

**Survey of Tacoma Businesses:  
BUSINESS CLIMATE &  
CITY GOVERNMENT**

**Tacoma  
Community &  
Economic  
Development  
Department  
July 2016**

# Gauge business operators':

- Evaluation of Tacoma as a place to do business; including
- Reasons for their evaluation and their greatest challenges in Tacoma;
- View of the impact on their business of various attributes of Tacoma;
- Evaluation of city government's efforts to support city businesses;
- Interaction with city government;
- Satisfaction with their internet services.

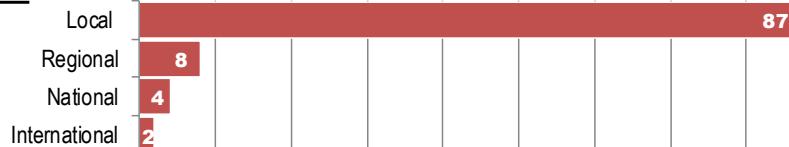
PURPOSE

## METHODS

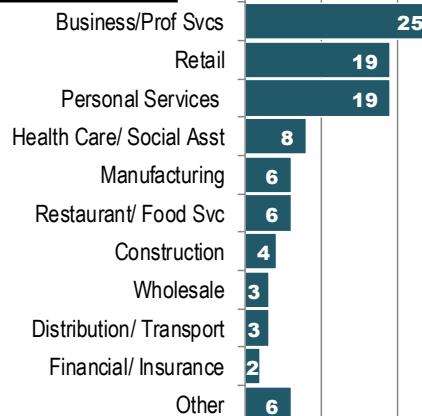
- **903 Tacoma Businesses**
- **Online survey**
  - **9115 Invitations**
  - **1057 logged on**
  - **903 completed the survey**
- **June 9 – July 3, 2016**

