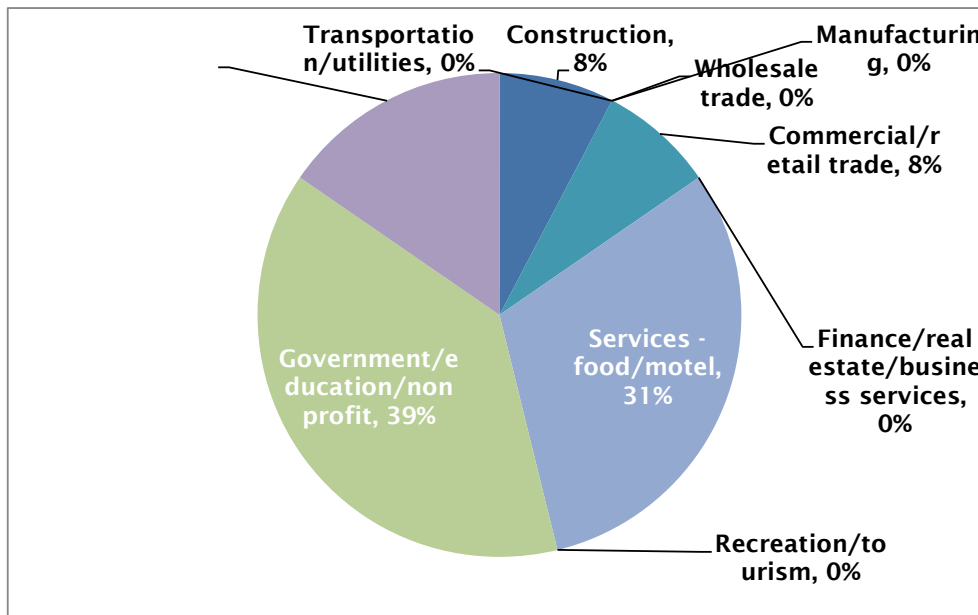


MLK SUBAREA PLAN

Appendix C: Business Owner Survey Results

MLK Subarea Plan - Business Owner Survey

What is the nature of your business (select one)?		
Answer Options		Response Percent
Construction		8%
Manufacturing		0%
Transportation/utilities		0%
Wholesale trade		0%
Commercial/retail trade		8%
Finance/real estate/business services		0%
Services - food/motel		31%
Recreation/tourism		0%
Government/education/nonprofit		39%
Hospital/health care		15%
<i>answered question</i>		41
<i>skipped question</i>		1

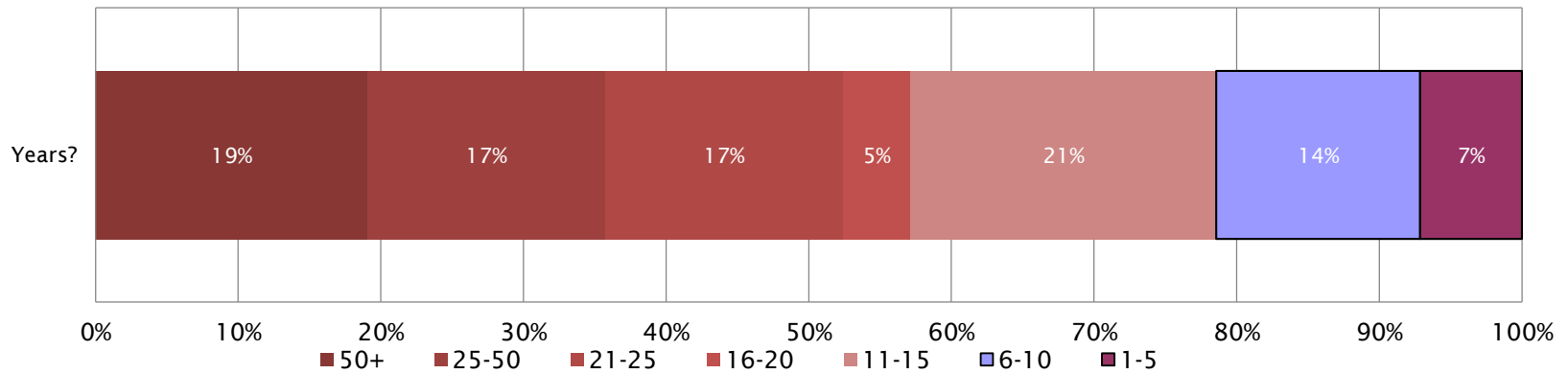


MLK Subarea Plan - Business Owner Survey

How many years have you owned or operated your business?

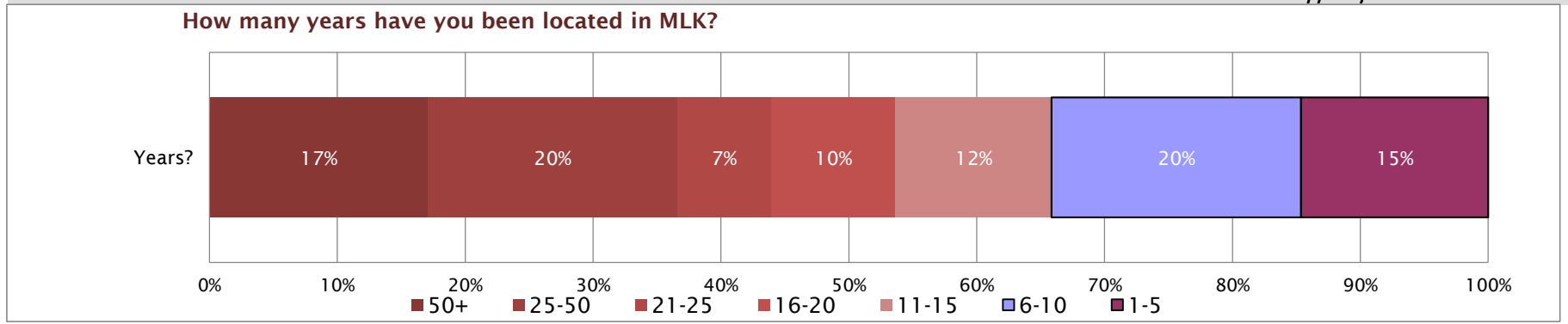
Answer Options	1-5	6-10	11-15	16-20	21-25	25-50	50+	Response Count
Years?	7%	14%	21%	5%	17%	17%	19%	100%
<i>answered question</i>								42
<i>skipped question</i>								0

How many years have you owned or operated your business?



MLK Subarea Plan - Business Owner Survey

How many years have you been located in MLK?								
Answer Options	1-5	6-10	11-15	16-20	21-25	25-50	50+	Response Count
Years?	15%	20%	12%	10%	7%	20%	17%	100%
<i>answered question</i>								41
<i>skipped question</i>								1

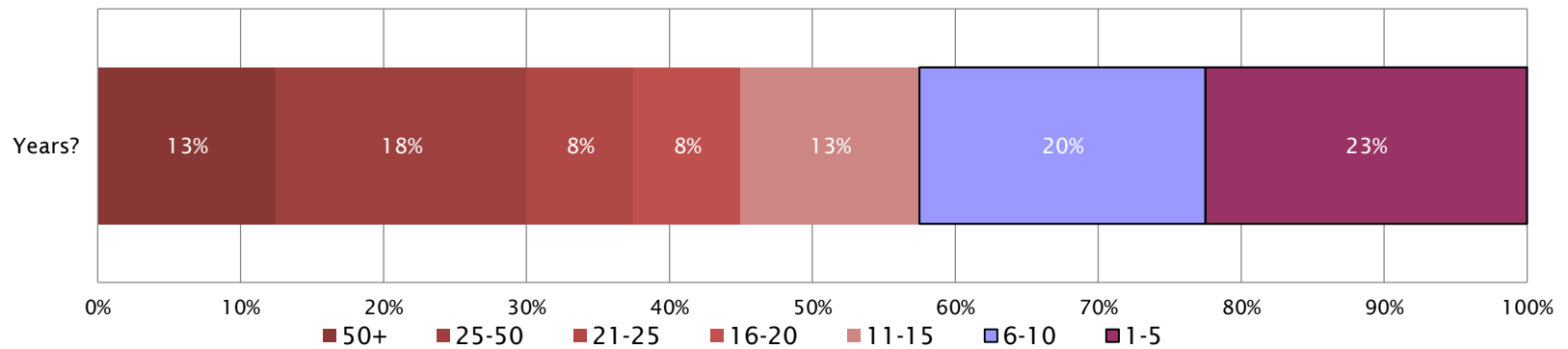


MLK Subarea Plan - Business Owner Survey

How many years have you operated a business at this location in MLK?

