

PACIFIC GROVE BUSINESS WALK 2016



The City of Pacific Grove’s Economic Development Commission conducted a “Business Walk” on Friday, March 18, 2016. Along with the Commissioners, the group included local business owners, residents and city and chamber officials. 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 130 businesses in the city and were successful in interviewing 103 of them, and we received 17 responses via online survey.

<u>Visits by Industry</u>	<u>2016 / 2015</u>	
Retail	44%	44%
Food & Beverage	21%	21%
Industrial	8%	7%
Office	5%	4%
Other*	23%	24%

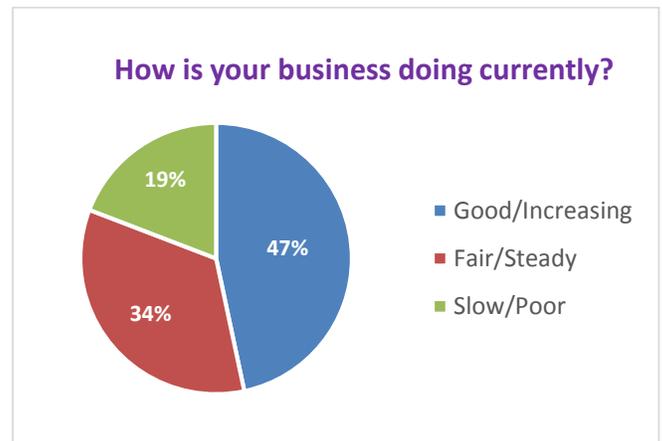
(*dry cleaners, pet grooming, etc)

<u>Visits by Business Districts</u>	<u>2016 / 2015</u>	
Downtown	58%	53%
Foresthill	12%	12%
American Tin Cannery	16%	18%
Sunset Avenue	9%	11%
Central Avenue	5%	6%

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?”

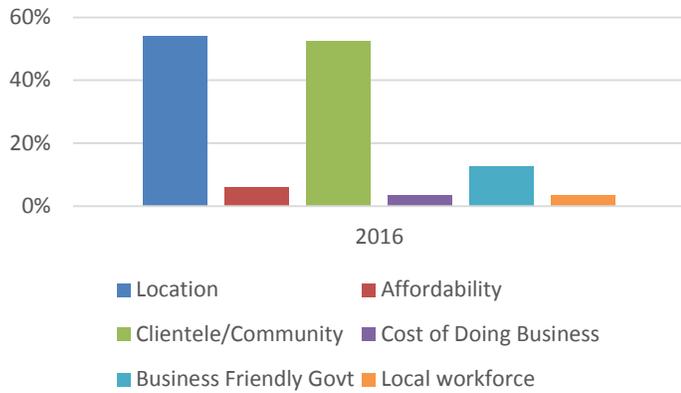
Question 1: How is Business?

When asked how their business was doing currently, forty-seven percent (47%) responded that their business was good/increasing, compared to 54% in 2015. Thirty four percent (34%) of the businesses interviewed stated that their business is fair/steady, but could be better, compared to 31% in 2015. Finally, 19% stated that their business was slow/poor, compared to 15% in 2015. Though many businesses reported increased revenue over the past year, several issues contribute to the current reduction of revenue: American Tin Cannery businesses have noticed significant decrease in sales since the announcement of the possibility of a hotel taking over the site, and Central Ave was under construction during the Business Walk.



How is Business by District:	<u>Downtown</u>	<u>Foresthill</u>	<u>ATC</u>	<u>Sunset</u>	<u>Central</u>
	2016/2015	2016/2015	2016/2015	2016/2015	2016/2015
Good/Increasing	43% / 55%	63% / 56%	29% / 25%	62% / 71%	57% / 67%
Fair/Steady	39% / 36%	38% / 31%	24% / 35%	31% / 15%	14% / 25%
Slow/Poor	18% / 9%	0% / 13%	47% / 40%	8% / 14%	29% / 8%

What do you like about doing business in Pacific Grove?



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

54% of businesses interviewed reported that "Location" was an important factor to having their business in Pacific Grove. Several said they appreciate the free parking and prefer 3 hours in downtown. The next highest reason (53%) for working or owning a business in Pacific Grove, was the clientele and the local community. Many stated that they wish locals/residents would shop more in PG businesses. Pacific Grove also offers low cost of doing business and a business friendly government. Finally, local workforce is a struggle because of the high cost of living in PG compared to low paying jobs.

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

Many businesses reported that commercial property owners will not maintain their property and only offer month to month leases, leaving business owners cautious in investing in and improving their business with the possibility of losing their space with little notice. Another request was to develop a better mix of tenants in downtown that will not only cater to tourists, but also to locals.

The 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. And a night life would be a great draw for more customers, especially a younger crowd.

Additional comments:

- Shopowners should take pride in the windows and improve their displays, leave night lights on, stay open later, especially on First Friday.
- Property owners need to update and maintain their buildings.
- Central Ave businesses would like to be included in more events.
- Forest Hill businesses would like improvements to 68/Forest Avenue to be more pedestrian friendly.
- ATC Merchants would like to move their businesses to another district in the city.
- Co-op advertising and marketing with other similar businesses or district.
- Beautify the city, more flowers along sidewalks, wider sidewalks and more lighting.
- Need public restrooms in downtown.