# SAMPLE PROFILE

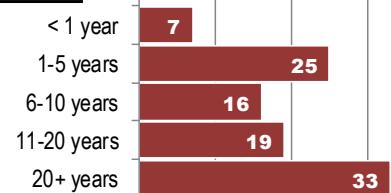
## OWNERSHIP



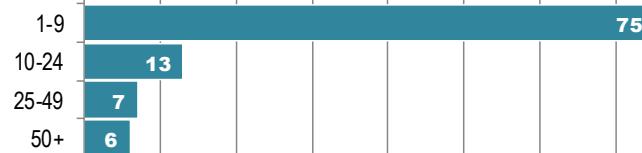
## BUSINESS TYPE



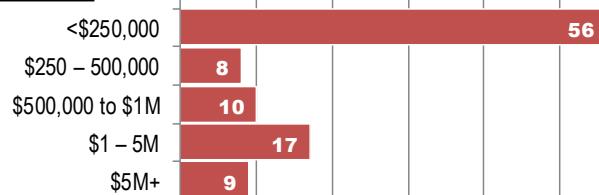
## YRS IN BUSINESS



## EMPLOYEES



## ANNUAL SALES

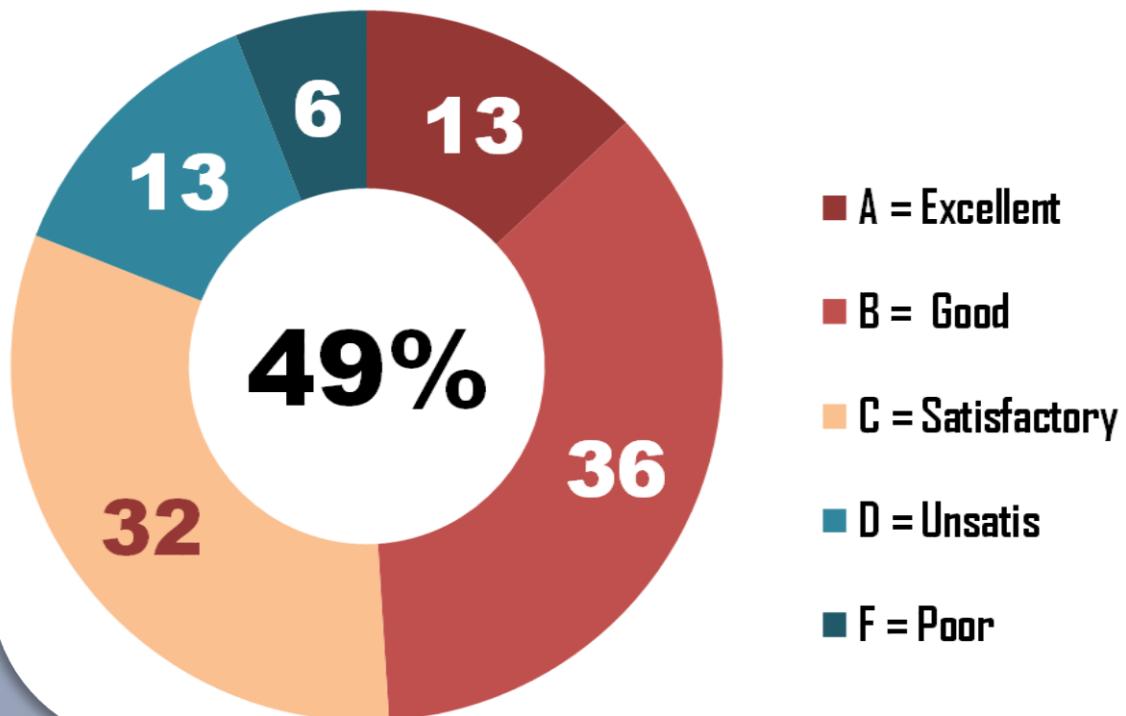


# BUSINESS CLIMATE

# Half Rated Tacoma “Good” or “Excellent” as a Place to do Business

Q10

## Tacoma as a Place to Do Business



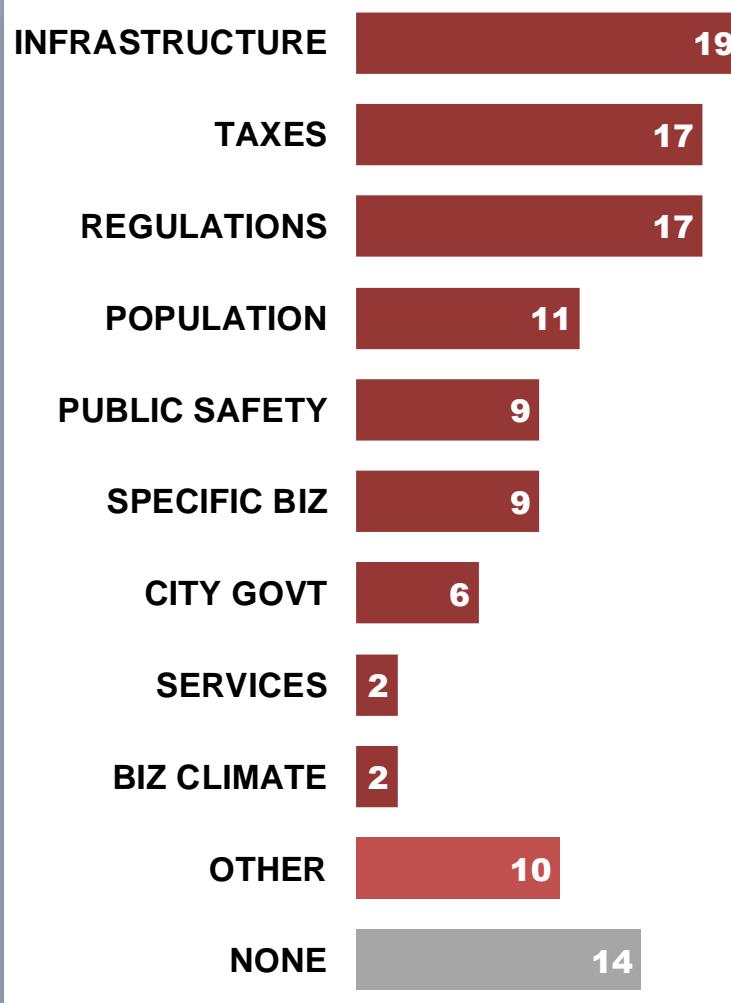
Overall “GPA”  
2.37 (C+)