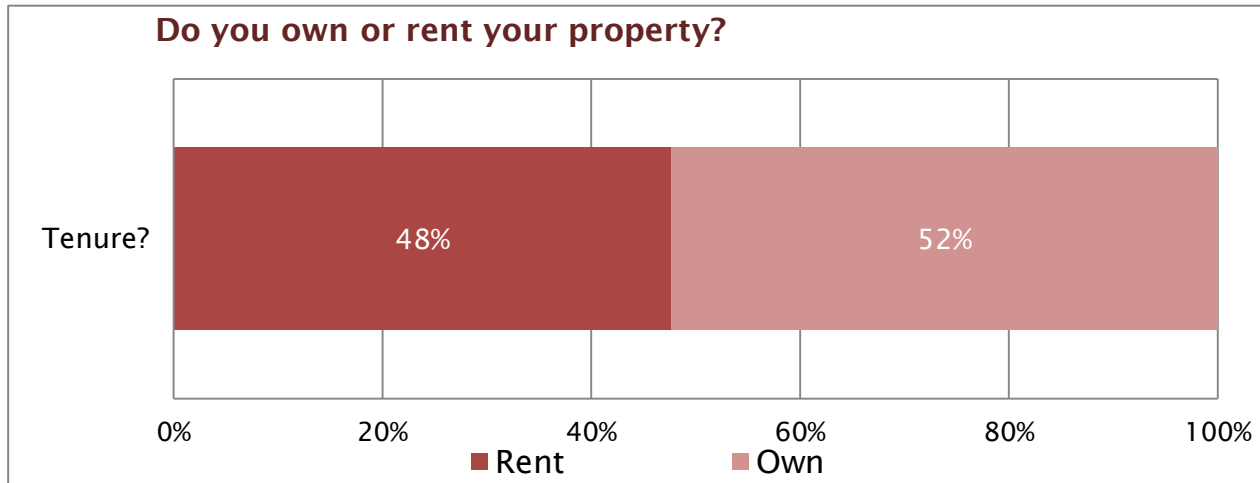
Answer Options	1-5	6-10	11-15	16-20	21-25	25-50	50+	Response Count
Years?	23%	20%	13%	8%	8%	18%	13%	100%
						<i>answered question</i>		40
						<i>skipped question</i>		2

How many years have you operated a business at this location in MLK?



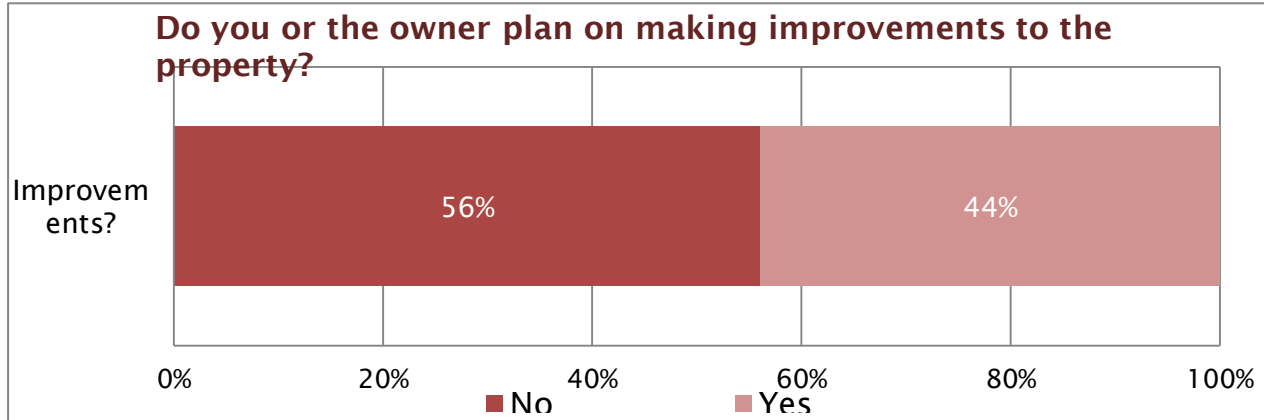
MLK Subarea Plan - Business Owner Survey

Do you own or rent your property?			
Answer Options	Own	Rent	Response Count
Tenure?	52%	48%	100%
<i>answered question</i>			42
<i>skipped question</i>			0



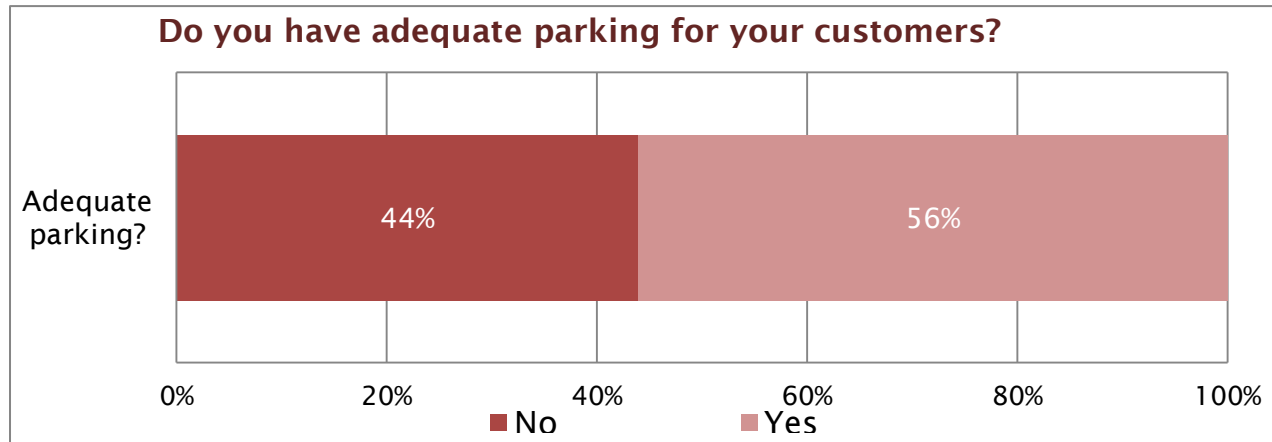
MLK Subarea Plan - Business Owner Survey

Do you or the owner plan on making improvements to the property?			
Answer Options	Yes	No	Response Count
Improvements?	44%	56%	100%
<i>answered question</i>			41
<i>skipped question</i>			1



MLK Subarea Plan - Business Owner Survey

Do you have adequate parking for your customers?			
Answer Options	Yes	No	Response Count
Adequate parking?	56%	44%	100%
<i>answered question</i>			41
<i>skipped question</i>			1

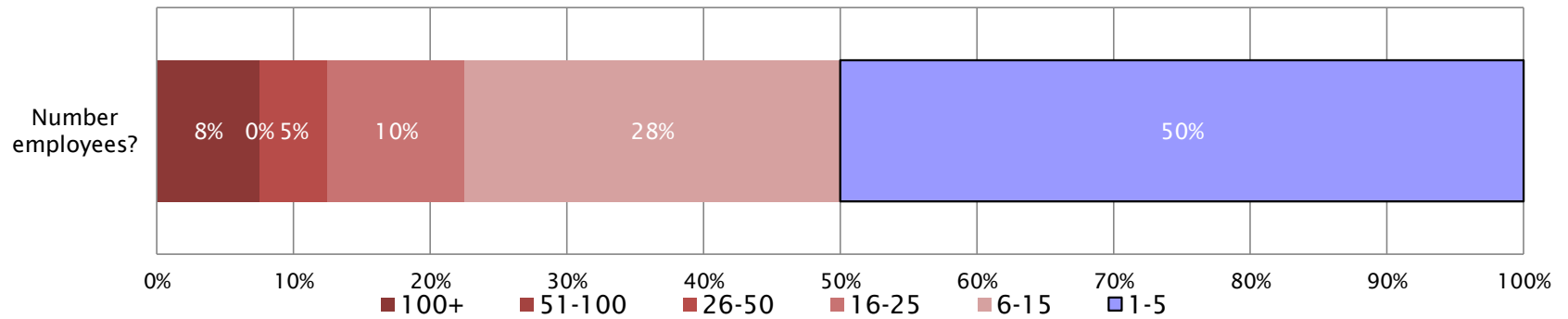


MLK Subarea Plan - Business Owner Survey

How many employees work in your MLK business full-time (year round)?

