

**DOWNTOWN**  
**WAUKESHA**

# DOWNTOWN WAUKESHA SURVEY

How do the residents and business owners feel about their downtown?

What recommendations, if any, do they have to make their downtown even better?

Are we all on the same page with our needs, wants, and impression of Downtown Waukesha?

## SURVEY FACTS

Surveys were distributed starting April 10<sup>th</sup> through May 19<sup>th</sup>, 2017.

**539 completed surveys were submitted to our department.**

Surveys were distributed to three demographics.

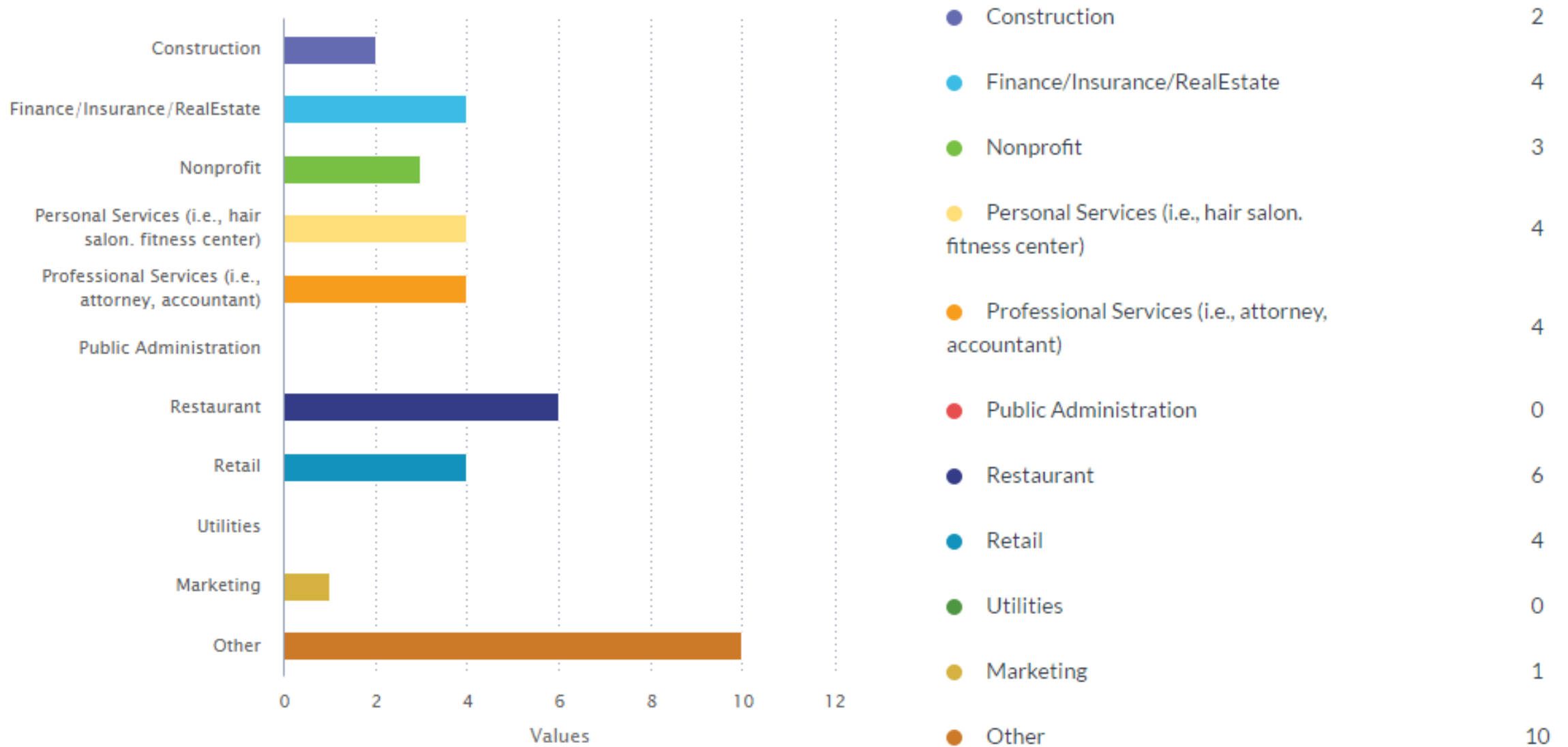
1. Business Owners – They were contacted directly.
2. Downtown Residents – They received a link via email from their Landlord.
3. City-Wide Distribution – The Survey was promoted on the City's website, Social Media (Facebook and Twitter) and the Engineering and Public Works Newsletter which is distributed to approximately 19,500 households.

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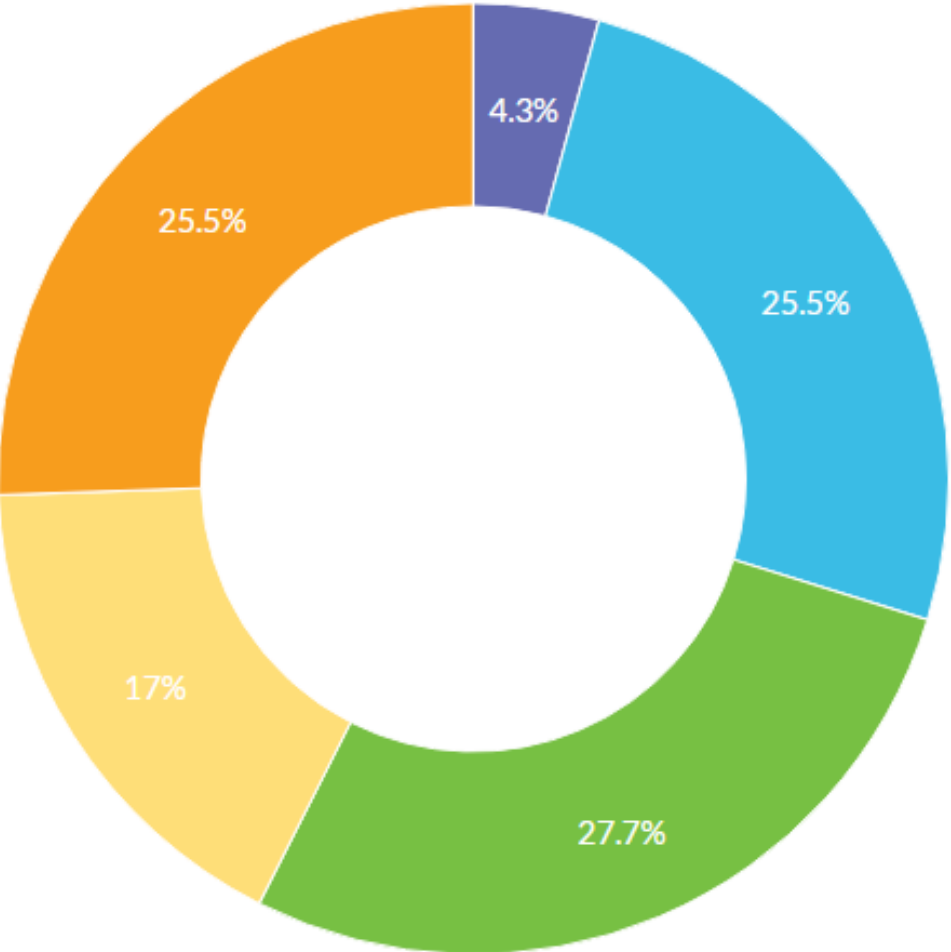
# Business Owner Survey

38 respondents

## We received responses from owners from a wide variety of businesses.



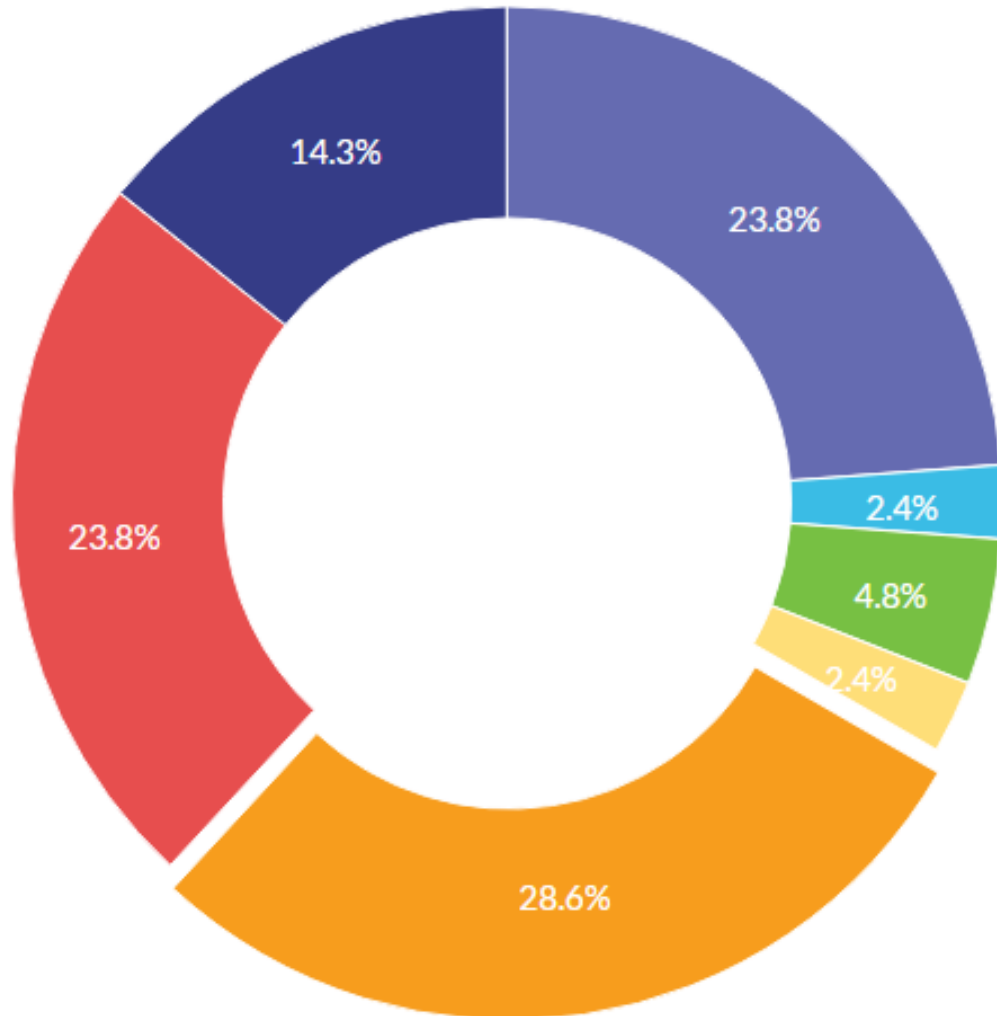
**Of the businesses that responded, BUSINESS ACTIVITY in the past 12 months reflected that activity in 27.7% were STEADY, and 25.5% were MODERATELY INCREASING in activity. (Disregard GOLD)**