# Reasons For Grades

<b>A</b> [13%]	<b>B</b> [36%]	<b>C</b> [32%]	<b>D</b> [13%]	<b>F</b> [6%]
Community 21%	Community 14%	Taxes 12%	Taxes 16%	Taxes & Fees 26%
Responsive 15%	Responsive 8%	Parking 6%	Min. wage 13%	Anti-business 20%
Customer base 9%	Customer base 7%	Responsiveness 6%	Anti-Business 13%	Min wage / PTO 20%
Licensing easy 8%	No problems 9%	Attitudes abt biz 6%	Uncooperative 8%	Regulations 18%
Live here 7%	Low taxes 6%	No problems 6%	Regulations 7%	Political leaders 16%
No problems 7%	Cmty support 4%	Streets 5%	B&O tax 6%	Permit process 8%
Location 6%			City services 6%	Uncooperative 8%
			Crime 6%	

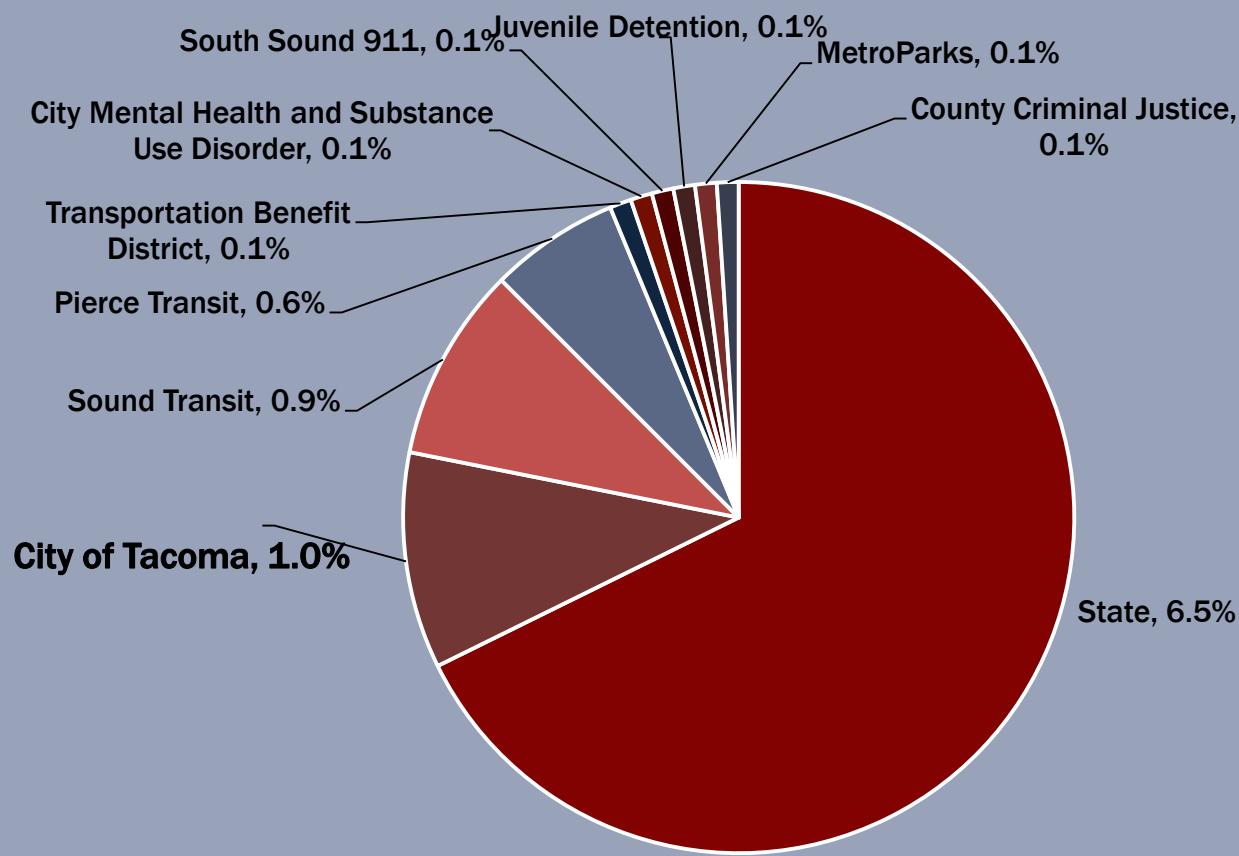
# “Biggest Challenges” to Tacoma Business