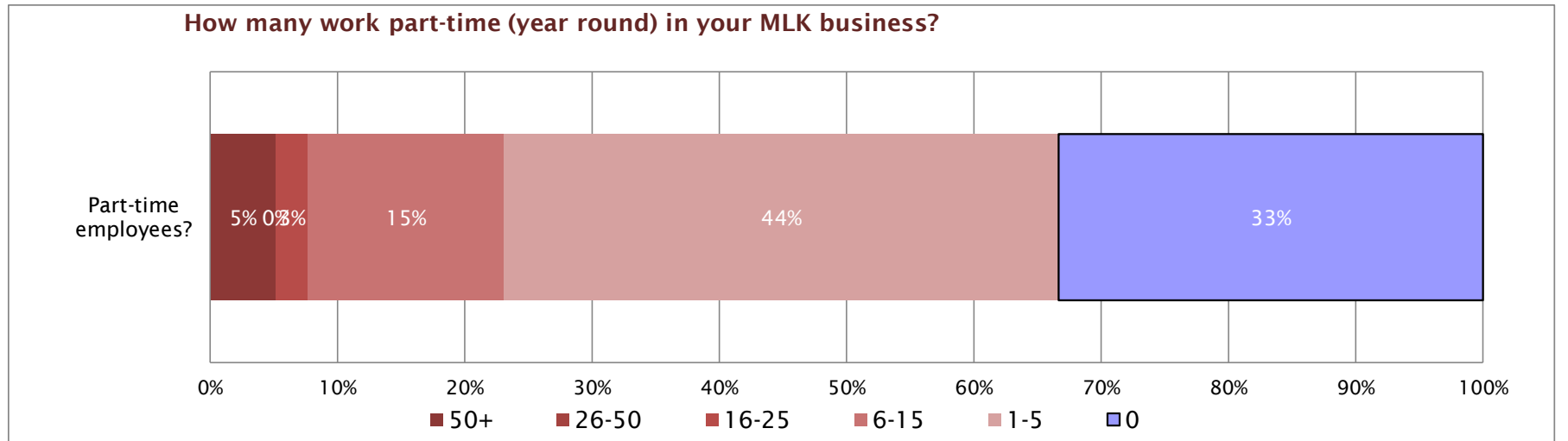
Answer Options	1-5	6-15	16-25	26-50	51-100	100+	Response Count
Number employees?	50%	28%	10%	5%	0%	8%	100%
<i>answered question</i>							40
<i>skipped question</i>							2

How many employees work in your MLK business full-time (year round)?



MLK Subarea Plan - Business Owner Survey

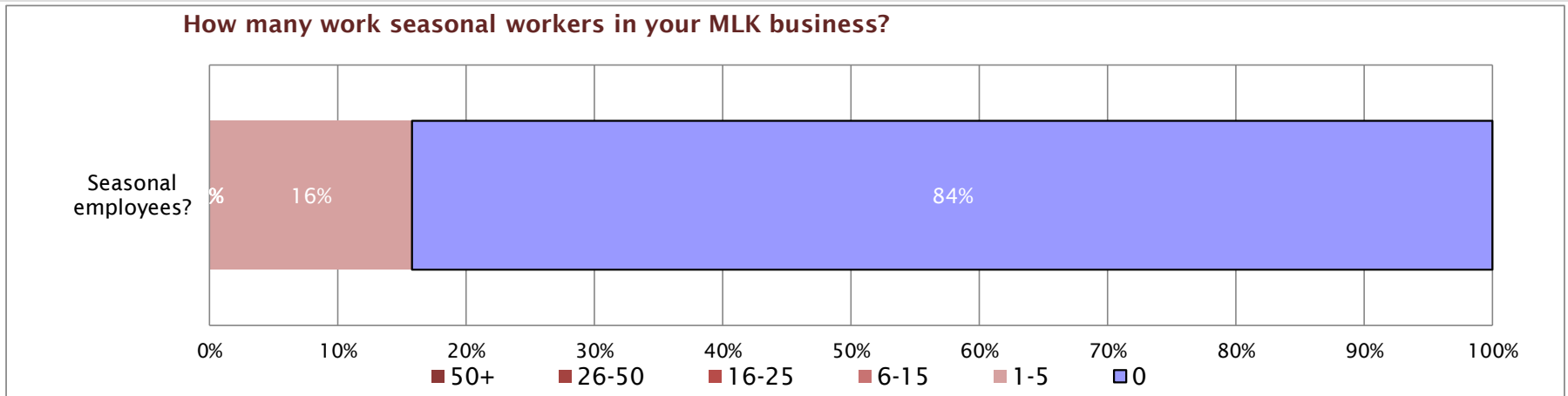
How many work part-time (year round) in your MLK business?							
Answer Options	0	1-5	6-15	16-25	26-50	50+	Response Count
Part-time employees?	33%	44%	15%	3%	0%	5%	100%
	<i>answered question</i>						39
	<i>skipped question</i>						3



MLK Subarea Plan - Business Owner Survey

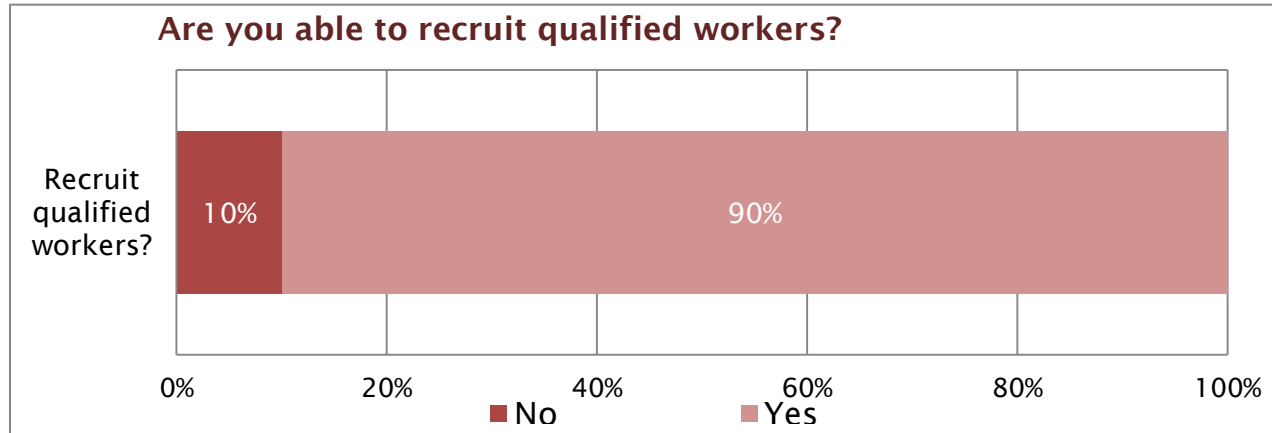
How many work seasonal workers in your MLK business?

Answer Options	0	1-5	6-15	16-25	26-50	50+	Response Count
Seasonal employees?	84%	16%	0%	0%	0%	0%	100%
<i>answered question</i>							38
<i>skipped question</i>							4



MLK Subarea Plan - Business Owner Survey

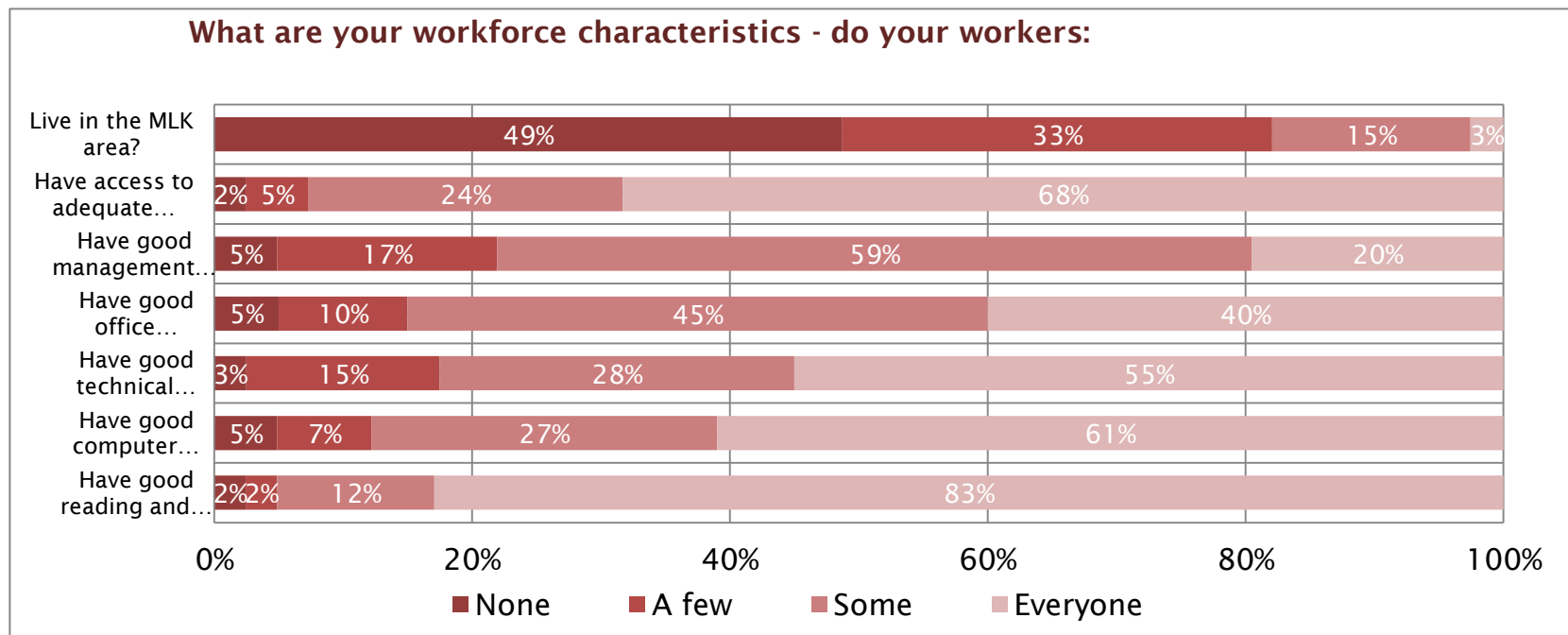
Are you able to recruit qualified workers?			
Answer Options	Yes	No	Response Count
Recruit qualified workers?	90%	10%	100%
<i>answered question</i>			40
<i>skipped question</i>			2



