

EAST FALLS 2019 BUSINESS SURVEY

The purpose of the business survey is to help the East Falls Development Corporation understand what services business owners, like you, would benefit from receiving. Please take a moment to answer the following questions. The survey should take 3-5 minutes to complete. We truly appreciate your input!

1. What is the name of your business?

2. Do you own or lease the building in which you are located?

- Own
- Lease

3. How long has your business been in operation at its East Falls location?

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- Over 20 years

4. How many employees do you have at your East Falls location?

- 1-5 people
- 6-10 people
- 11-20 people
- Over 20 people

5. In the PAST 3 years, which trend did your business experience?

- It grew.
- It remained stable.
- It declined.

6. In the NEXT 3 years, which trend do you expect your business to experience?

- It will expand.
- It will remain stable.
- It will downsize.

7. Is your business open during the following hours?

Check all that apply.

- Weekday Mornings (8 AM to 12 PM)
- Weekday Afternoons (12 PM to 5 PM)
- Weekday Evenings (5 PM to 8 PM)
- Weekday Nights (8 PM to Midnight)
- Weekends (Sat. & Sun. any hours)

8. How do customers learn about your business?

Check all that apply.

- Social Media (Facebook, Instagram, Twitter, ect.)
- Your Business Website
- Street Presence / Walk-Ins
- Other: _____
- Unsure

9. In the next 3 years, do you plan to...

- Relocate your business within East Falls
- Relocate your business out of East Falls
- No expected location change

10. Do you need help with any of the following?

Check all that apply.

- Making a business plan
- Making a finance plan
- Keeping a clean storefront
- Improving security
- Keeping up-to-date on city regulations
- Keeping up-to-date on city financing & incentive programs
- Recruiting and training employees
- Updating the appearance of storefront
- Attracting New Customers
- I do not need help.
- Other: _____

11. Are you aware of any of these city financing & incentive programs?

Check all that apply.

- Storefront Improvement Program
- InStore Program
- SafeCam Program
- Loan Programs
- Small Business Energy Efficiency Grant Program
- I have never heard of any of these programs.

12. Are you interested in meeting other business owners in East Falls?

- Yes
- Maybe
- No