



## Business Walk Community Report

October 29, 2015

IMPACT\*Beaverton, a strategic partnership between the Beaverton Area Chamber of Commerce the City of Beaverton, hosted the second Beaverton Business Walk on Thursday, October 29, 2015. The business walk was designed to get a pulse of the business community specific to the retail sector. Volunteer business and civic leaders formed over a dozen teams and went door to door to over 500 retailers gathering nearly 150 responses and feedback to the following three questions:

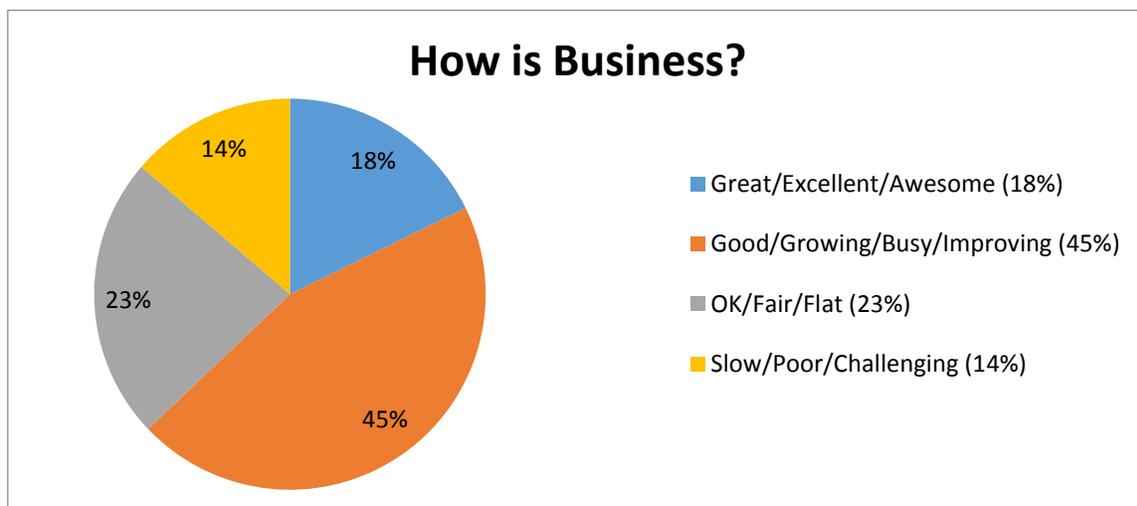
1. How is business?
2. How is doing business in Beaverton?
3. What is your biggest challenge?

### Summary Results

Overall, the findings were generally positive from retailers in the Beaverton business community. Of the businesses interviewed, 63% expressed that business was great to good, while only 14% felt business was slow. When asked about doing business in Beaverton specifically, over half are happy doing business in Beaverton. Additionally, two things about Beaverton stood out for retailers: 1) strong sense of community and 2) location convenience. When asked what they saw as their biggest challenge the most frequent responses were: 1) marketing related including sales and visibility, 2) lack of parking, 3) traffic and congestion and 4) working with the City. The remainder of this report contains additional details on the responses to each of the interview questions.

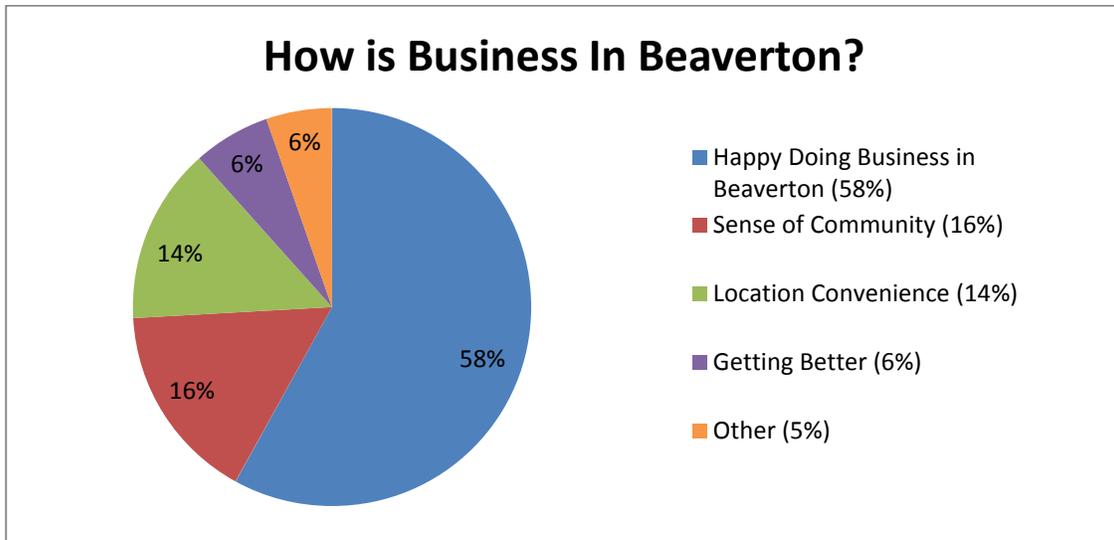
### Question 1: How is business?