MLK Subarea Plan - Business Owner Survey

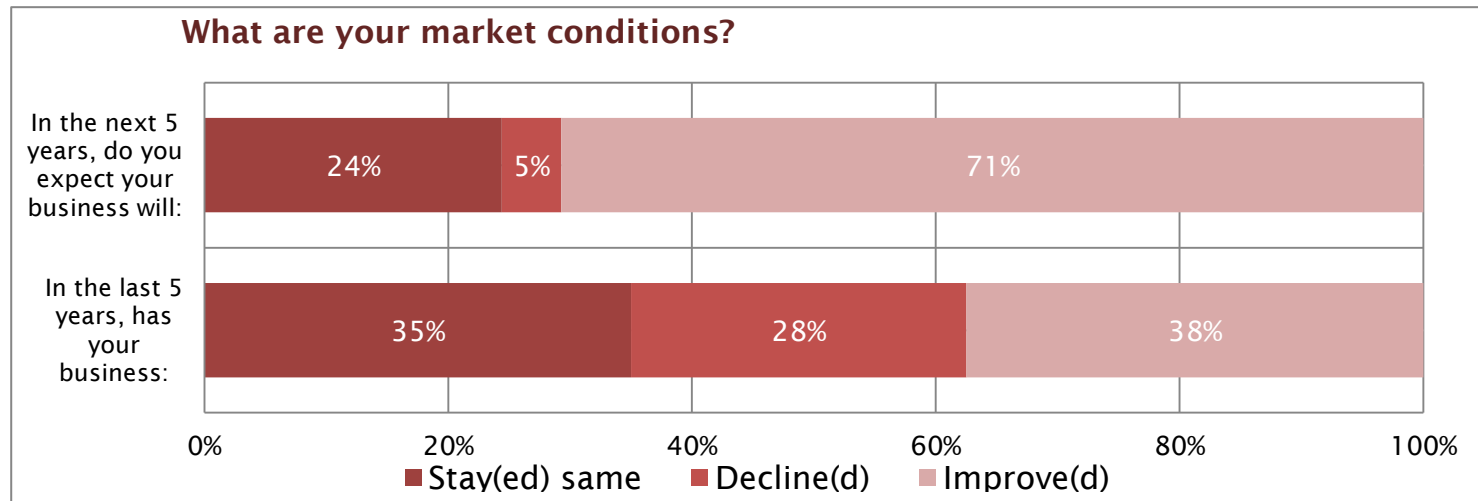
What are your workforce characteristics - do your workers:

Answer Options	Everyone	Some	A few	None	Response Count
Have good reading and writing skills?	83%	12%	2%	2%	100%
Have good computer capability?	61%	27%	7%	5%	100%
Have good technical training and skills?	55%	28%	15%	3%	100%
Have good office administration skills?	40%	45%	10%	5%	100%
Have good management skills?	20%	59%	17%	5%	100%
Have access to adequate transportation?	68%	24%	5%	2%	100%
Live in the MLK area?	3%	15%	33%	49%	100%
<i>answered question</i>					41
<i>skipped question</i>					1



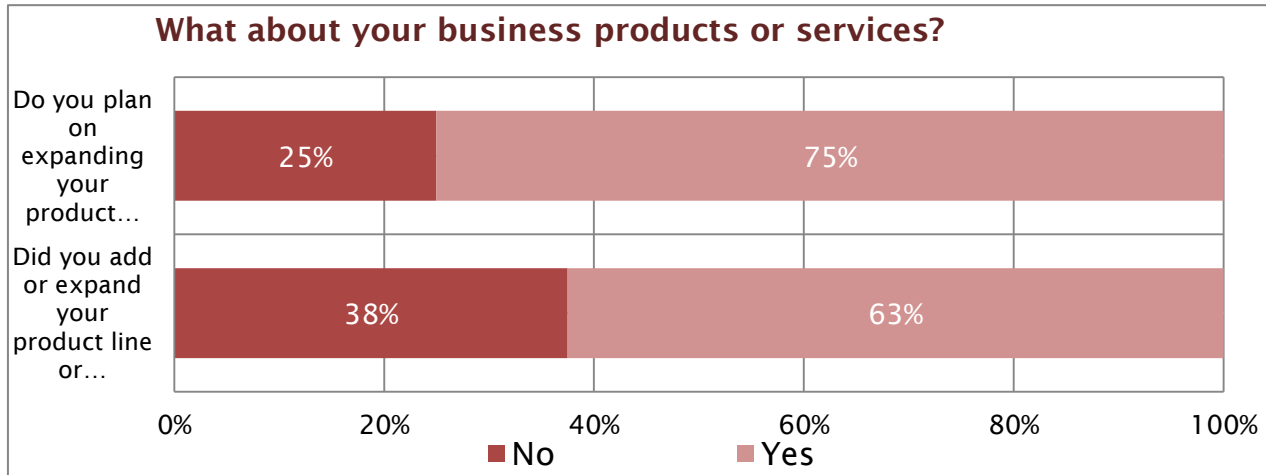
MLK Subarea Plan - Business Owner Survey

What are your market conditions?				
Answer Options	Improve(d)	Decline(d)	Stay(ed) same	Response Count
In the last 5 years, has your business:	38%	28%	35%	100%
In the next 5 years, do you expect your business will:	71%	5%	24%	100%
<i>answered question</i>				41
<i>skipped question</i>				1



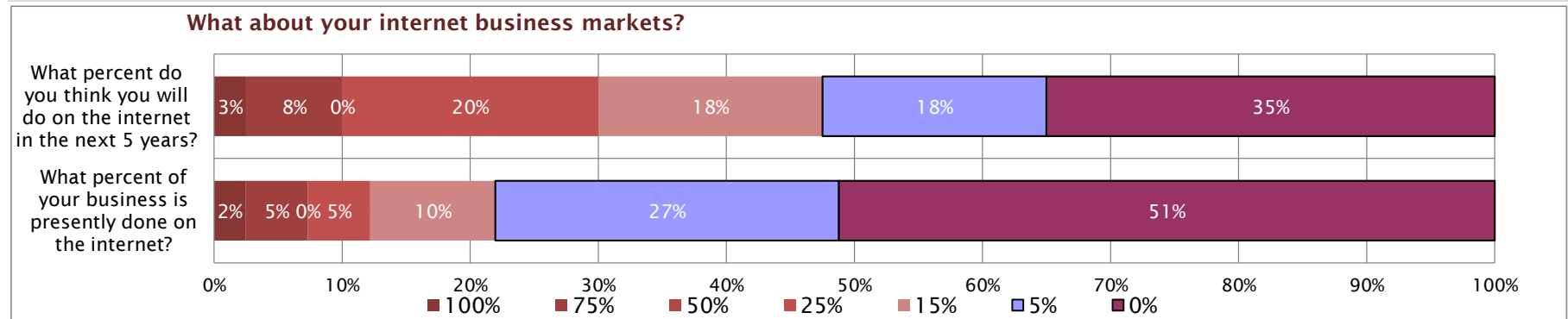
MLK Subarea Plan - Business Owner Survey

What about your business products or services?			
Answer Options	Yes	No	Response Count
Did you add or expand your product line or services in	63%	38%	100%
Do you plan on expanding your product line or services	75%	25%	100%
<i>answered question</i>			40
<i>skipped question</i>			2



MLK Subarea Plan - Business Owner Survey

What about your internet business markets?								
Answer Options	0%	5%	15%	25%	50%	75%	100%	Response Count
What percent of your business is presently done on the	51%	27%	10%	5%	0%	5%	2%	100%
What percent do you think you will do on the internet in	35%	18%	18%	20%	0%	8%	3%	100%
<i>answered question</i>								40
<i>skipped question</i>								2