Choices	Totals
● Business is rapidly expanding	2
● Business is moderately growing, increasing	12
● Holding our own (same level of business, fairly steady)	13
● Declining business activity (fewer clients, fewer sales, less income)	8
● Please mark percentage of change below.	12

## Plans to expand or reduce operation in the next 1-2 years?

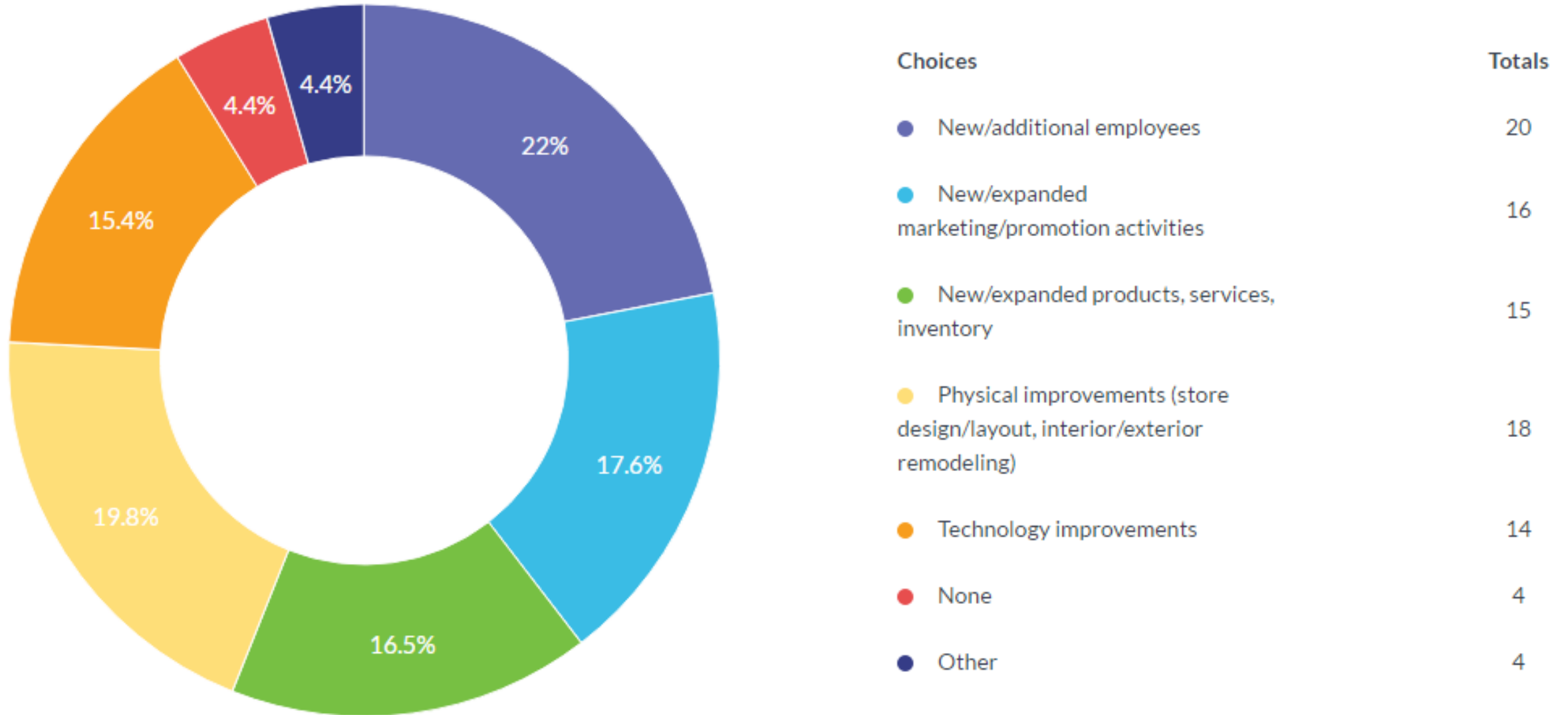
**In the next 1-2 years, 23.8% Downtown businesses plan to expand their operations or are uncertain, while 28.6% have no plans right now to expand or reduce operations.**



Choices	Totals
● Plan to expand operations	10
● Plan to reduce operations	1
● Plan to relocate	2
● Plan to sell business	1
● No plans to change	12
● Uncertain	10
● Other (Please specify)	6

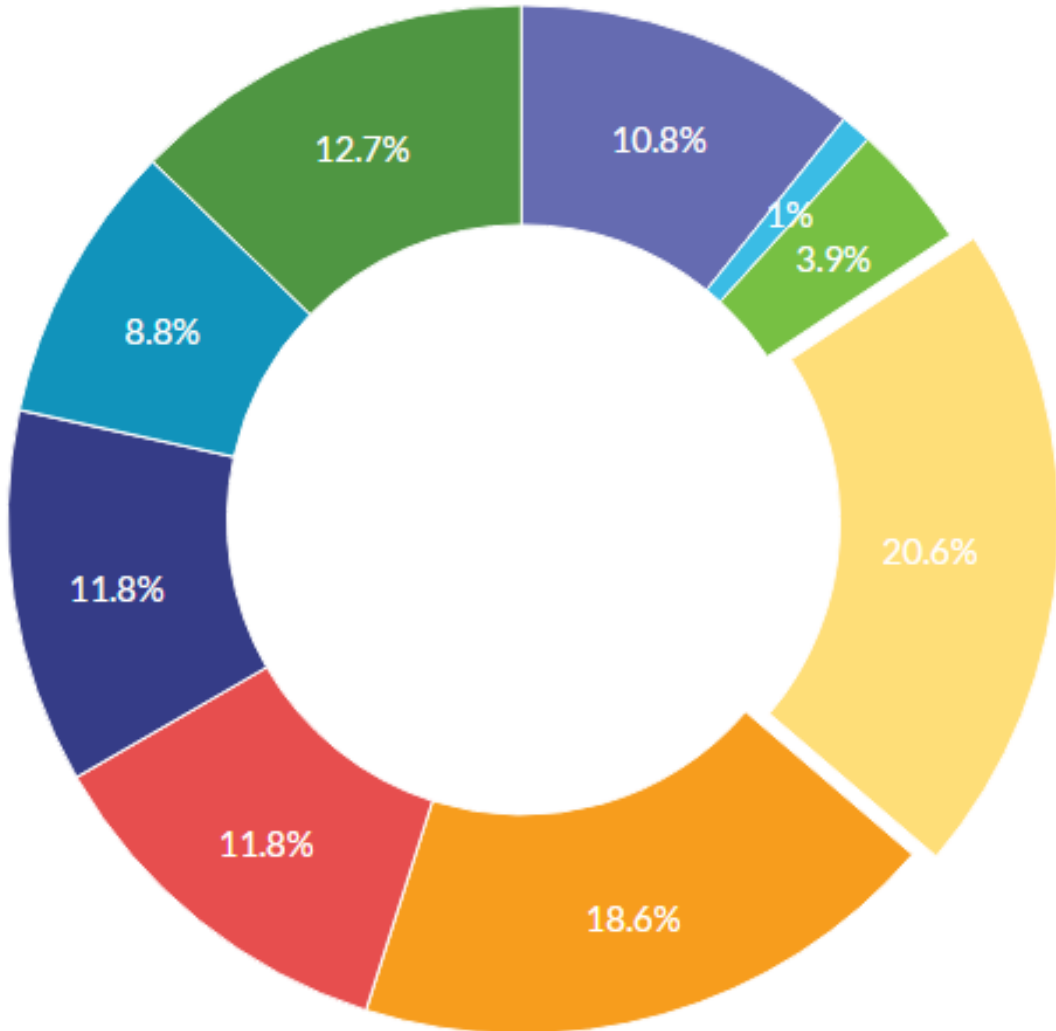
Type of investment or improvement in the last 2 years?

**The majority of DT Businesses added new staff, did some type of physical improvement, or invested in marketing in the last two years.**



Critical factors for success and expansion in Waukesha, excluding strong economy.