When asked how business is, many retail businesses answered the question several ways, from “booming” to “steady”. Nearly a quarter of retailers said business was only OK. Comments from the small percent that indicated slow/poor shared input such as “competitive retail environment” and “hard to get customers.”



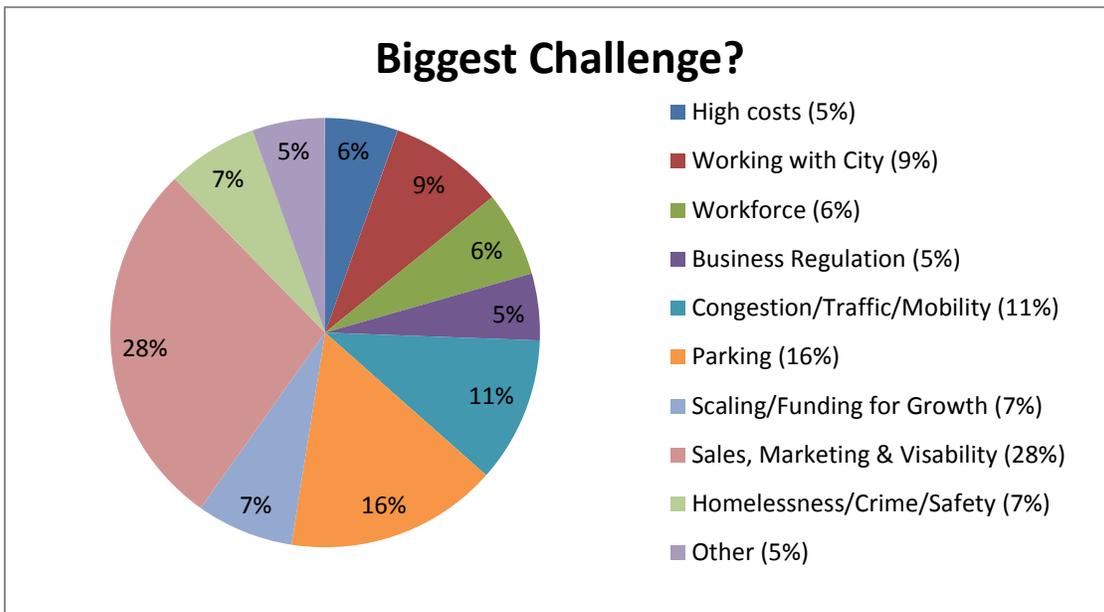
### Question 2: How is business in Beaverton?

While over half of the respondents indicated that they were happy doing business in Beaverton. Retailers were proud and felt a sense of community in Beaverton. Additionally, location convenience and connectivity to the Portland Metro market was a common response.



### Question 3: What keeps you up at night – what is your biggest challenge?

Challenges related to sales, marketing, and visibility ranked high with retailers. Additionally, parking, traffic and congestions were common concerns with over a quarter of retailers. Nearly 10% of retailers noted challenges working with the City. Unlike the first Business Walk, respondents in the downtown core noted increases in homelessness, and related crime and safety issues.



**Areas visited:** Beaverton Town Square, Broadway, Cedar Mills Crossing, Downtown Beaverton, Progress Ridge, Timberland, and Walker Center.