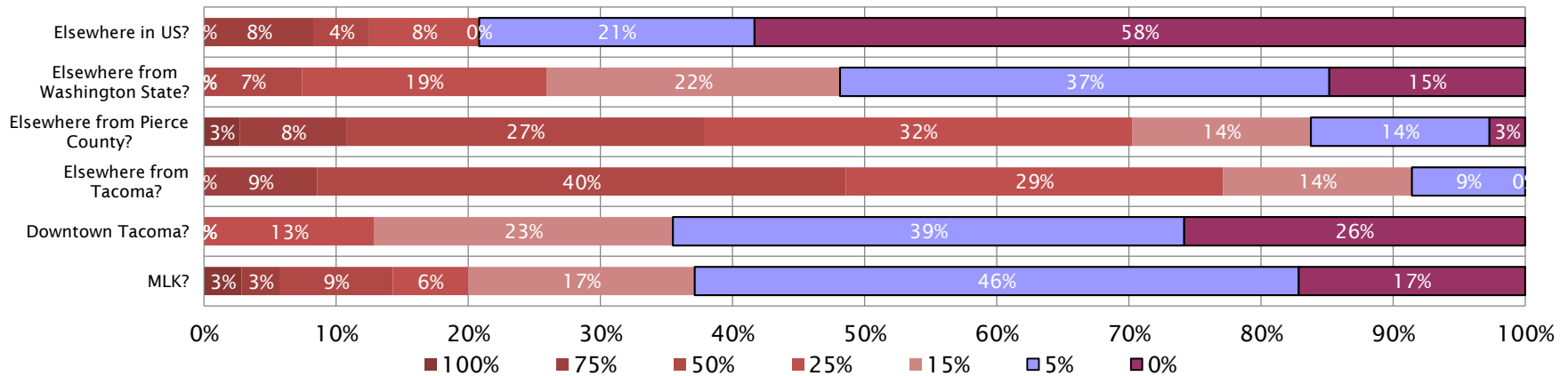


MLK Subarea Plan - Business Owner Survey

What is your business trade area - what percent of your business is from residents or businesses of:

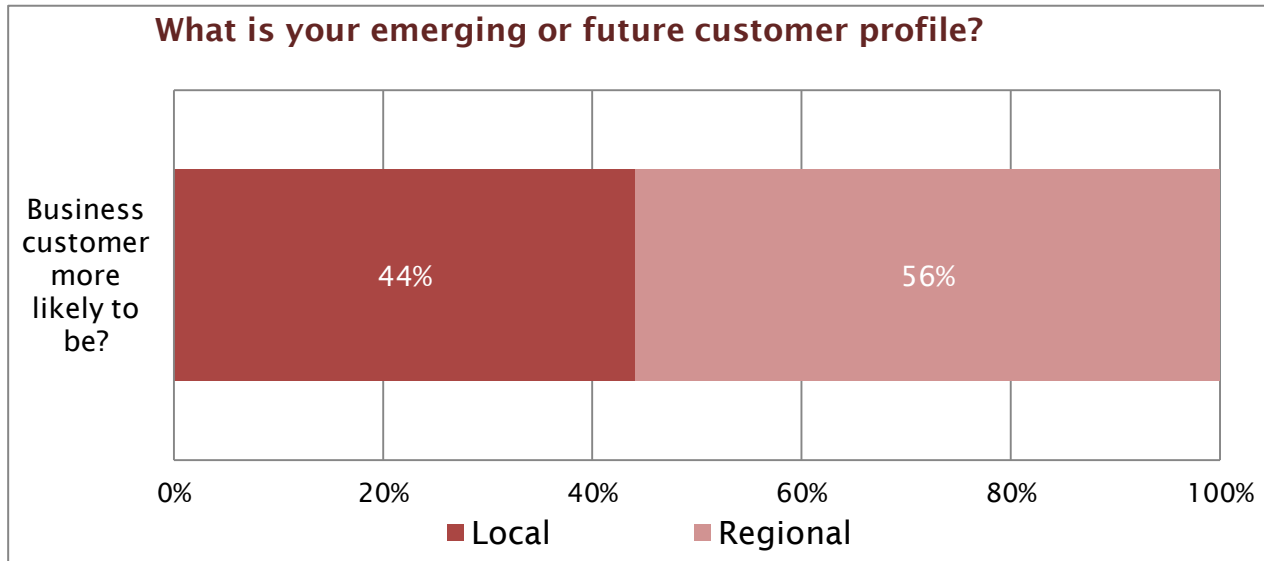
Answer Options	0%	5%	15%	25%	50%	75%	100%	Response Count
MLK?	17%	46%	17%	6%	9%	3%	3%	100%
Downtown Tacoma?	26%	39%	23%	13%	0%	0%	0%	100%
Elsewhere from Tacoma?	0%	9%	14%	29%	40%	9%	0%	100%
Elsewhere from Pierce County?	3%	14%	14%	32%	27%	8%	3%	100%
Elsewhere from Washington State?	15%	37%	22%	19%	7%	0%	0%	100%
Elsewhere in US?	58%	21%	0%	8%	4%	8%	0%	100%
<i>answered question</i>								39
<i>skipped question</i>								3

What is your business trade area - what percent of your business is from residents or businesses of:



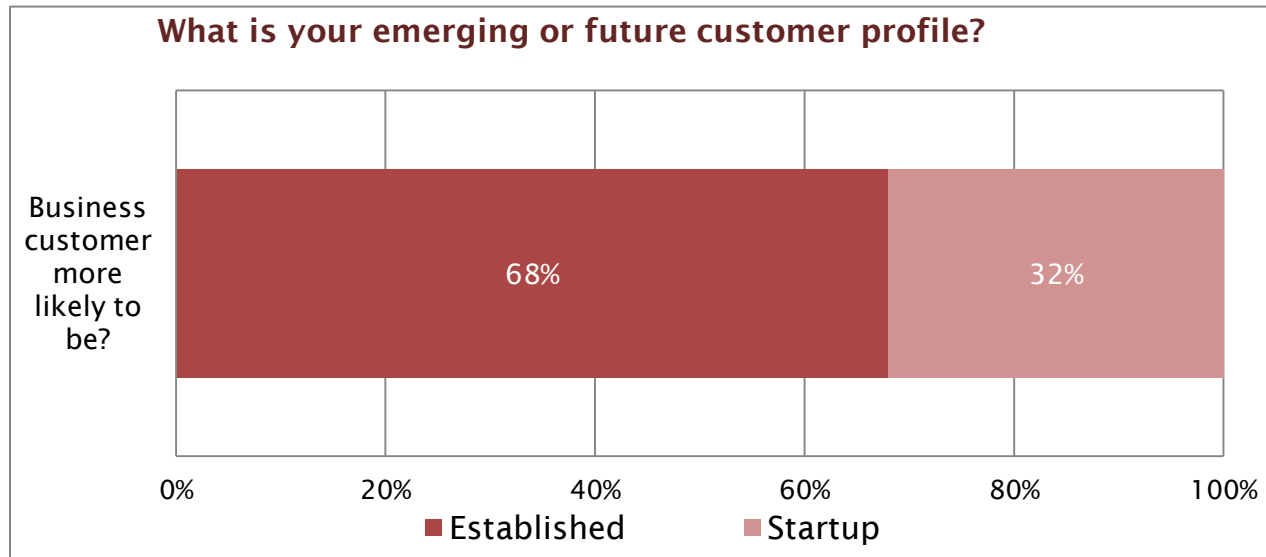
MLK Subarea Plan - Business Owner Survey

What is your emerging or future customer profile?			
Answer Options	Regional	Local	Response Count
Business customer more likely to be?	56%	44%	100%
<i>answered question</i>			34
<i>skipped question</i>			8



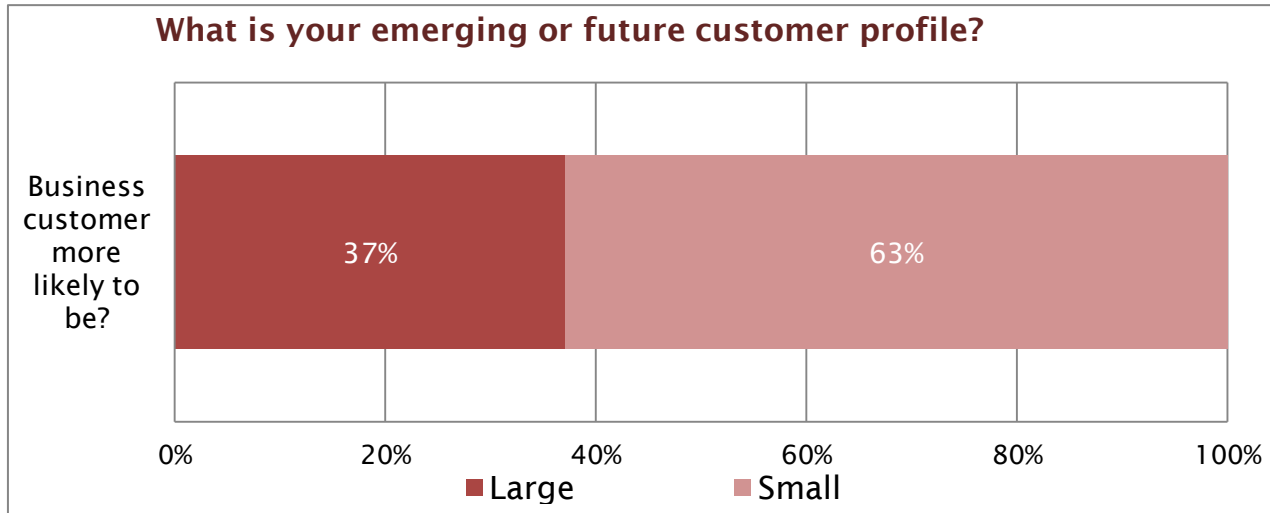
MLK Subarea Plan - Business Owner Survey