Q10



“Taxes” (10%)  
“Regulations” (8%)  
Traffic (7%)  
Parking (6%)  
Customer Base (6%)  
Safety / Crime (5%)  
Minimum Wage (5%)

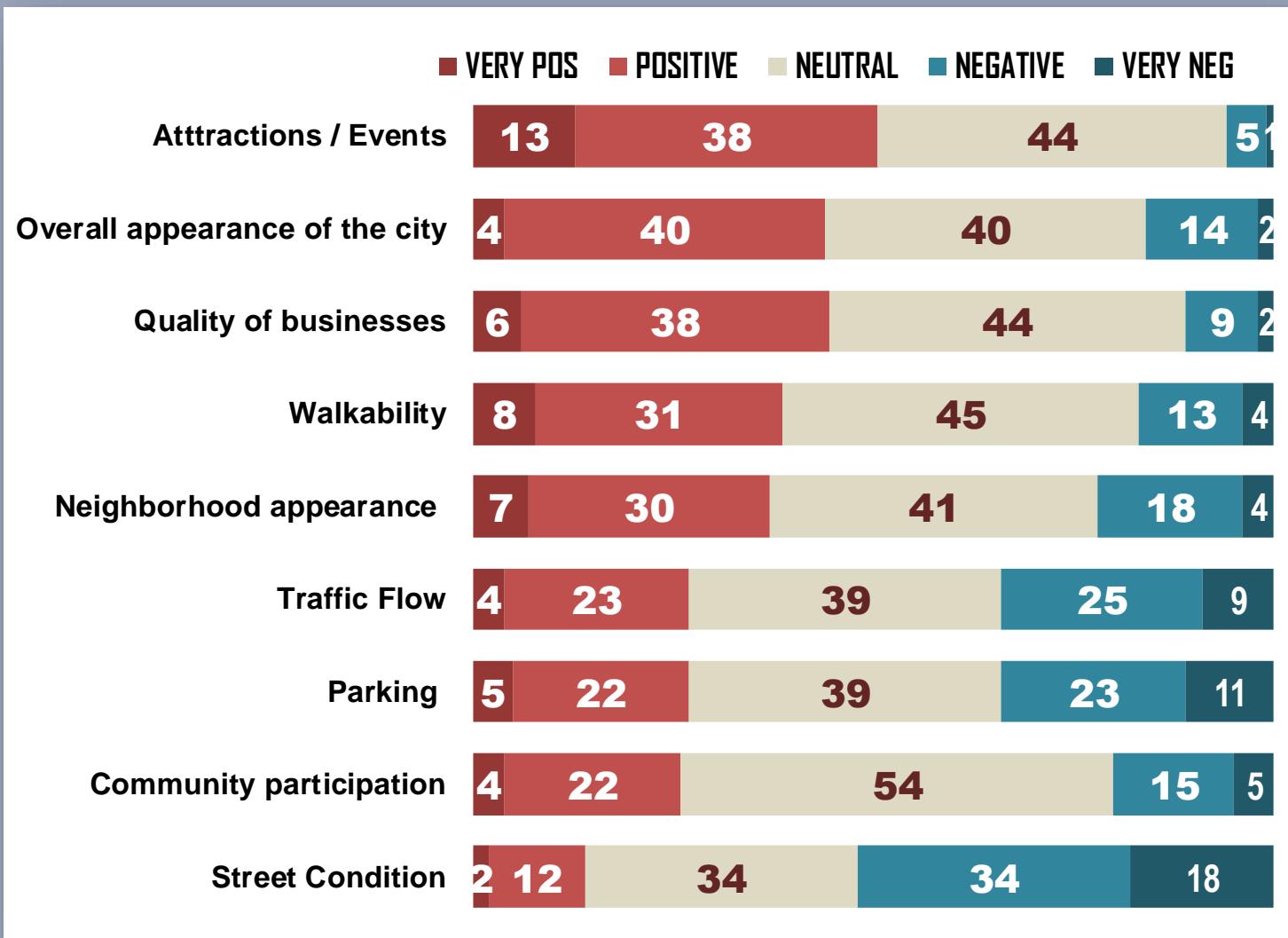
# SALES TAX RATE 2016



# TACOMA ATTRIBUTES

# Impact on Business of Tacoma Attributes

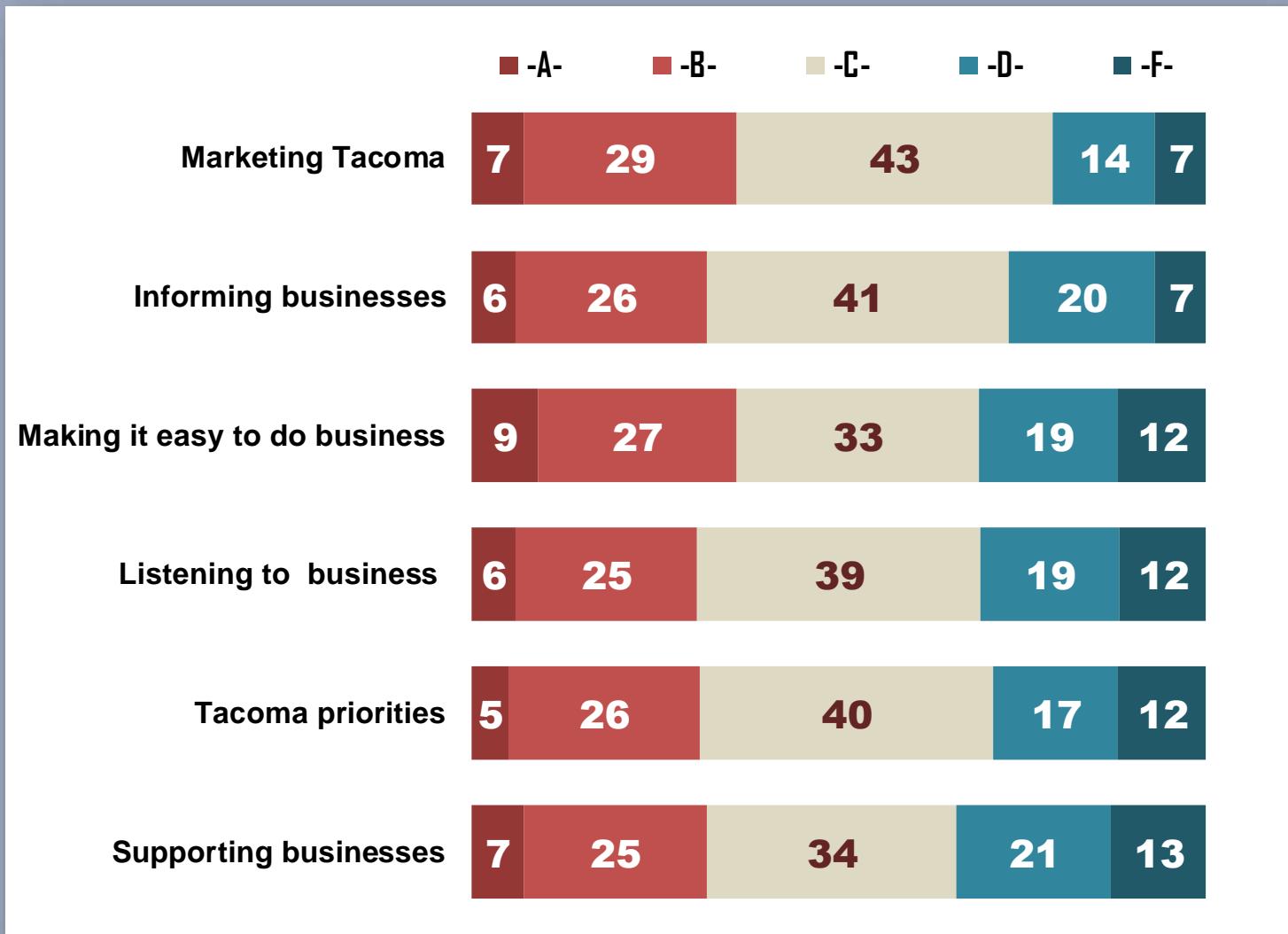
Q11



