

Vienna Business Owner Survey

Friday, May 19, 2017

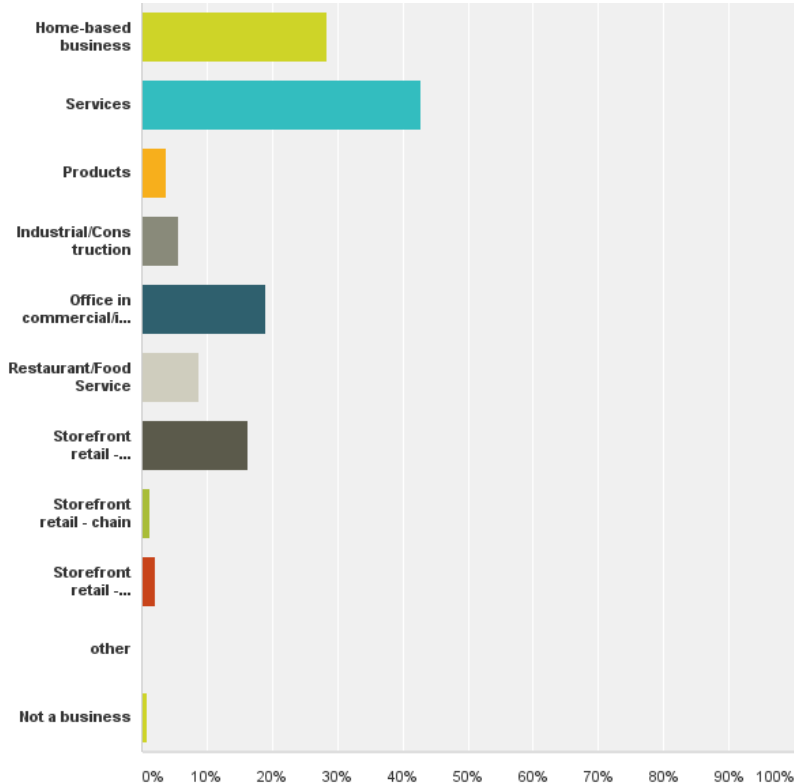
Total Responses

321

Complete Responses: 307

Q1: Business is generally set up as:

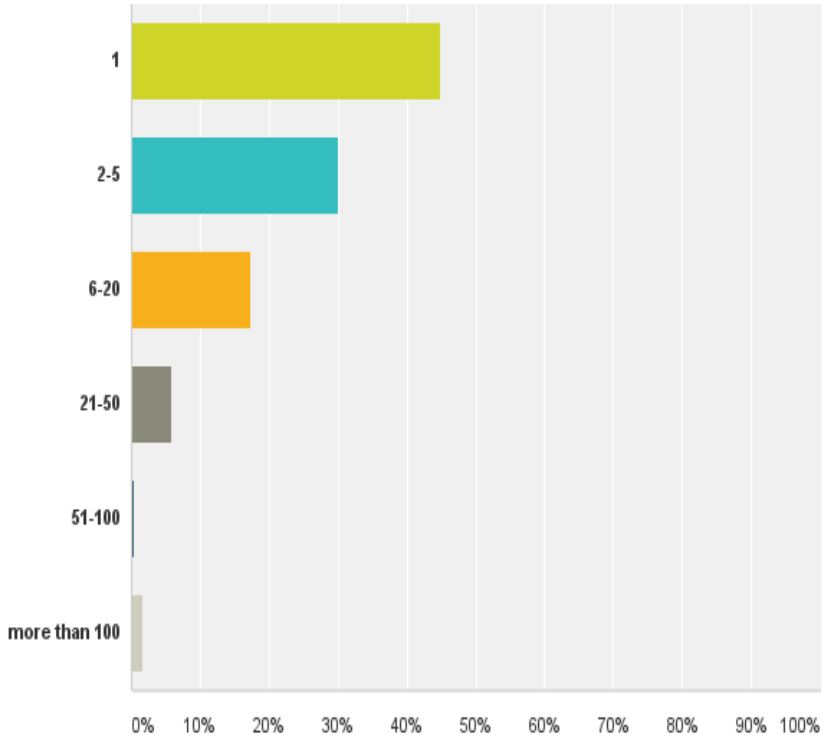
Answered: 320 Skipped: 1



Answer Choices	Responses	
Home-based business	28.44%	91
Services	42.81%	137
Products	3.75%	12
Industrial/Construction	5.63%	18
Office in commercial/industrial zone	19.06%	61
Restaurant/Food Service	8.75%	28
Storefront retail - individually owned and operated	16.25%	52
Storefront retail - chain	1.25%	4
Storefront retail - franchise	2.19%	7
other	0.00%	0
Not a business	0.94%	3
Total Respondents: 320		