What is your emerging or future customer profile?			
Answer Options	Startup	Established	Response Count
Business customer more likely to be?	32%	68%	100%
<i>answered question</i>			25
<i>skipped question</i>			17



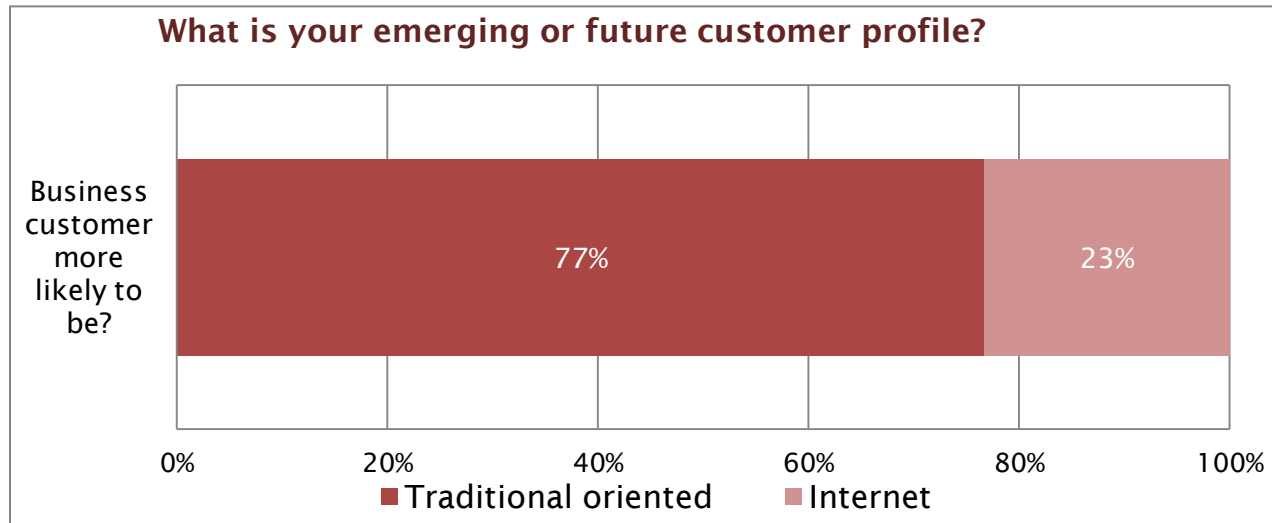
MLK Subarea Plan - Business Owner Survey

What is your emerging or future customer profile?			
Answer Options	Small	Large	Response Count
Business customer more likely to be?	63%	37%	100%
	<i>answered question</i>		27
	<i>skipped question</i>		15



MLK Subarea Plan - Business Owner Survey

What is your emerging or future customer profile?			
Answer Options	Internet	Traditional oriented	Response Count
Business customer more likely to be?	23%	77%	100%
	<i>answered question</i>		30
	<i>skipped question</i>		12

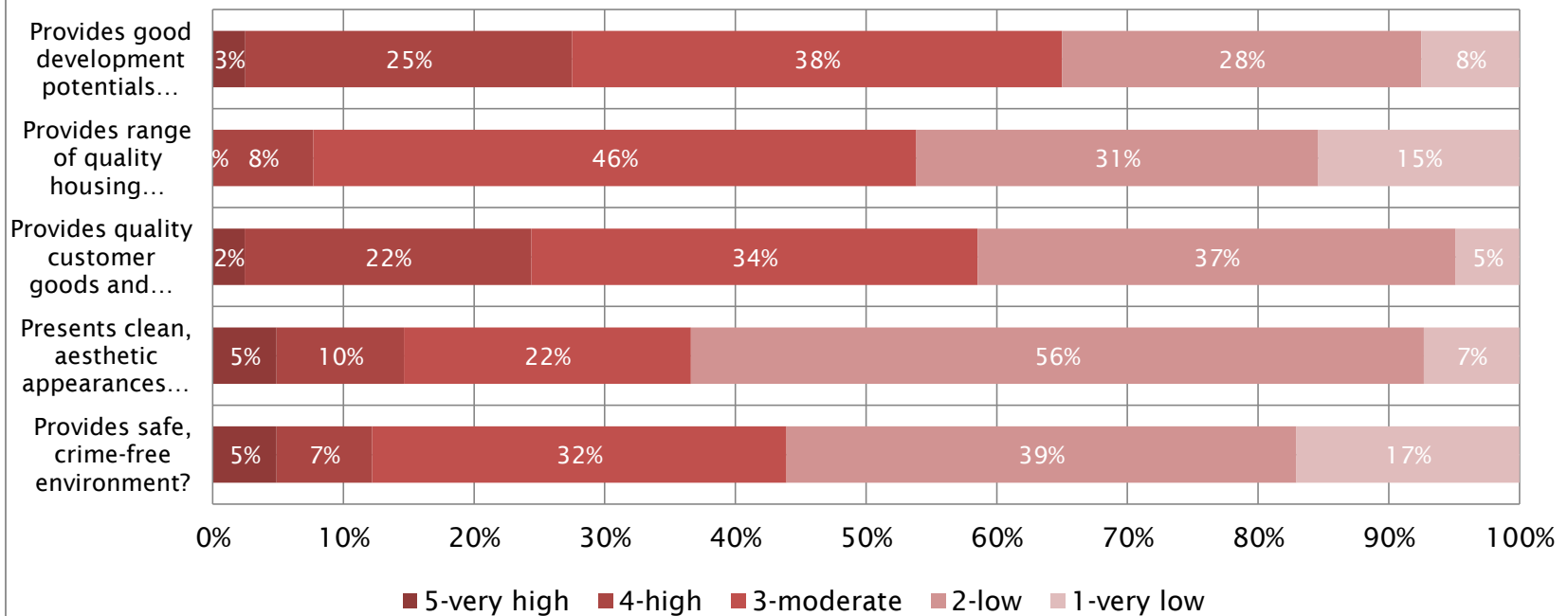


MLK Subarea Plan - Business Owner Survey

Existing conditions - how would you rate the following MLK image or brand to outsiders on a scale of 1 to 5 where 1 is the lowest quality and 5 the highest?

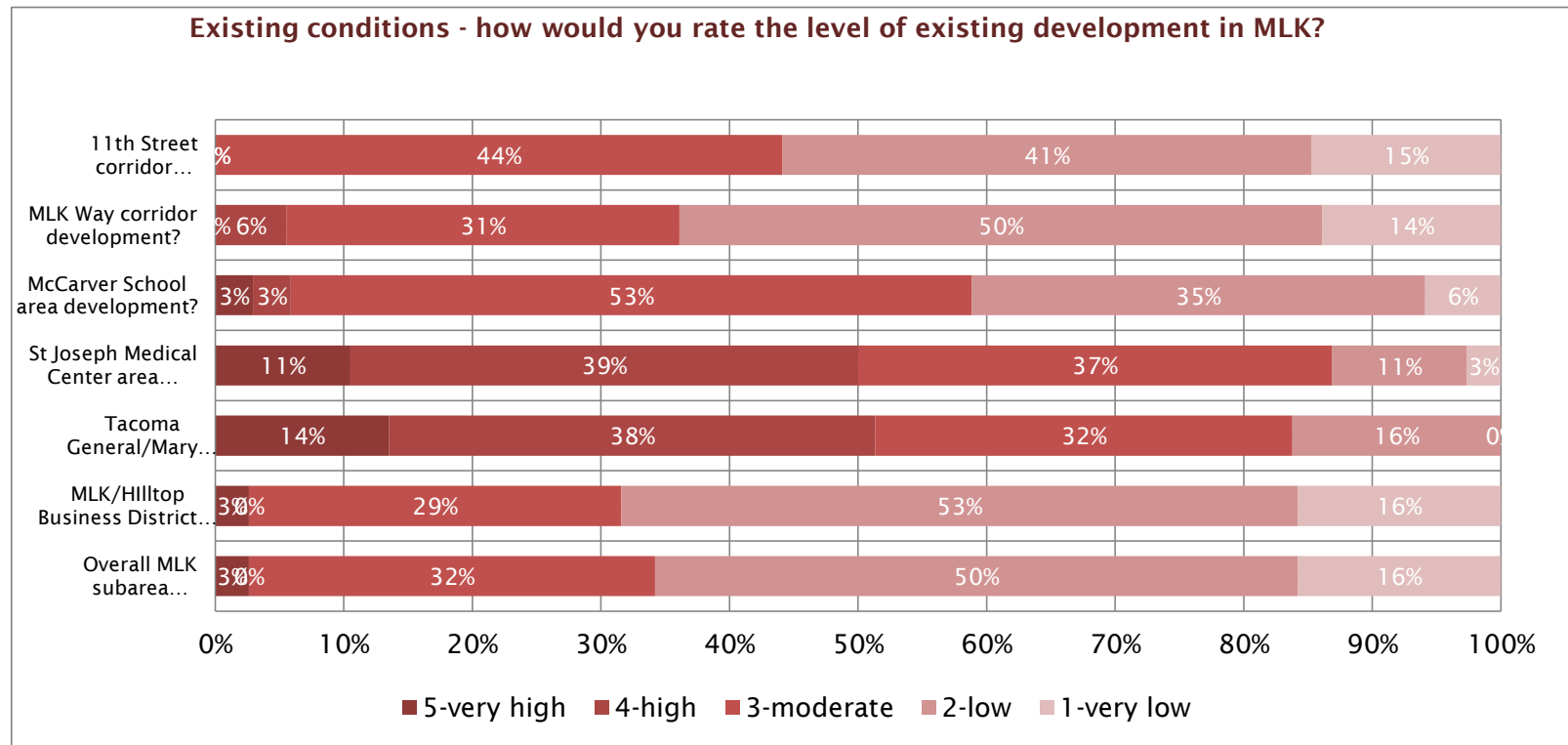
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Provides safe, crime-free environment?	17%	39%	32%	7%	5%	100%
Presents clean, aesthetic appearances and	7%	56%	22%	10%	5%	100%
Provides quality customer goods and services?	5%	37%	34%	22%	2%	100%
Provides range of quality housing choices?	15%	31%	46%	8%	0%	100%
Provides good development potentials and regulations?	8%	28%	38%	25%	3%	100%
<i>answered question</i>						41
<i>skipped question</i>						1