# **CITY GOVERNMENT**

# Government Performance Related to Business

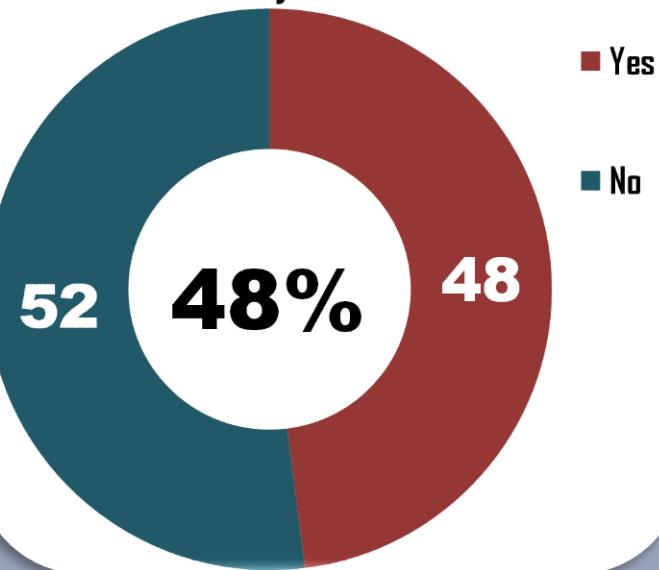
Q12



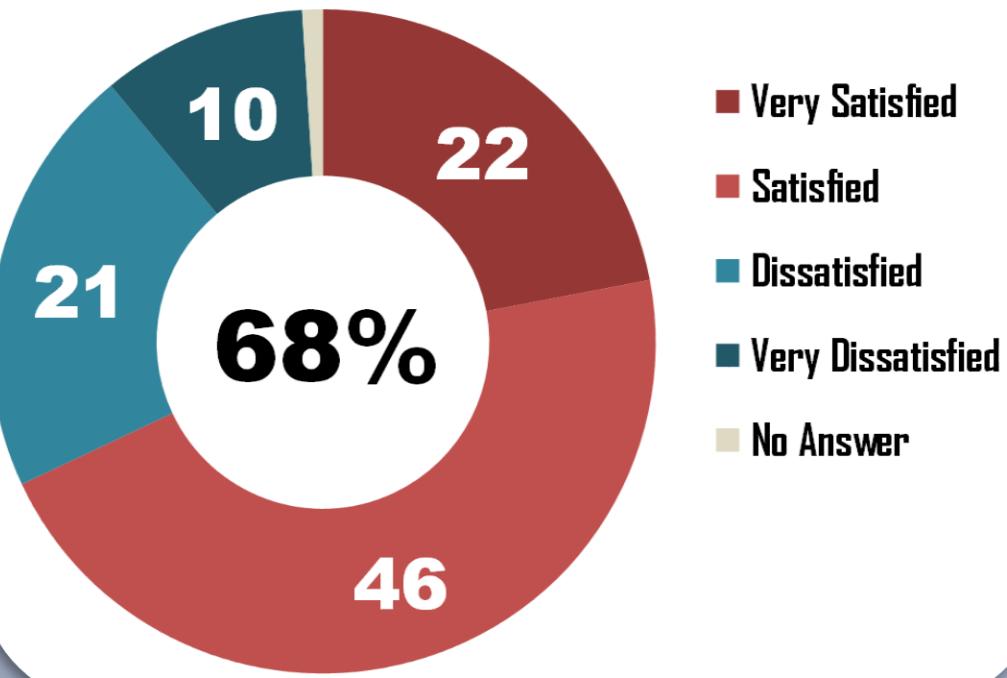
# Contact With City Government

Q7-9

Contact with City Government Last Year



Satisfied with City Response



# City Government Central to Perception Of Tacoma as "A Place to do Business"

Multiple Regression

## All 15 Factors

- City Government making it easy to do business in Tacoma (53%);
- City Government Setting the right priorities for Tacoma's future (3%);
- The quality of businesses in your vicinity (1%);
- City Government supporting businesses in Tacoma (1%);
- Walkability (0.4%);
- Overall city appearance (0.3%);
- Condition of the streets (0.2%).