**The top critical factors stated for business success in Waukesha were Foot Traffic, Public Access, and Qualified Labor.**

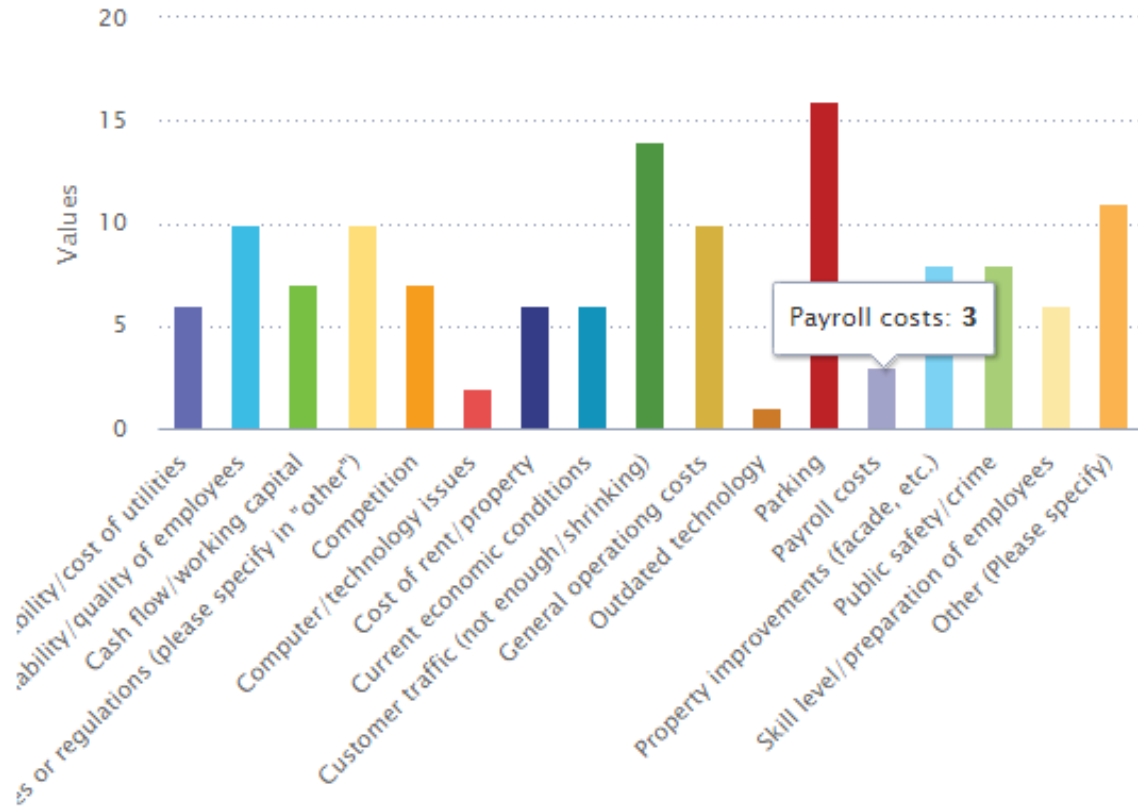


Choices	Totals
Complementary businesses (please specify in "other")	11
Current Inventory	1
Financing	4
Foot traffic	21
Public access	19
Qualified labor	12
Tourism	12
Up-to-date equipment/technology	9
Other (Please Specify)	13



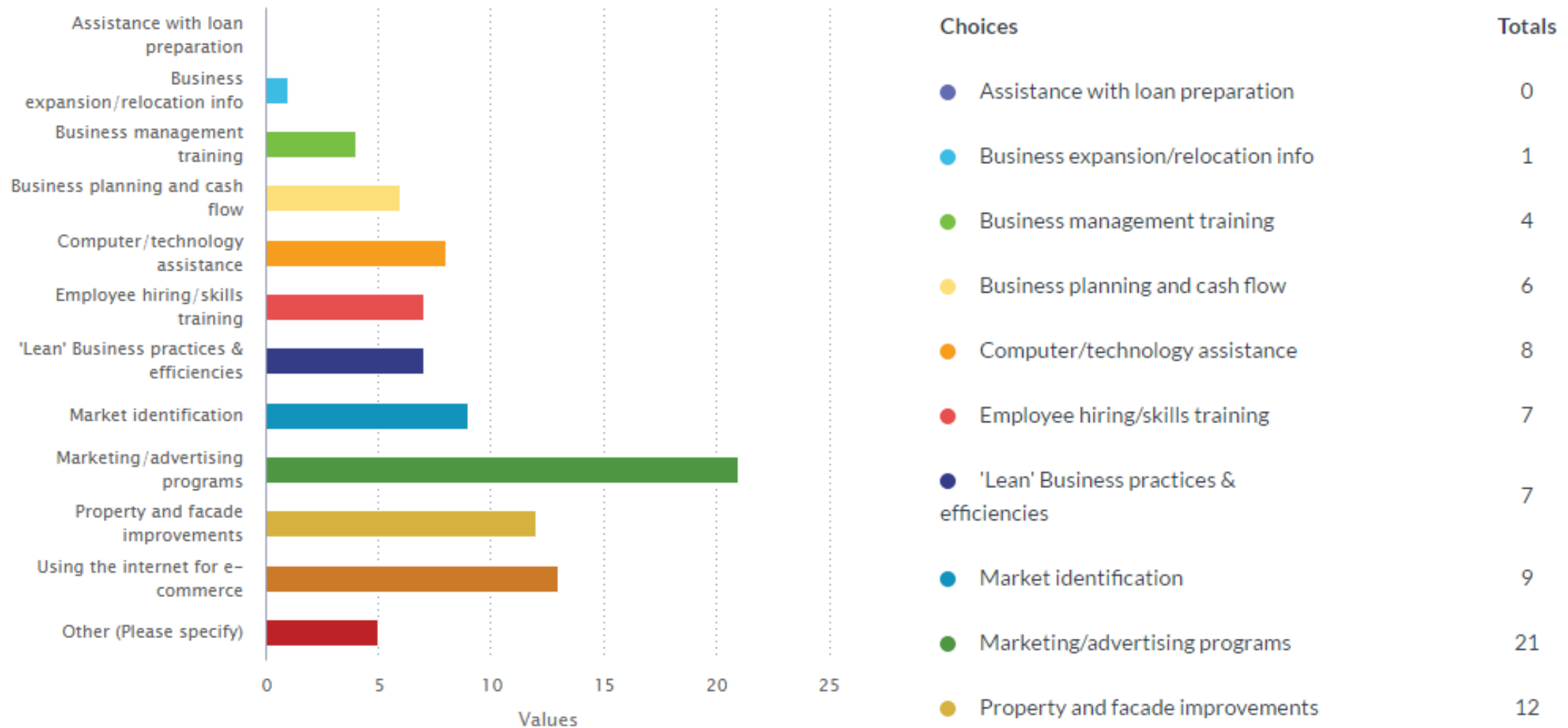
Major obstacles or issues facing Downtown businesses today.

**According to Business Owners, the top 3 major obstacles facing downtown businesses were Parking, Customer Traffic, and Availability or Quality of Employees.**



Choices	Totals
Availability/cost of utilities	6
Availability/quality of employees	10
Cash flow/working capital	7
City/County/State codes or regulations (please specify in "other")	10
Competition	7
Computer/technology issues	2
Cost of rent/property	6
Current economic conditions	6
Customer traffic (not enough/shrinking)	14
General operating costs	10

**The top three types of assistance or information important to Business Owners were: 1) Marketing, 2) Property and façade improvements, 3) Using the internet for E-Commerce.** (The City currently has matching grants for all 3 of these.)