Existing conditions - how would you rate the following MLK image or brand to outsiders on a scale of 1 to 5 where 1 is the lowest quality and 5 the highest?



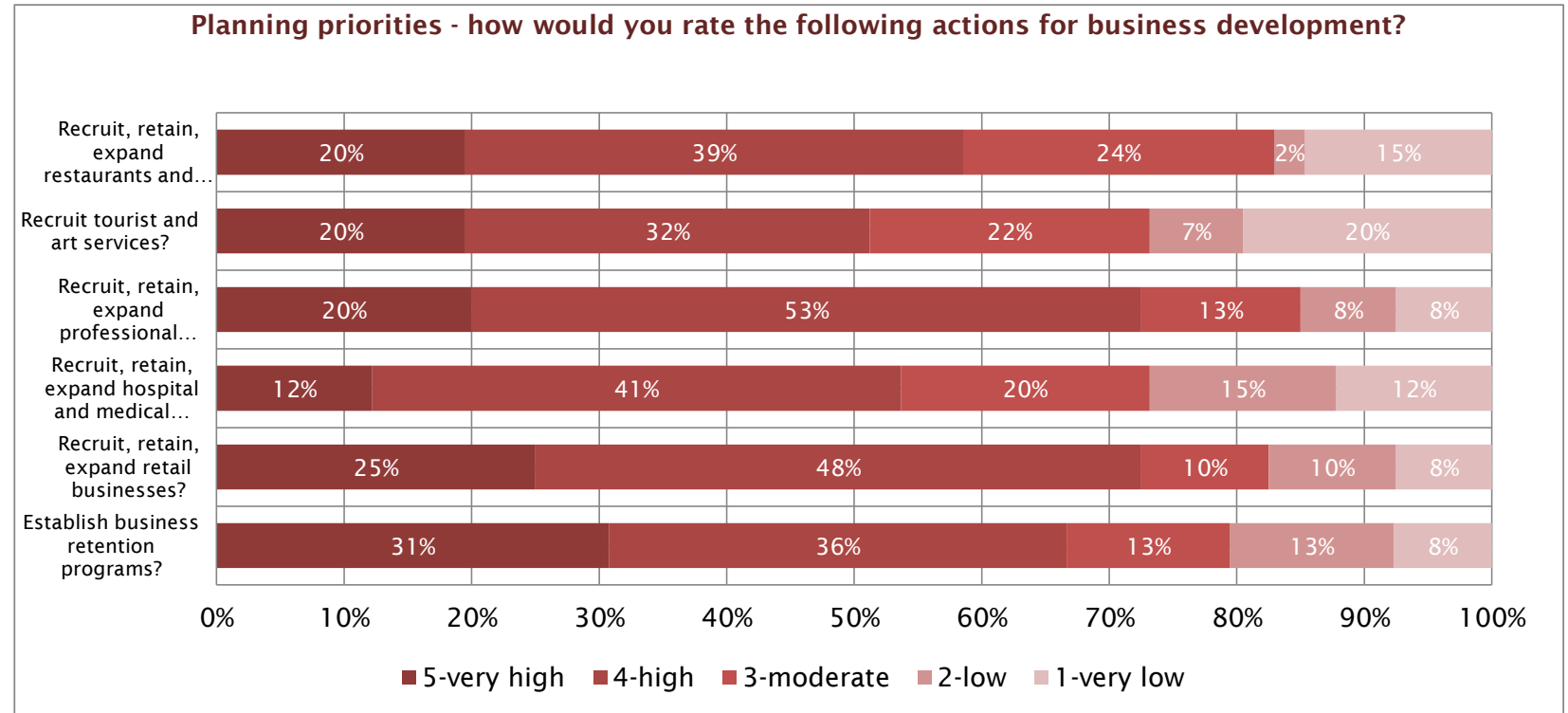
MLK Subarea Plan - Business Owner Survey

Existing conditions - how would you rate the level of existing development in MLK?						
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Overall MLK subarea development?	16%	50%	32%	0%	3%	100%
MLK/Hilltop Business District development?	16%	53%	29%	0%	3%	100%
Tacoma General/Mary Bridge Children's Hospitals area?	0%	16%	32%	38%	14%	100%
St Joseph Medical Center area development?	3%	11%	37%	39%	11%	100%
McCarver School area development?	6%	35%	53%	3%	3%	100%
MLK Way corridor development?	14%	50%	31%	6%	0%	100%
11th Street corridor development?	15%	41%	44%	0%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						4



MLK Subarea Plan - Business Owner Survey

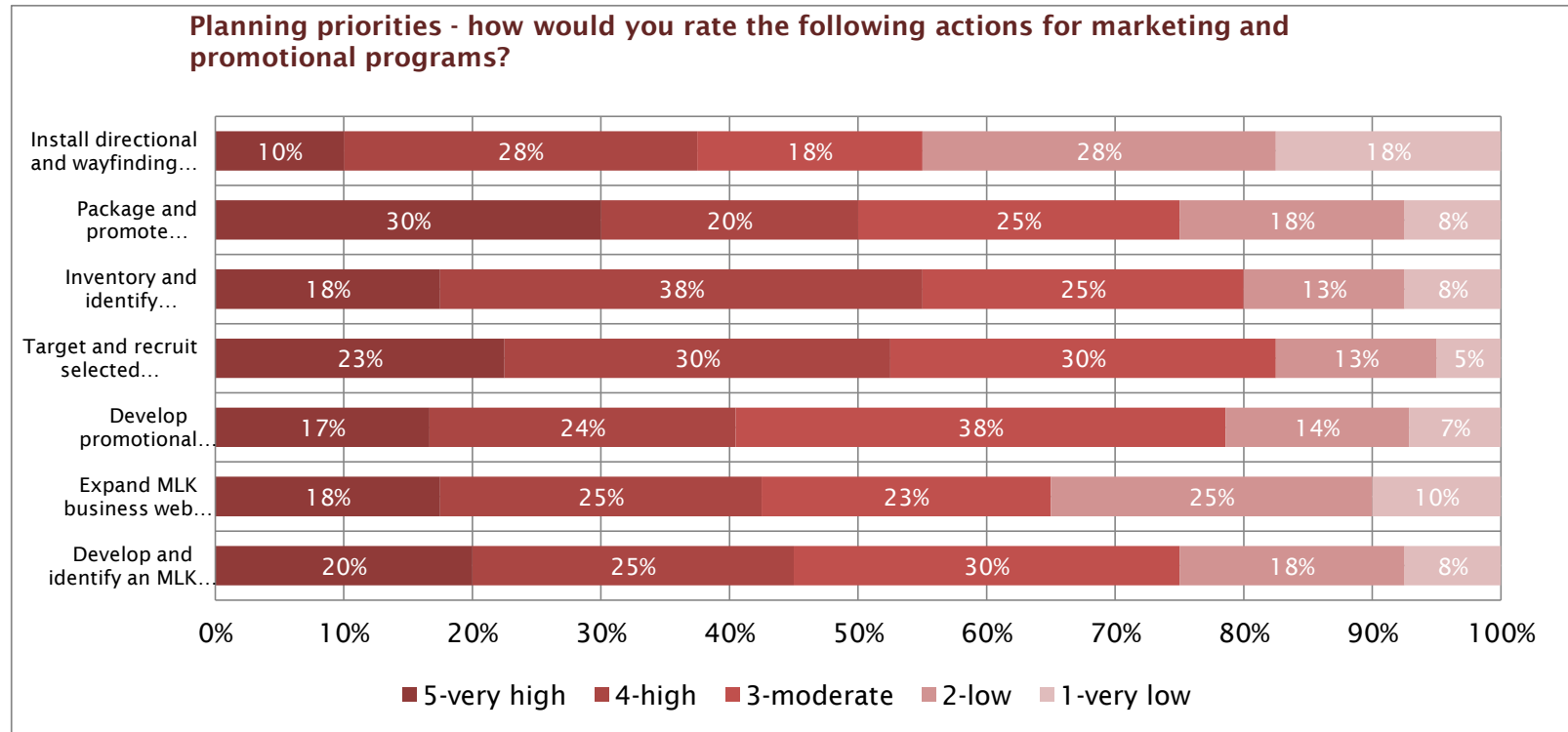
Planning priorities - how would you rate the following actions for business development?						
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Establish business retention programs?	8%	13%	13%	36%	31%	100%
Recruit, retain, expand retail businesses?	8%	10%	10%	48%	25%	100%
Recruit, retain, expand hospital and medical services?	12%	15%	20%	41%	12%	100%
Recruit, retain, expand professional services?	8%	8%	13%	53%	20%	100%
Recruit tourist and art services?	20%	7%	22%	32%	20%	100%
Recruit, retain, expand restaurants and entertainment?	15%	2%	24%	39%	20%	100%
<i>answered question</i>						41
<i>skipped question</i>						1