Q5: Number of business employees (including self)

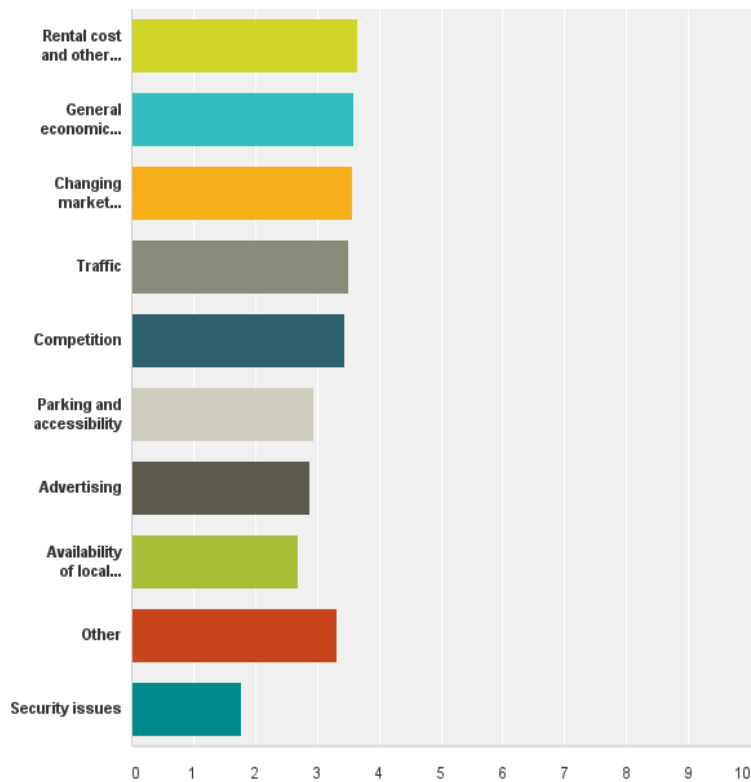
Answered: 307 Skipped: 14



Answer Choices	Responses
1	44.95% 138
2-5	29.97% 92
6-20	17.26% 53
21-50	5.86% 18
51-100	0.33% 1
more than 100	1.63% 5
Total	307

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

Answered: 256 Skipped: 65

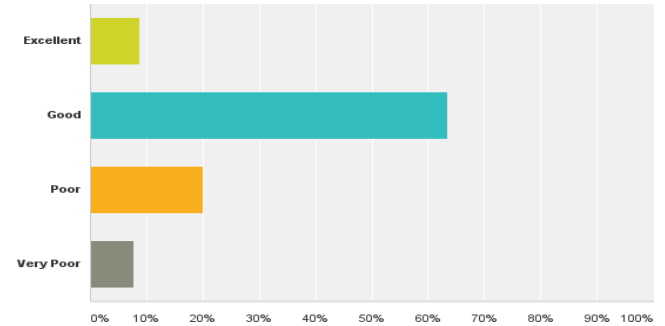


	least challenging1	2	3	4	most challenging5	Total	Weighted Average
Rental cost and other expenses	17.48% 25	6.29% 9	15.38% 22	14.69% 21	46.15% 66	143	3.66
General economic conditions	11.84% 18	9.21% 14	27.63% 42	11.18% 17	40.13% 61	152	3.59
Changing market conditions	13.77% 19	9.42% 13	21.01% 29	18.12% 25	37.68% 52	138	3.57
Traffic	13.97% 19	11.76% 16	21.32% 29	15.44% 21	37.50% 51	136	3.51
Competition	16.06% 22	10.22% 14	21.90% 30	16.06% 22	35.77% 49	137	3.45
Parking and accessibility	34.23% 38	14.41% 16	9.01% 10	8.11% 9	34.23% 38	111	2.94
Advertising	29.25% 31	17.92% 19	14.15% 15	13.21% 14	25.47% 27	106	2.88
Availability of local staffing	41.24% 40	10.31% 10	12.37% 12	10.31% 10	25.77% 25	97	2.69
Other	35.90% 14	2.56% 1	7.69% 3	2.56% 1	51.28% 20	39	3.31
Security issues	59.26% 48	16.05% 13	17.28% 14	3.70% 3	3.70% 3	81	1.77

BUSINESS CHALLENGES

70% of businesses responding did not think parking was a problem (N = 302)
30% rated parking to be “poor” or “very poor” (59 + 23)

Of those who ranked parking to be poor/very poor:
66% of these businesses are not located on Maple Avenue
33% are the businesses that provide commercial/industrial products
and the businesses that offered services