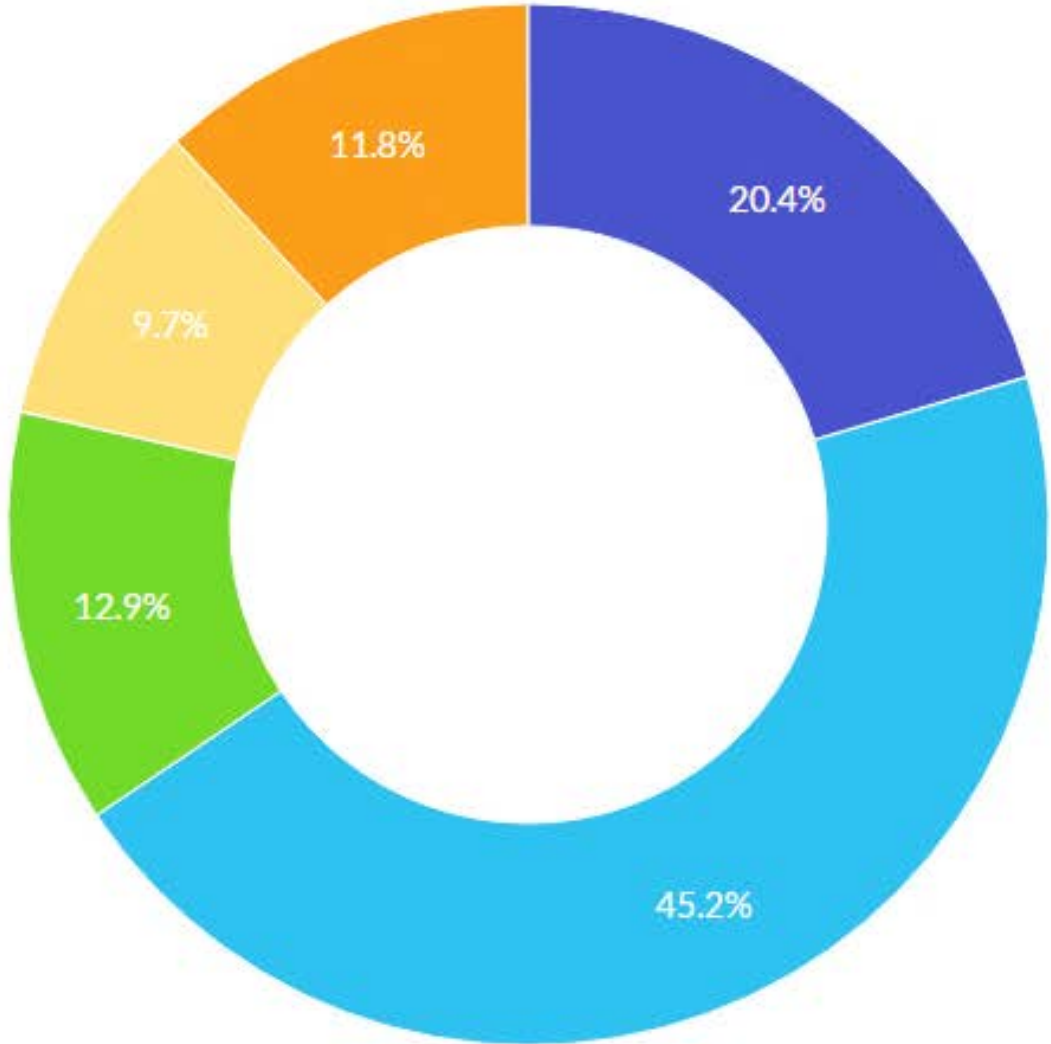


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# Downtown Residents

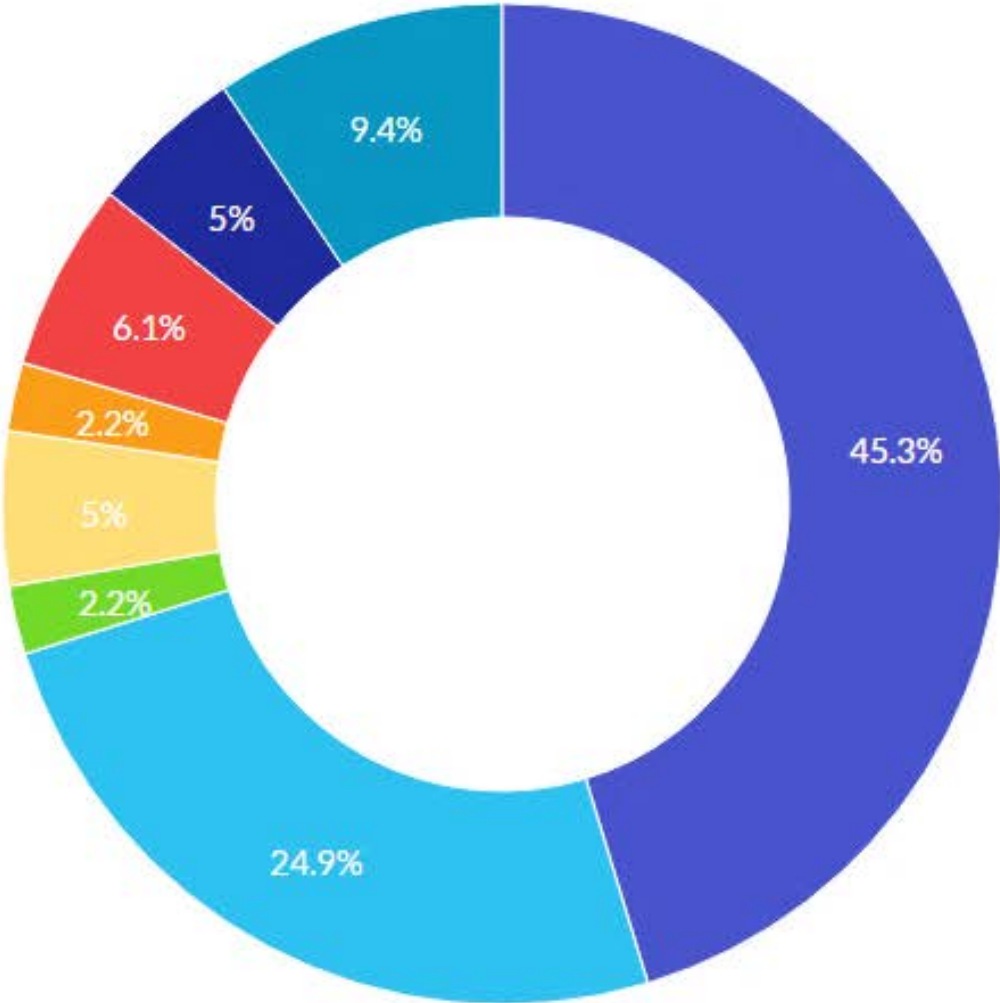
93 Respondents

**45.2% of respondents visit/purchase in Downtown Waukesha 1-3 times per month. Approximately 40% visit/purchase in Downtown 4 times or more per month.**



Choices	Totals
I rarely shop in Waukesha	19
1-3 times	42
4-6 times	12
7-9 times	9
10+ times	11

Of the TYPES OF BUSINESSES supported by these Downtown Residents, restaurants came in first at 45.3%.



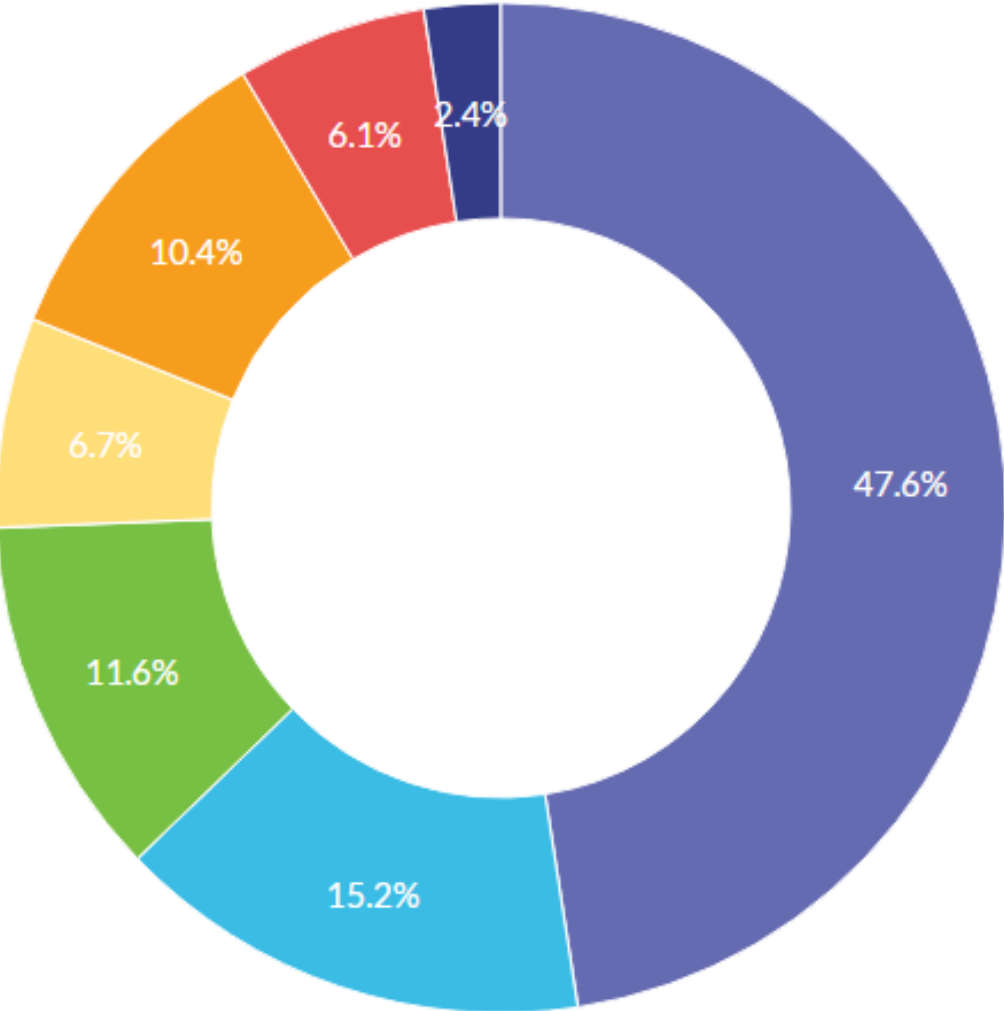
Choices	Totals
● Restaurant	82
● Bar	45
● Apparel	4
● Art	9
● Home Decor	4
● Specialty Merchandise	11
● Professional Services	9
● Other (Please be specific)	17

We asked DT Residents, “What HOUSEHOLD GOODS are missing from downtown?”  
 The top three responses were Hardware, Kitchen Products, and “We are fine the way we are”.



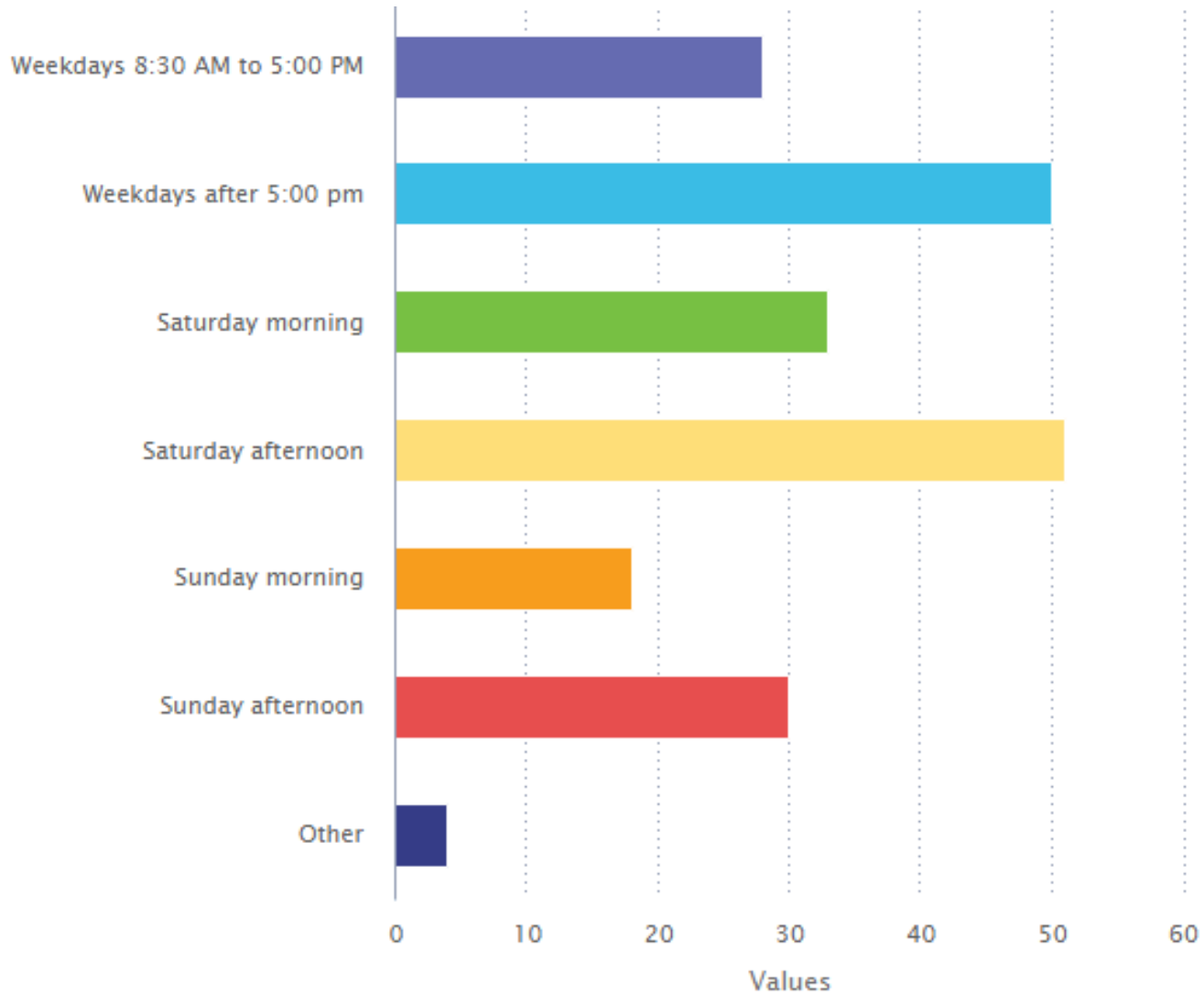
Other included Organic, **Grocery**, Convenience Store, Electronics, Crafts

For CONVENIENCE MERCHANDISE AND PERSONAL SERVICES that were needed by the DT Residents, the top two responses were Groceries at 47.6% and Pharmacy at 15.2%.