MLK Subarea Plan - Business Owner Survey

Planning priorities - how would you rate the following actions for marketing and promotional programs?

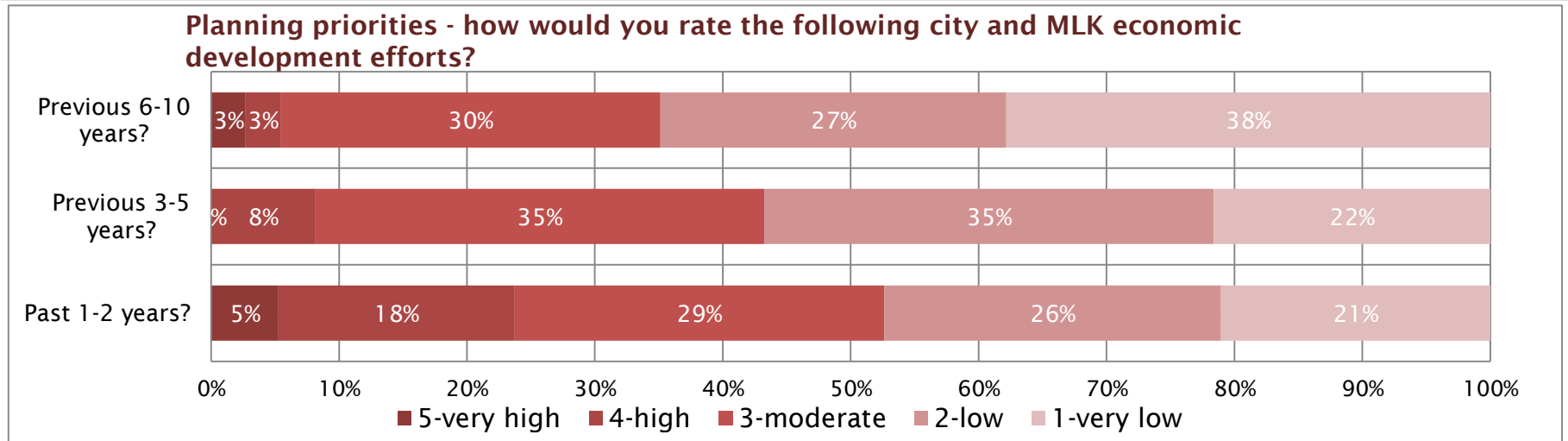
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Develop and identify an MLK brand and image?	8%	18%	30%	25%	20%	100%
Expand MLK business web pages?	10%	25%	23%	25%	18%	100%
Develop promotional materials and advertising?	7%	14%	38%	24%	17%	100%
Target and recruit selected businesses?	5%	13%	30%	30%	23%	100%
Inventory and identify available properties?	8%	13%	25%	38%	18%	100%
Package and promote property redevelopments?	8%	18%	25%	20%	30%	100%
Install directional and wayfinding tourist signage?	18%	28%	18%	28%	10%	100%
<i>answered question</i>						42
<i>skipped question</i>						0



MLK Subarea Plan - Business Owner Survey

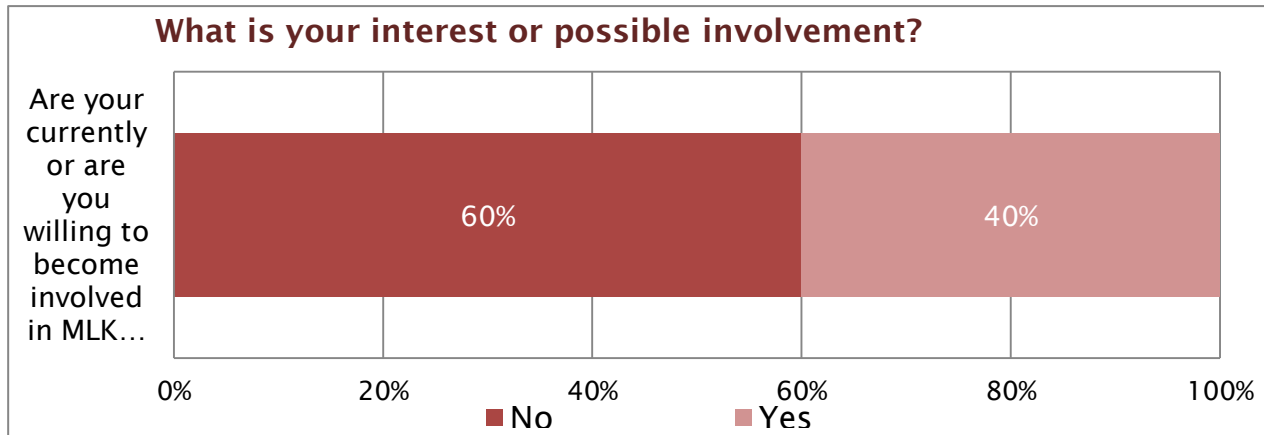
Planning priorities - how would you rate the following city and MLK economic development efforts?

Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Past 1-2 years?	21%	26%	29%	18%	5%	100%
Previous 3-5 years?	22%	35%	35%	8%	0%	100%
Previous 6-10 years?	38%	27%	30%	3%	3%	100%
<i>answered question</i>						38
<i>skipped question</i>						4



MLK Subarea Plan - Business Owner Survey

What is your interest or possible involvement?			
Answer Options	Yes	No	Response Count
Are your currently or are you willing to become involved	40%	60%	100%
<i>answered question</i>			40
<i>skipped question</i>			2



Business survey comments

Community Healthcare
Streets are a mess with potholes everywhere. Every time there is a storm, our area floods, making it impossible to cross the street. The lack of street maintenance makes it difficult to attract new businesses and new customers.
Graffiti, drugs, and panhandling are big problems.
Over the past 9 years crime, drug, and gang activity has fallen substantially. However, over the past year or so it's on the increase and it does not seem the TPD gives a damn. Graffiti has become rampant and is becoming quite expensive to remove from some of the older brick buildings. Until these items are addressed there is going to be an uphill battle to change the image of MLK business district.
Don' waste our \$ on this (MLK brand) - it is what it will be as it evolves. This has not worked in downtown. No on directional signs until there is something a tourist wants to see up here. I have been to 2 meetings - you really don't want to hear from residents it is apparent. It's totally bogus to allow new construction not to have adequate parking - the city is ridiculous to let nonprofits get away with development that does not enhance the neighborhood. How about upgrading Safeway?
Acupuncture Clinic of Tacoma
I don't consider my business in the K Street area. I'm more associated with Stadium district. This is a waste of tax dollars.
Cascade Regional Blood Services
McGuire Bearing Company
Bates Technical College
This plan does not address concerns on Tacoma Avenue. My business is on Tacoma Avenue which is the poor stepchild of all of the subarea plans. It is at the edge of the MLK plan and the South Downtown plan. Because of the hillside, the corridor of Tacoma Avenue business district is somewhat of an area in and of itself. Tacoma needs to address its name sake street and not ignore it. It is the only viable north/south commercial vehicle corridor left in the city proper and should be promoted as such.
Parking and partnering with UW Tacoma are surprisingly missing from this survey. Didn't answer #68 as it is too vague to conclude.
Great opportunity to expand on a multi-cultural, urbane neighborhood. However, preservation of church buildings is important.
Keeping the area clean is so important. Bringing in the arts can make such a difference, too.
We are a sport fencing club. We are in the Hilltop because rent is at a level we can afford. We hope to someday own a building someplace close to downtown. A 10,000 square foot space would be adequate (rent would have to be low enough for us to lease-to-own.) Any Glynn, Metro Tacoma Fencing Club
Anything you can do to help the business; and clean up the area well. Pan handlings are now everywhere in the area.
Anything you can do to help the business; and clean up the area well. Pan handlings are now everywhere in the area.

