



## Survey Background

The Tracy Chamber of Commerce conducted the first Business Walk of 2016 in Tracy on Thursday, April 7<sup>th</sup> and visited 40 businesses. The Chamber targeted storefront businesses in Tracy and also sent an email link for home-based businesses to participate in the survey. Businesses were selected by geographic location and industry in order to obtain diverse results. Chamber membership was not a requirement for businesses who participated in the Business Walk survey.

## Survey Objectives

The Chamber's objective for the Business Walk was to survey business owners and ask them three key questions: ***What are the advantages of operating a business in Tracy? What are the disadvantages of operating a business in Tracy? What are some of your business concerns and how are they impacting your business?*** The Chamber plans to share the feedback received with stakeholders in the community in order to begin working together to improve some of the challenges businesses are facing. The Chamber intends to continue hosting business walks in the future in order to keep an open dialogue with the business community.

## Survey Participants

Businesses selected to participate in the Business Walk were contacted by phone, mail and email to inform them they would be visited by a community volunteer. Each business was given the opportunity to decline participating in the activity. Volunteers asked each business the three survey questions and took notes of their responses on a business feedback form that was collected by the Chamber. Individual survey responses will remain anonymous and only industry types of the participants will be disclosed. The following industries participated during the Business Walk:

Tracy Chamber of Commerce 2016 Business Walk Results

Assisted Living	Bar	Education
Environmental Consulting	Event Planning	Financial Advisor
Fitness	Flower Shop	Food Industry
General Contractor	Hair Salon	Heating and Air
Hotel/Motel	Inspections	Kids Activities
Medical Device	Medical Spa	Moving/Relocation
Museum	Pet Grooming	Pet Sitting
Production Company	Real Estate	Restaurant
Retail Store	RV Park	Tax Preparation
Travel Agency		

Businesses who participated in the Business Walk resided in the following geographical areas of Tracy:

- Downtown Tracy: 22% of participants*
- 11<sup>th</sup> Street/Corral Hollow : 22% of participants*
- Grantline/Naglee Rd: 17% of participants*
- Tracy Blvd. and Valpico area: 10% of participants*
- Home-Based Businesses: 22% of participants*
- Mac-Arthur area: 7% of participants*

## Survey Findings

Results to the question:

### What are the advantages of operating a business in Tracy?

*The top three answers received by respondents were:*

- \*Centrally located (**highest answer received**)*
- \*Advantage of living and working in same city*
- \*Growing/thriving community*

### Other answers received included:

- Great downtown foot traffic
- Small city with hometown values
- Growth of new companies
- Community oriented
- Development opportunities

Results to the question:

**What are the disadvantages of operating a business in Tracy?**

*The top three answers received by respondents were:*

- \*Commuter city*
- \*Not enough reasonably priced office space*
- \*No disadvantages*

**Other answers received included:**

- People don't know where Tracy is
  - Finding qualified employees
  - Perception Tracy should be "cheaper" hurts businesses
  - Too many restrictions for businesses
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Results to the question:

**What are some of your business concerns and how are they directly impacting your business?**

Responses included:

- Keeping up with City's growth*
  - Too many regulations local, state and federally*
  - Not enough local work; majority of work is out of town clients*
  - Crime during night and increase in homelessness*
  - Too many restaurants opening*
  - Insurance reimbursements*
  - Cannot compete with bay area/over the hill wages for employees*
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**Survey Observations**

During this business walk, businesses who participated had positive things to say about the current business climate and were looking forward to the opportunities that a growing City can bring. Common concerns included overcoming the challenges that come with operating a business where a majority of its residents commute out of town to work. Other business concerns that were expressed included keeping up with the city's current and future growth. Businesses understand the importance of being "ready" for Tracy's growth and planning ahead to prepare for the influx of new residents.