Choices	Totals
● Groceries	78
● Pharmacy	25
● Dry Cleaning/Laundry	19
● Tailoring/Alterations	11
● Barber/Beauty Salon/Supplies	17
● I think we are fine the way we are.	10
● Other (list as many as you wish)	4

The best time to shop for these respondents were Saturday afternoon, Weekdays after 5:00 pm, and Saturday morning.



Choices

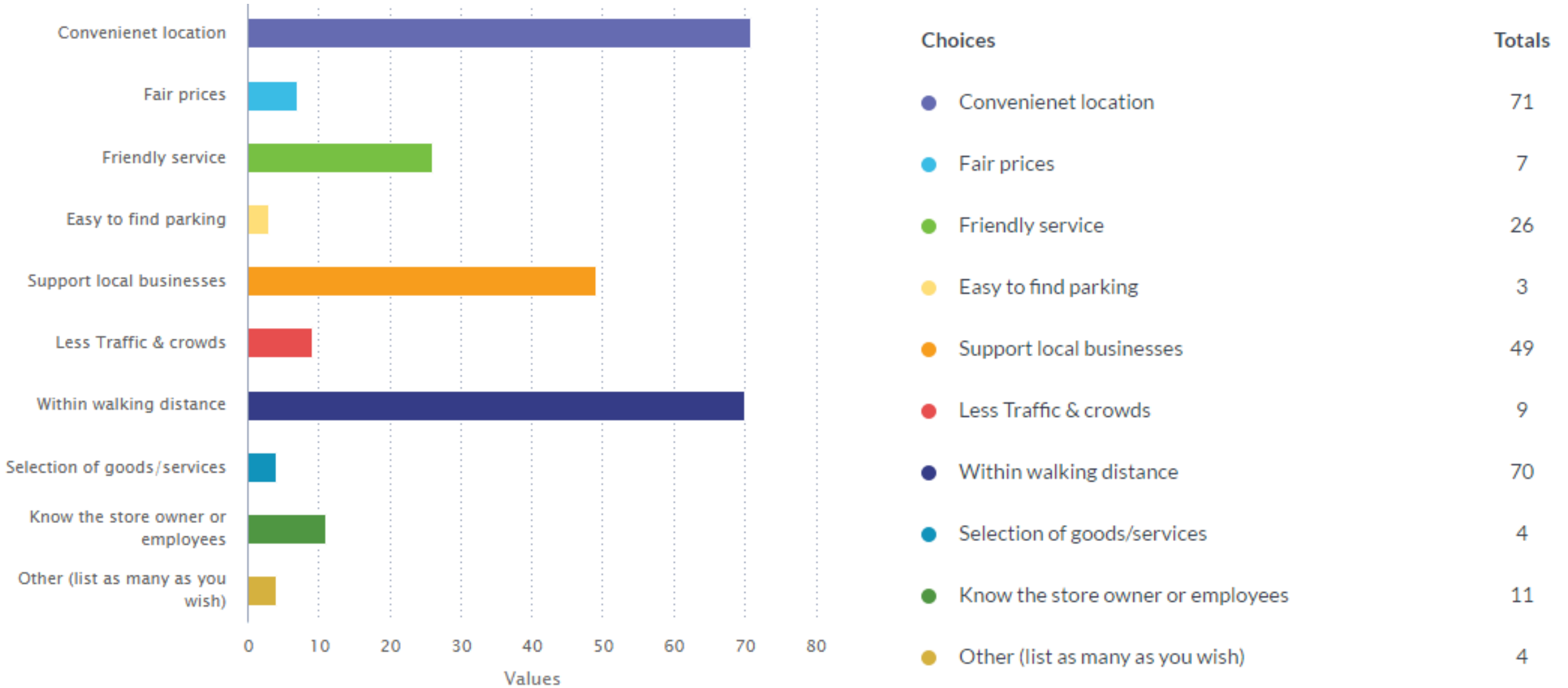
- Weekdays 8:30 AM to 5:00 PM
- Weekdays after 5:00 pm
- Saturday morning
- Saturday afternoon
- Sunday morning
- Sunday afternoon
- Other