# City Government Central to Perception Of Tacoma as "A Place to do Business"

## Equation 2

- City Government supporting businesses in Tacoma (46%)
- City Government Setting the right priorities for Tacoma's future (3%)
- The quality of businesses in your vicinity (2%)
- Parking (1%)
- Walkability (0.5%)
- Overall appearance of the city (0.2%)

# City Government Central to Perception Of Tacoma as "A Place to do Business"

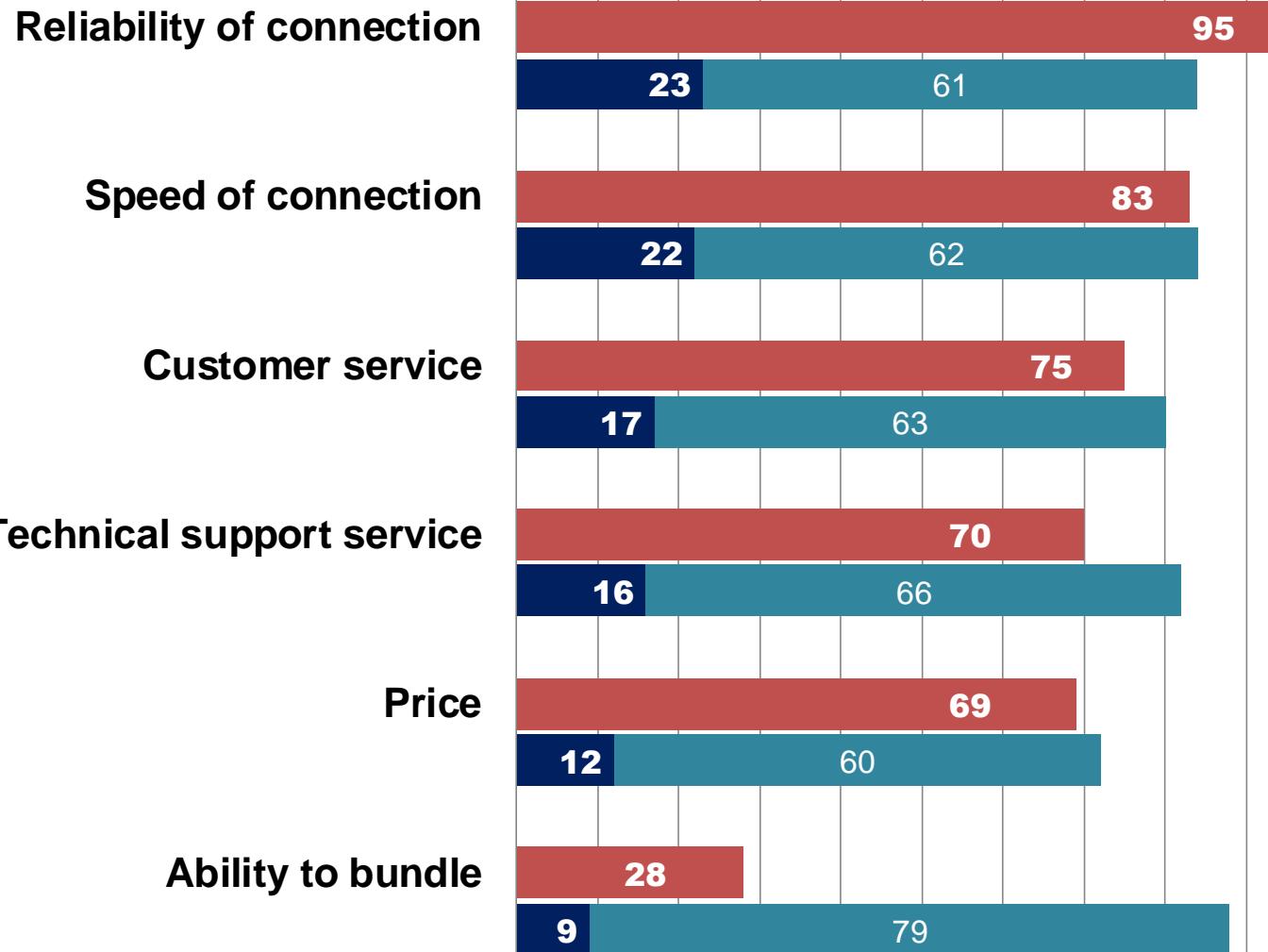
## Equation 3

- City Government Listening to business (38%)
- City Government Setting the right priorities for Tacoma's future (6%)
- The quality of businesses in your vicinity (2%)
- Overall appearance of the city (1%)
- Parking (1%)
- Walkability (0.5%)
- Condition of the streets (0.4%)
- City Government marketing Tacoma (0.4%)

# INTERNET SERVICE

# Reliability Most Important Factor

Q14/15



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