Other Comments:

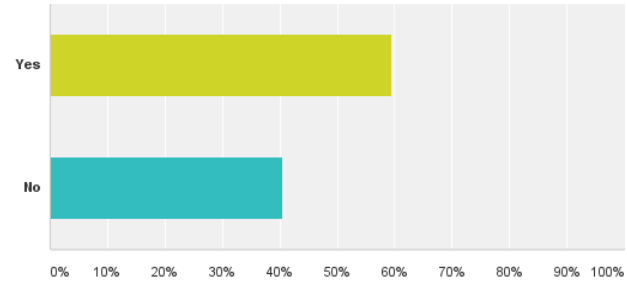
- (Town) Taxes IIIII III
- Marketing/ Visibility III
- Public Transportation II
- Road Conditions/ Traffic/ Traffic PatternsII
- Permits/ Regulations II
- REDF Development
- Cyber attacks
- Vienna empty after 8PM
- Too many consignments stores on Church

MAC - Pedestrian Friendly, Mixed-Use Development

Q18: Are you familiar with the MAC vision?

Yes – 177

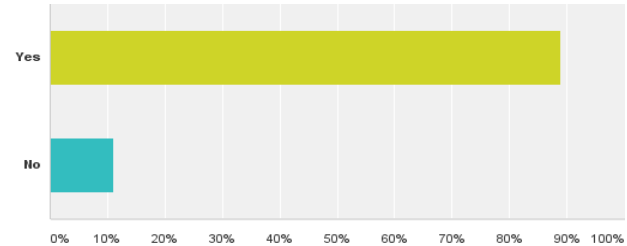
No – 121



Q19: Do you support mixed-use, pedestrian-friendly redevelopment along Maple Avenue?

Yes – 255

No – 32

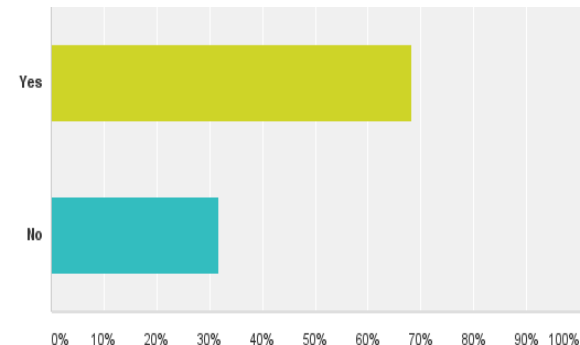


The vast majority of surveyed businesses supports pedestrian-friendly mixed-use development whether or not respondents are familiar with the Maple Avenue Corridor Project

Q22: Do you consider your business connected to and/or knowledgeable about happenings in Town?

Answered: 290 Skipped: 31

Answer Choices	Responses	
Yes	68.28%	198
No	31.72%	92
Total		290



Q23+24: What can the ToV/ TBLC do to support your business?

COMMUNICATION

Advertising/Marketing/Signage/Visibility/Business Press Releases/Business Promotion opps ||||| ||||| ||||| ||||| ||||| ||||| || = 32
Networking, collaboration, local business first ||||| ||||| ||||| ||||| || = 22
Meeting space |
transparency about town events/street closings ||||| ||||| ||||| ||||| ||| = 23
(texts/email/print)
Newsletter ||

INFRASTRUCTURE

Parking improvement (public parking/garage) ||||| ||||| ||||| | = 16
Traffic flow improvement ||||| ||||| | = 11
Better public transportation from Vienna metro ||
More industrial zoning and parking ||
Wireless internet ||

ADMINISTRATION

Lower taxes ||||| ||||| ||||| = 15
Improve (tax) transparency ||||| = 5
Less restrictions/regulations |||
More business support/education |||| = 4
Help with buying commercial real estate |
Allow business owners on Town Council |

OTHER

Rental cost |||| = 4
More good workers |

Recommendations for Quick Relief

- Send hard copy of Town Newsletter to all non-residential businesses
- Continue new monthly Town Business Matters e-newsletter
 - Expand content to include:
 - town events
 - business opportunities – How to do business with the town
 - networking opportunities
 - collaboration with VBA
 - updates on town infrastructure that impact businesses
- More coordinated and public Shop Local initiatives to support town businesses
 - Business Map
 - Special business focus weeks, e.g. restaurant week, etc.

Q25: Do you know about the Vienna Business Association (VBA)?

Answered: 287 Skipped: 34

Answer Choices	Responses	
Yes, and I am a member	19.86%	57
Yes, but I am not a member	58.89%	169
No	21.25%	61
Total		287