Totals

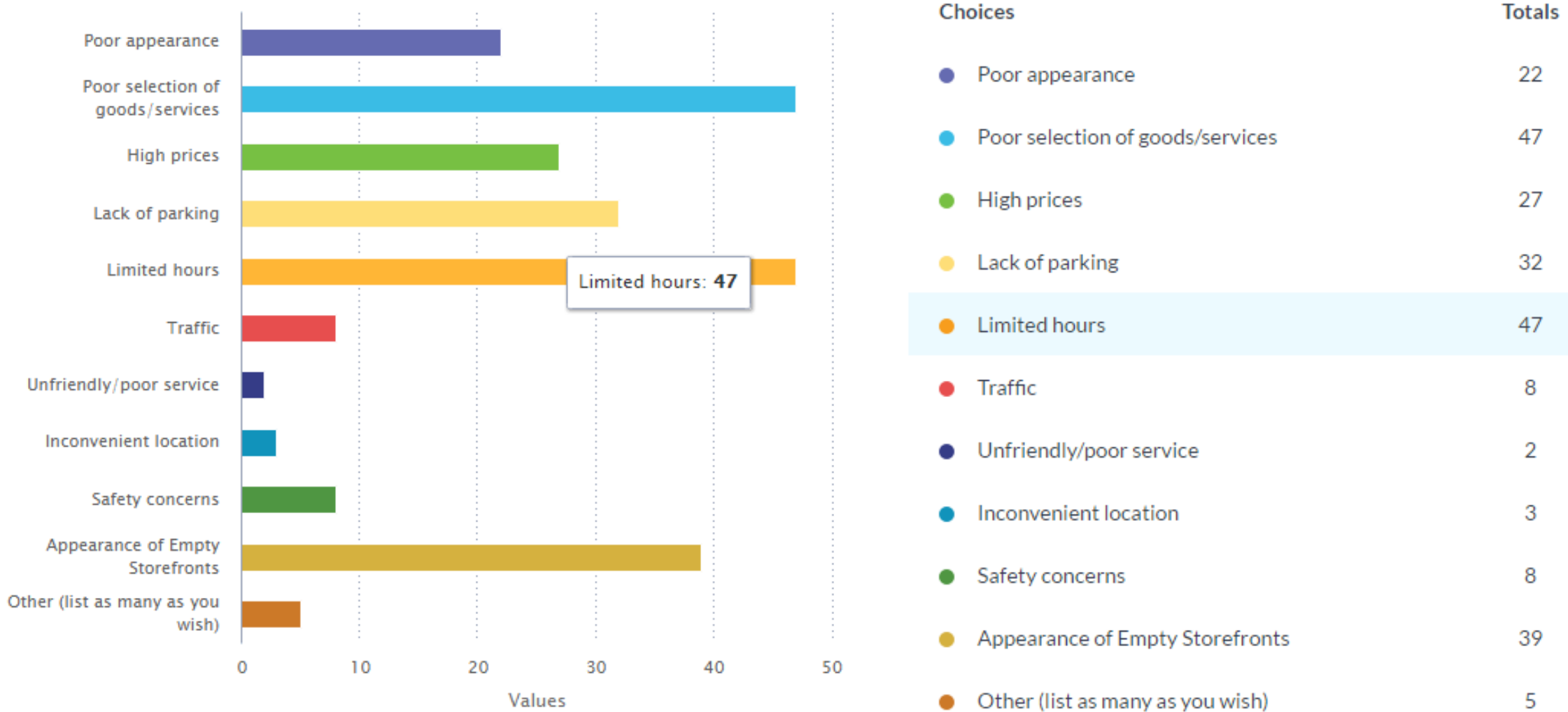
- 28
- 50
- 33
- 51
- 18
- 30
- 4



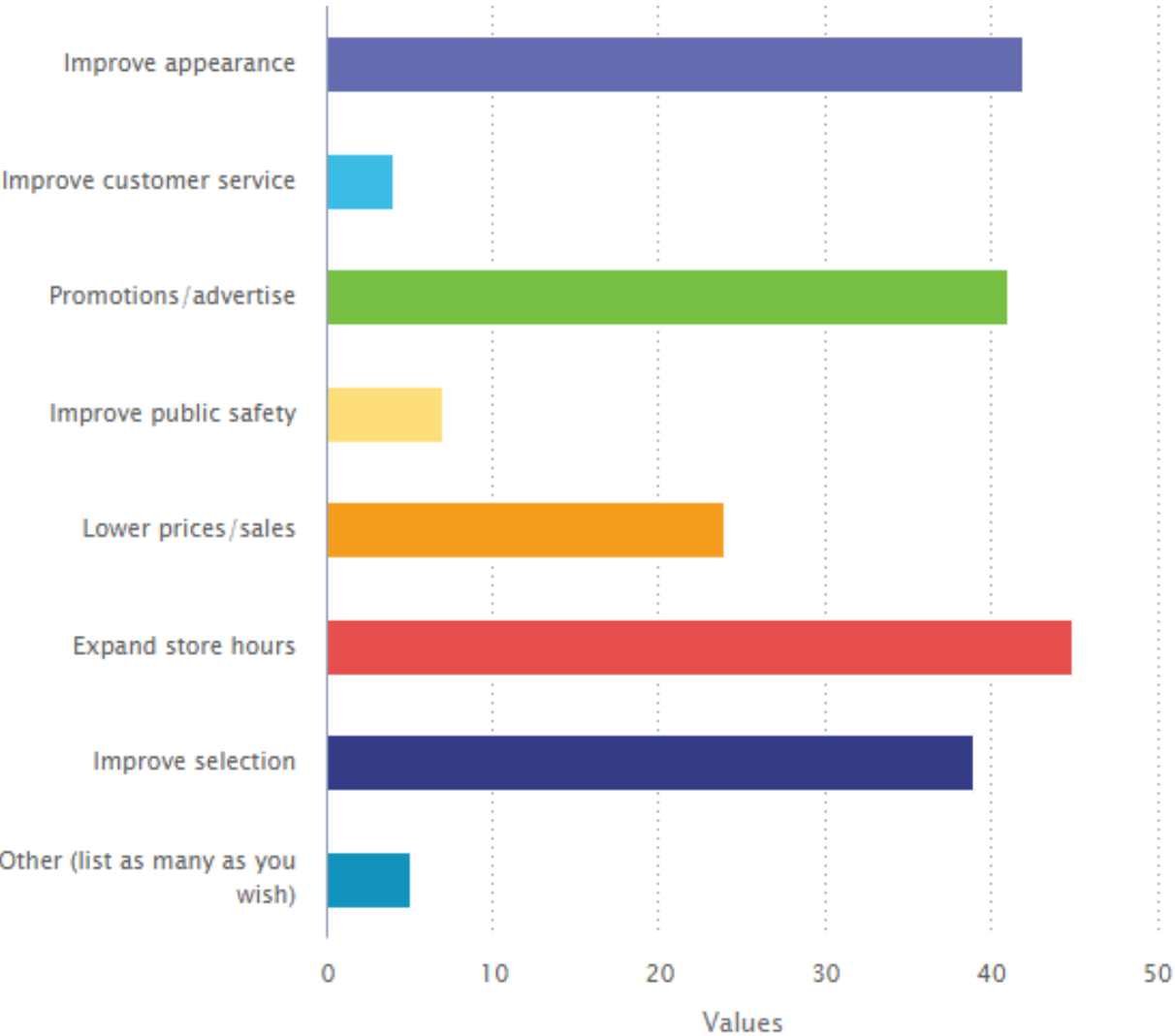
# According to respondents, the top 3 ADVANTAGES for shopping Downtown is Convenience, Walkability, and the fact that they are Supporting Small Businesses.



# The top DISADVANTAGES for shopping in Downtown for DT residents include limited hours, poor selection, and appearance of empty storefronts.



# Finally we asked DT Residents what merchants can do to IMPROVE their stores. Expand Hours, Improve Appearance of Store, Advertise, and Improve Selection.



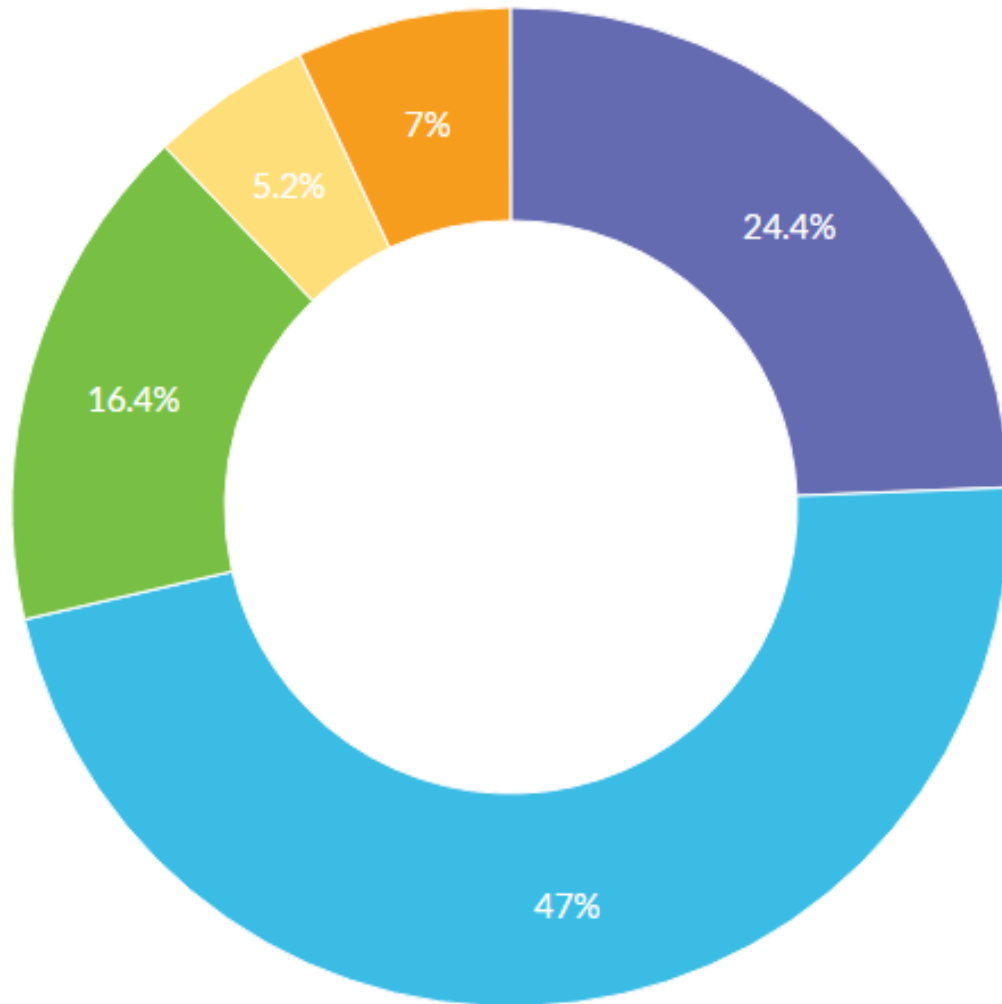
Choices	Totals
● Improve appearance	42
● Improve customer service	4
● Promotions/advertise	41
● Improve public safety	7
● Lower prices/sales	24
● Expand store hours	45
● Improve selection	39
● Other (list as many as you wish)	5

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# City-Wide Survey

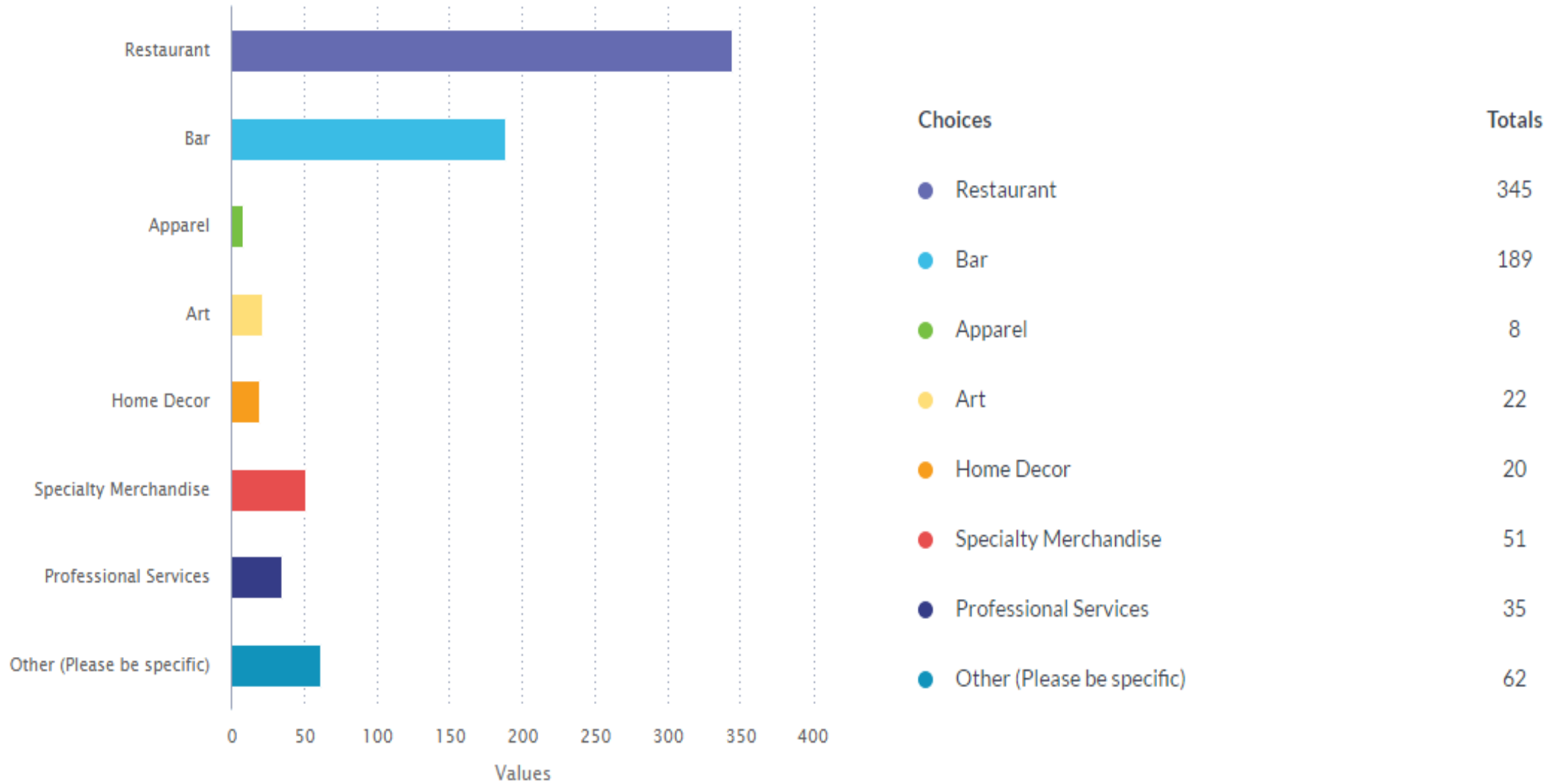
408 Respondents

We asked, “In the past 30 days, how many times have you shopped in Downtown?” 47% have shopped 1-3 times. Our target is to attract the 24.4% that rarely shop in Waukesha.

