



PACIFIC GROVE BUSINESS WALK



The City of Pacific Grove’s Economic Development Commission, which is a volunteer group comprising of local business owners, residents and city and chamber officials, conducted a “Business Walk” on Thursday, January 22, 2015. These volunteers visited businesses in Pacific Grove’s five business districts – Downtown, Foresthill, American Tin Cannery, Sunset Avenue, and Central Avenue to learn more about our local businesses and how we can help them strengthen and promote their business. The volunteers visited over 150 businesses in the city and were successful in interviewing 140 of them.

Visits by Industry

- 44% Retail
- 21% Food & Beverage
- 7% Industrial
- 4% Office
- 24% Other (dry cleaners, pet grooming, etc)

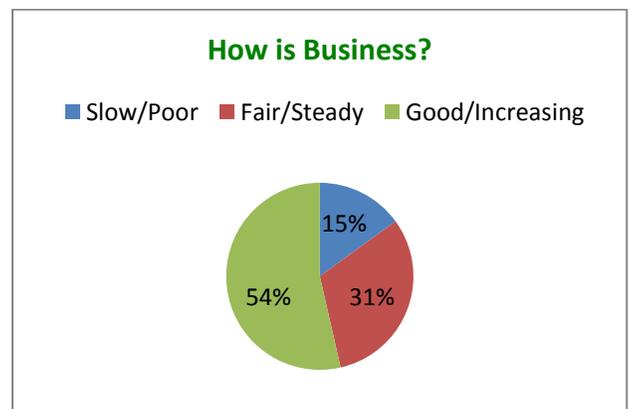
Visits by Business Districts

- 41% Downtown
- 26% Foresthill
- 14% American Tin Cannery
- 10% Sunset Avenue
- 9% Central Avenue

The conversations focused on three basic questions: (1) “How is Business?” (2) “What do you like about doing business in Pacific Grove?” and (3) “What can the City do to help you succeed?”

Question 1: How is Business?

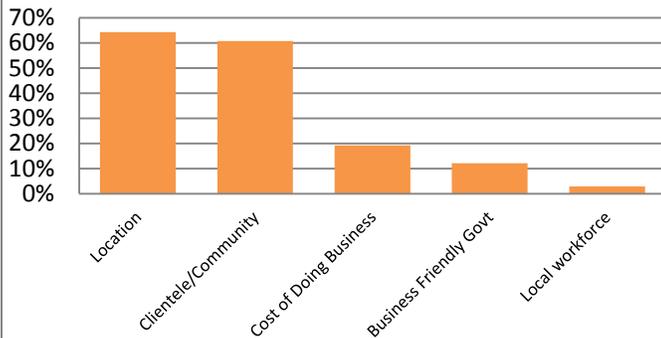
When asked how their business was doing currently, more than half (54%) responded that their business was good/increasing, attributing much of their success to an improving economy. In fact, one business stated that their business was expanding and they are taking over more space. Thirty one percent (31%) of the businesses interviewed stated that their business is fair/steady, but could be better. Finally, 15% stated that their business was slow/poor, mostly due to January being a slower month with tourists and the slow down of spending after the holidays.



How is Business by District:

	<u>Downtown</u>	<u>Foresthill</u>	<u>ATC</u>	<u>Sunset</u>	<u>Central</u>
Slow/Poor	9%	13%	40%	14%	8%
Fair/Steady	36%	31%	35%	15%	25%
Good/Increasing	55%	56%	25%	71%	67%

What do you like about doing Business in Pacific Grove?



Question 2: What do you like about doing business in Pacific Grove?

64% of businesses interviewed reported that “Location” was an important factor to having their business in Pacific Grove. Several said they live in PG and prefer to work in PG. The next highest reason (61%) for working or owning a business in Pacific Grove, was the clientele and the local community. Many stated that they wish there were more businesses that catered to the locals, and that locals would spend more time shopping locally. Pacific Grove also offers low cost of doing business and a business friendly government. Finally, another reason for liking Pacific Grove is the relatively low crime rate.

Question 3: What can the city do to improve business in Pacific Grove?

Although the majority appreciate the small “hometown” atmosphere of Pacific Grove, many businesses reported the city needs more development, including an increase in the variety of businesses (limit thrift stores), and weekend and later hours for shops in the downtown area. The most common request from downtown businesses (many are also residents) was for the City to allow and/or encourage some sort of night life – a pub, brewery, live entertainment. The next most common request from all business districts was for more advertising and marketing of all businesses in the city of Pacific Grove to increase foot traffic and visitors. Signage and parking/traffic are also areas that need improvement in Pacific Grove.

Additional comments:

- Shopowners should take pride in the windows and improve their displays, leave night lights on
- Property owners need to update and maintain their buildings
- City needs a Public Relations person
- Keep working on gull problem
- Central Ave businesses would like to be included in more events
- When entering PG via Central Ave, make it obvious you are in Pacific Grove, with large sign
- Holman Building needs life – hotel/convention center, anchor store?
- ATC Merchants would also like to see events held at the ATC, such as farmers market or concerts
- Co-op advertising and marketing with other similar businesses or district
- List businesses by category on city’s website
- Beautify the city, more flowers along sidewalks and more lighting
- More accessible parking for employees
- Capitalize on wealth of PG history – Ricketts, Campbell, Steinbeck, Killdall, etc
- A newsletter from the city to all businesses would be helpful; maybe Facebook page

