your business.

Answered: 256 Skipped: 65



	least challenging	2	3	4	most challenging	Total	Weighted Average
Rental cost and other expenses	17.48%	6.29%	15.38%	14.69%	46.15%	143	3.66
General economic conditions	11.88%	9.21%	27.63%	11.18%	40.13%	61	3.59
Changing market conditions	13.77%	9.42%	21.01%	18.12%	37.68%	92	3.57
Traffic	13.87%	11.76%	21.32%	15.48%	37.58%	51	3.51
Competition	16.86%	18.23%	21.90%	16.05%	35.77%	49	3.45
Parking and accessibility	34.23%	14.01%	9.01%	8.51%	34.23%	38	2.94
Advertising	29.25%	17.92%	14.45%	13.21%	25.47%	27	2.88
Availability of local staff	41.24%	18.31%	12.37%	18.31%	25.77%	37	2.69
Other	35.98%	2.56%	7.69%	2.56%	51.28%	20	3.31
Security issues	59.26%	16.85%	17.28%	3.79%	3.79%	3	1.77

Powered by SurveyMonkey



TBLC summer initiative: Let yourself be discovered

Over the last two summers, the Town Business Liaison Committee (TBLC) has introduced fun incentives for residents and visitors to explore Vienna and discover hidden gems in our community through "Discover Vienna" moments.

[Subscribe](#) to our email list

This year, the TBLC has decided to try a free-flowing approach to this now familiar theme. We are inviting all residents and visitors to post their favorite #DiscoverViennaVA moments and places on social media.

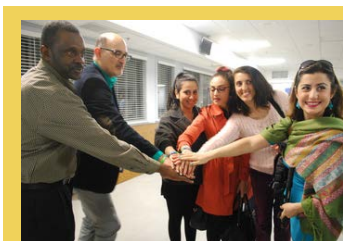
Cheers for Peers

Have you achieved a business milestone recently? Has your business undertaken an effort that's had a positive impact on the community or your industry?

builders a big, happy shout-out here! Please send a brief email with information to TBLC Chair [Friderike Butler](#).

Businesses with at least five individual social media shout-outs with a photo using the **#DiscoverViennaVA** hashtag will be awarded a Discover Vienna decal to proudly display in their window for all to see.

We hope that over the next couple of months, we will start to see DiscoverViennaVA decals popping up all over Town. If you want to actively participate, let your patrons know that you want to earn your decal and have them post a picture with you, a staff member, or your business logo. As soon as we see five postings from different individuals, we will happily deliver your decal!



Let's work together, enjoy our beautiful Town, and make our business community as vibrant and enticing as we can! Feedback and ideas are always welcome!



TBLC celebrates new businesses

Did you know that the Town Business Liaison Committee celebrates and welcomes new Town businesses by helping them organize a ribbon-cutting ceremony? Find more information and a request form [online](#).



This newsletter is published by the Town of Vienna's Town Business Liaison Committee.

Questions or suggestions?
pio@viennava.gov or 703-255-6361

Share this email:



Manage your preferences | Opt out using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

127 Center St. S.
Vienna, VA | 22180 US

This email was sent to .
To continue receiving our emails, add us to your address book.

powered by emma