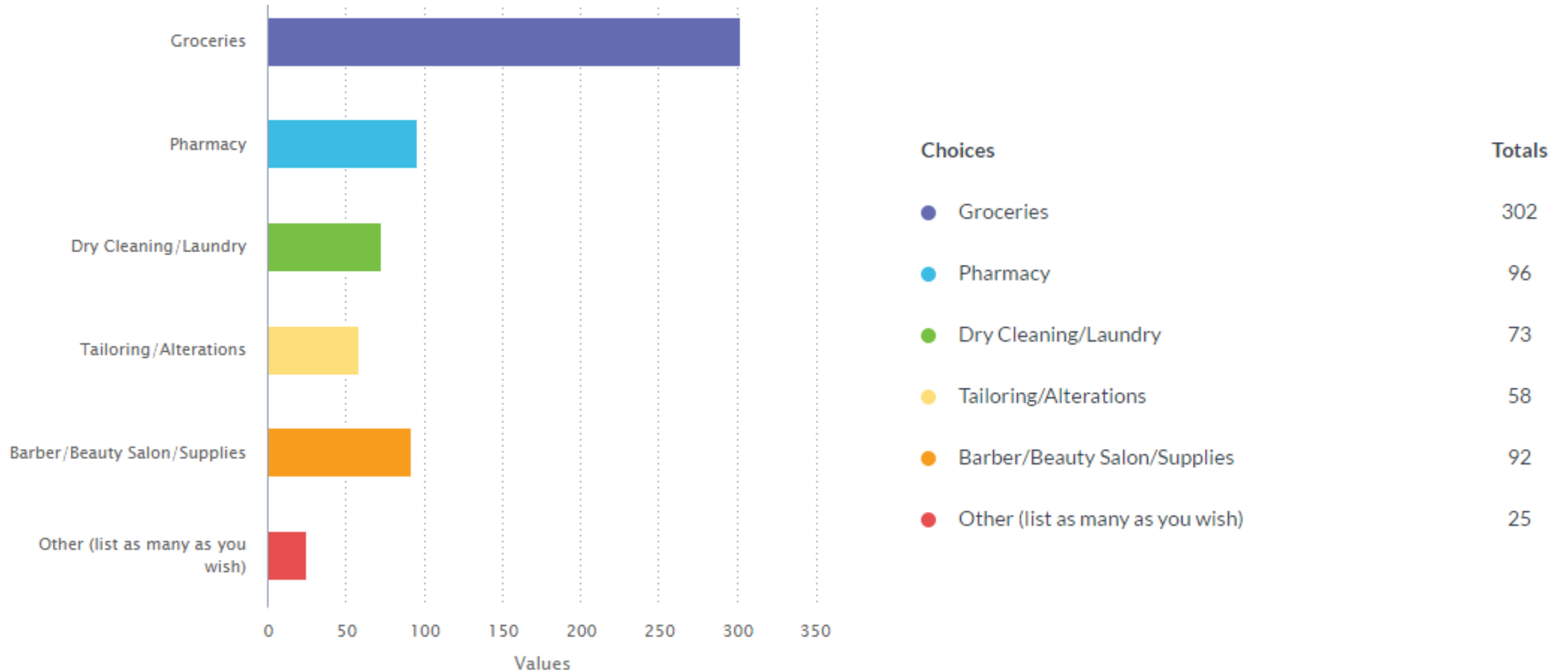


Choices	Totals
● I rarely shop in Waukesha	98
● 1-3 times	189
● 4-6 times	66
● 7-9 times	21
● 10+ times	28

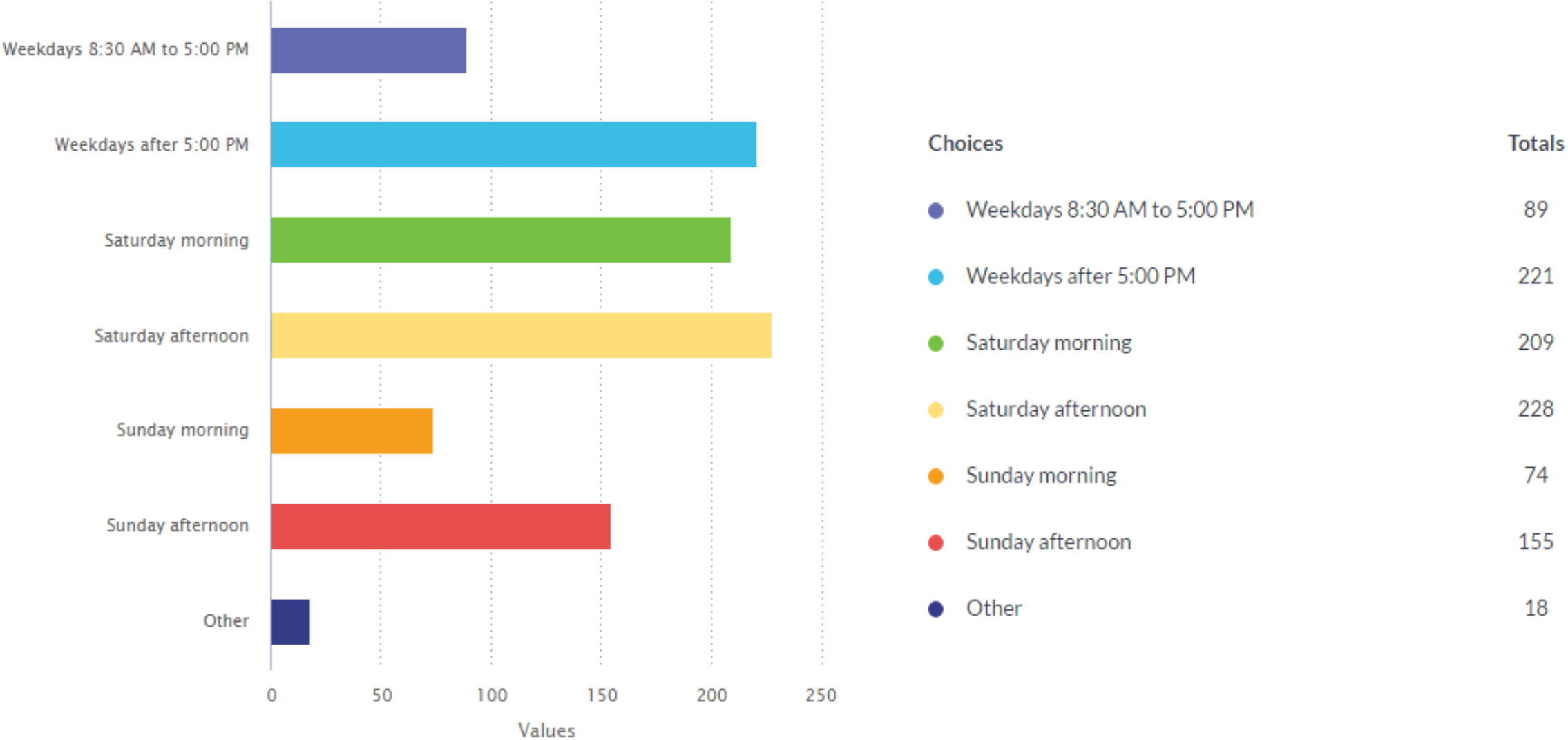
When asked, “In the past 30 days, what types of businesses do you support in Waukesha” Restaurants came in first with Bars coming in second.



When asked “What kinds of CONVENIENCE MERCHANDISE AND PERSONAL SERVICES are we missing?” Over 75% responded GROCERIES.

