



Business Walk 2018 – Results Summary

On November 8, 2018, the Paso Robles Chamber of Commerce (PRCC) conducted its inaugural Business Walk. Chambers have utilized this tool throughout the United States as a way to interact with business owners and managers to collect feedback about their business. The PRCC, along with a group of 70 volunteers, attempted to visit 422 businesses with the purpose of discussing the state of business. Being respectful of business owner's time, volunteers asked just a few questions to help the Chamber and the City of Paso Robles understand the state of their business and what our community needs to improve the economy. Business owners also had the option of completing the survey online if they were unable to do so at the time of the Business Walk. The results of the walk were presented at the November 28, 2018 PRCC Wake Up Paso monthly breakfast meeting to a group of around 75 attendees and are summarized below.

Quick Facts:

- Number of Business Walk Volunteers = 70
- Number of businesses attempted to visit = 422
- Number of business surveys collected in person = 145
- Number of business surveys collected digitally = 15
- Survey response rate = 40%
- Areas that need the most emphasis = housing (cost and availability), business attraction, workforce solutions, business retention and expansion, and education
- Top business needs = marketing and advertising assistance, attracting and retaining qualified talent, faster internet

Volunteers were equipped with maps, a list of 10 businesses, surveys, follow-up collateral, and water bottles. They were then sent to various commercial and industrial areas within the City limits to conduct their walk. Business owners and managers were asked three questions:

1. How would you rate the current state of your business?
2. What resources do you need to improve your business?
3. Which areas do you feel require the most emphasis?

Response results are provided on the following pages.

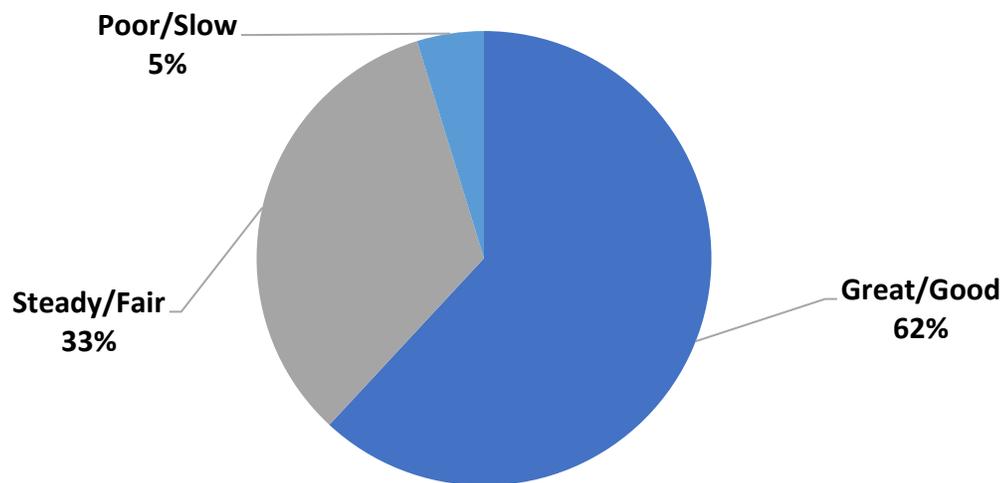
RESULTS

Question #1 – How would you rate the current state of your business?

Participants were asked to select:

- Good/Great
- Steady/Fair
- Poor/Slow

Question #1 Results



Question #2 – What resources do you need to improve your business?

Participants were asked to select as many of the following resources as applicable:

- Financial Assistance
- Marketing and Advertising Assistance
- Education and Training
- Attracting and Retaining Qualified Talent
- Faster or More Reliable Internet Connection
- I have all the resources I need
- Other: _____

Question #2 Results



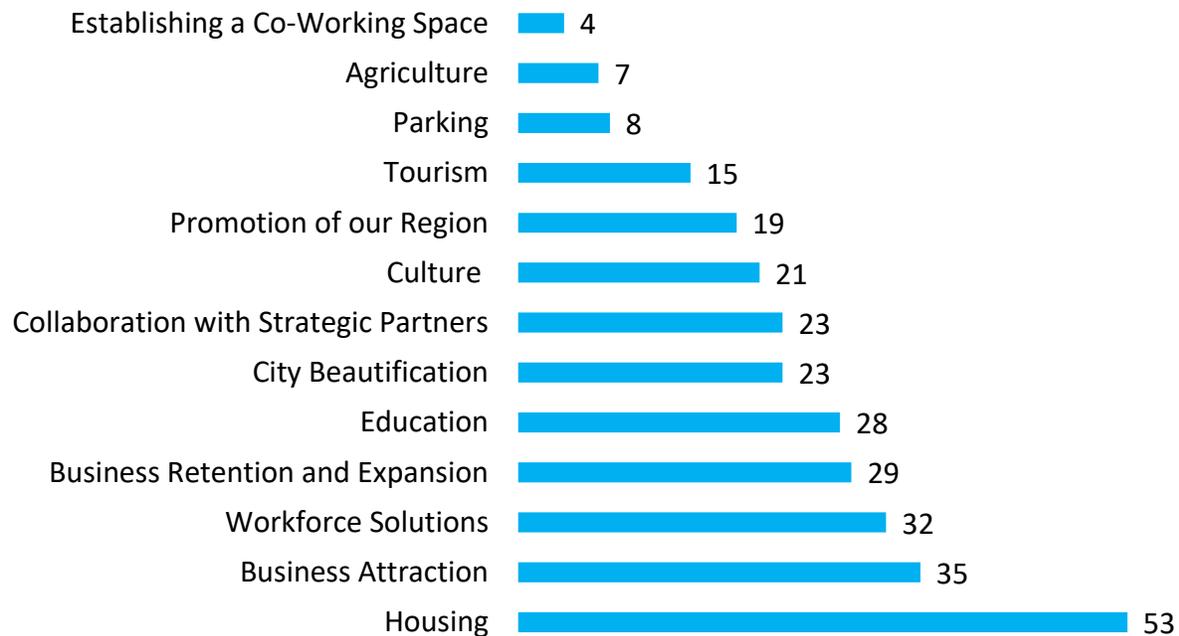
Note that parking was added as an “Other” by 10 businesses.

Question #3 – In creating a five-year Economic Strategic Plan for our community, which areas do you feel require the most emphasis?

Participants were asked to select up to three of the following:

- City beautification
- Culture (Events, Art, Parades, Museums)
- Workforce solutions
- Business Attraction
- Business Retention and Expansion
- Promotion of our Region
- Tourism
- Education
- Infrastructure (Road, Water, Internet)
- Collaboration with Strategic Partners (Wine Alliance, Downtown Association)

Question #3 Results



Note that parking was added as an “Other” by 8 businesses.

Next Steps

The information collected herein will be used to craft Goals, Objectives, and Actions for inclusion in the forthcoming Economic Development Strategic Plan. It is anticipated that the Strategic Plan will be publicly available in Spring 2019. In addition, the PRCC will be reaching out to those business who indicated poor/slow with the intent of providing them with tools and resources to overcome their challenges. Additional questions or comments may be forwarded to Josh Cross, Director of Economic Development for the Paso Robles Chamber of Commerce josh@pasorobleschamber.com or (805) 238-0506.