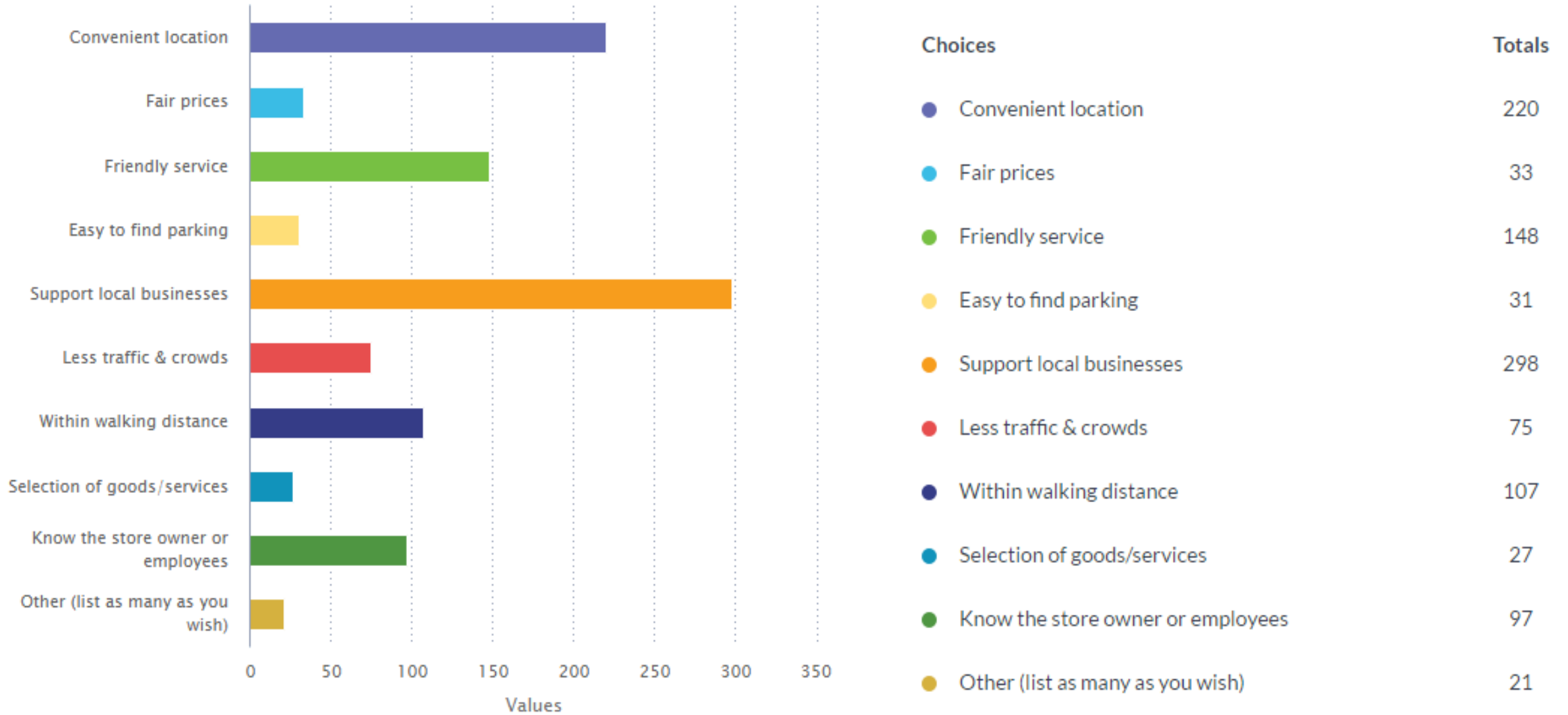


The best times for these respondents to shop were Saturday afternoon; Weekdays after 5; Saturday morning. (This response was consistent with DT Residents.)

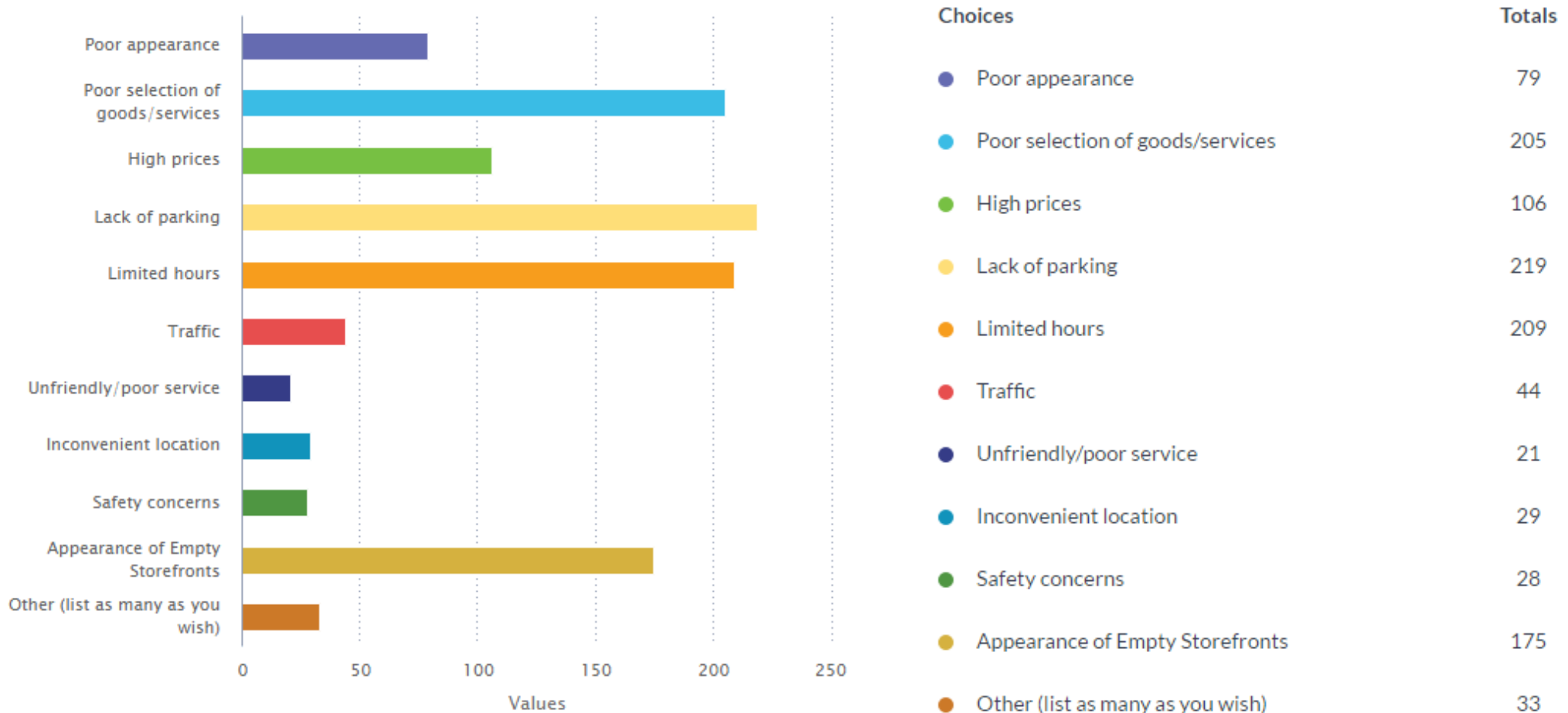




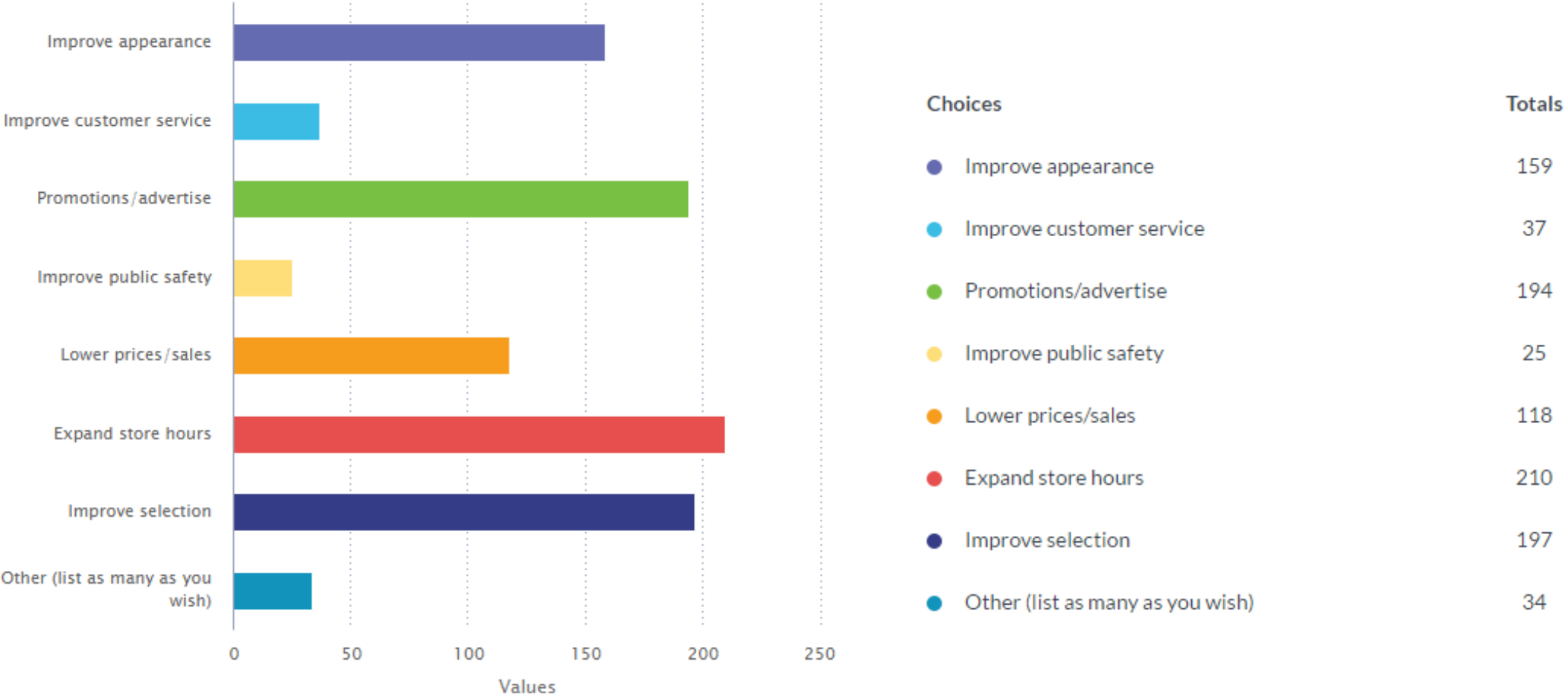
# The 3 major ADVANTAGES of shopping in Waukesha is to support local businesses, Convenience; and Friendly Service



The 3 major DISADVANTAGES of shopping in Waukesha included: 1) Lack of Parking; 2) Poor selection/limited hours; 3) Appearance of Empty Storefronts (2 & 3 are consistent with DT Residents)



Finally, we asked “What can DOWNTOWN WAUKESHA merchants do to improve their stores? Expand hours, Improve selection, **Advertise**, and Improve appearance. (The City-wide response was consistent with the DT residents.)



## **In conclusion,**

The responses of the Downtown Residents were consistent with the City-Wide responses.

We received comments from respondents that part of the reason they do not shop in Waukesha is that they are not aware of what is offered. They added that more **advertisement** is needed. The data we received also reflects this.

We received many positive comments regarding this effort. The Citizens were excited that the City wanted to hear what they had to say.

### **What will we do with the information we received?**

The City will use this as a guide as we recruit businesses to join our downtown community and as we plan for the future of our downtown and City. We have already started by creating banners for Vacant storefronts.

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