

**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**

- **903 Tacoma Businesses**

- **Online survey**

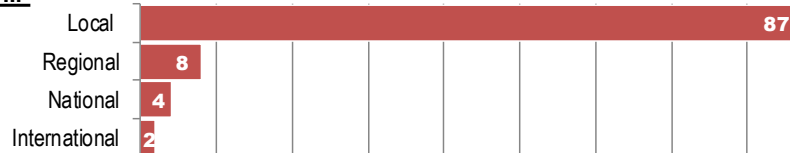
- **9115 Invitations**

- **1057 logged on**

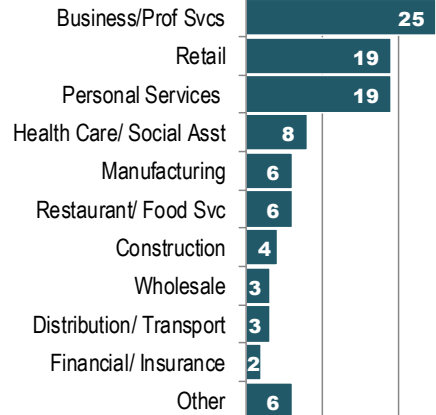
- **903 completed the survey**

- **June 9 – July 3, 2016**

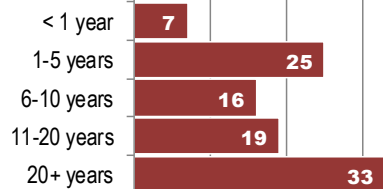
### **OWNERSHIP**



### **BUSINESS TYPE**



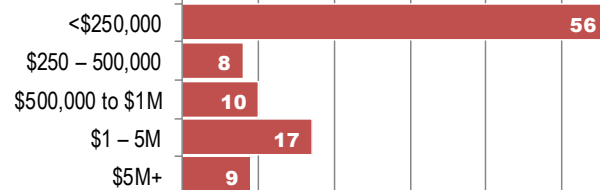
### **YRS IN BUSINESS**



### **EMPLOYEES**



### **ANNUAL SALES**



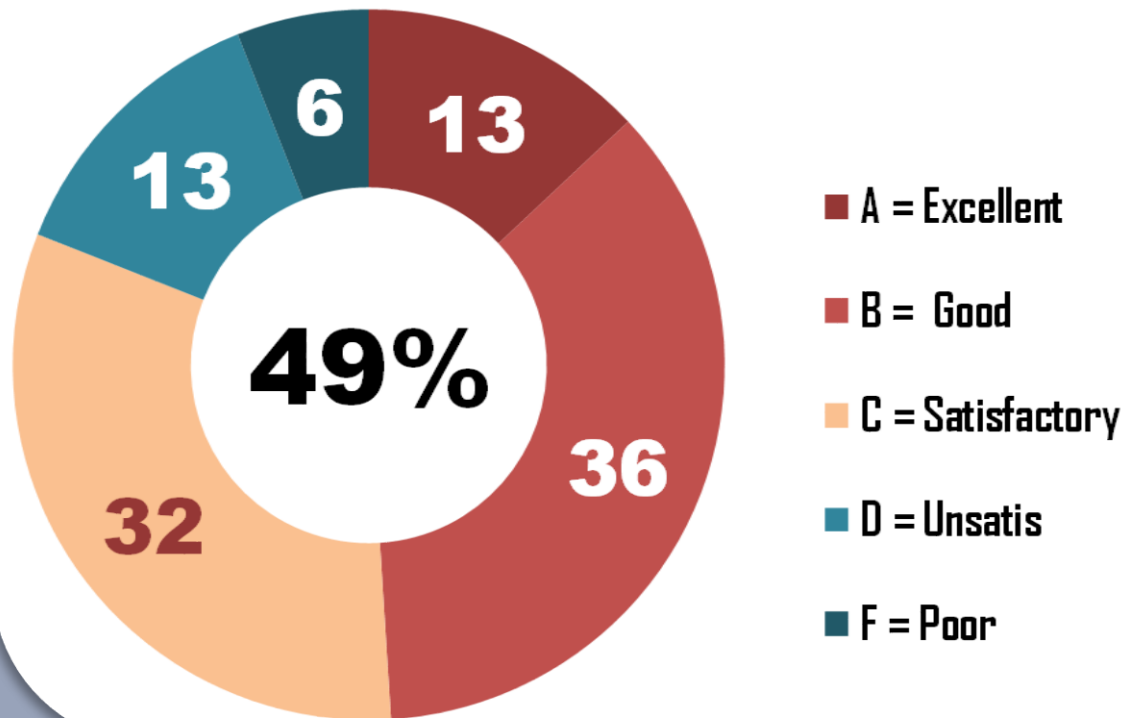
## **SAMPLE PROFILE**

# **BUSINESS CLIMATE**

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

Q10

Tacoma as a Place to Do Business



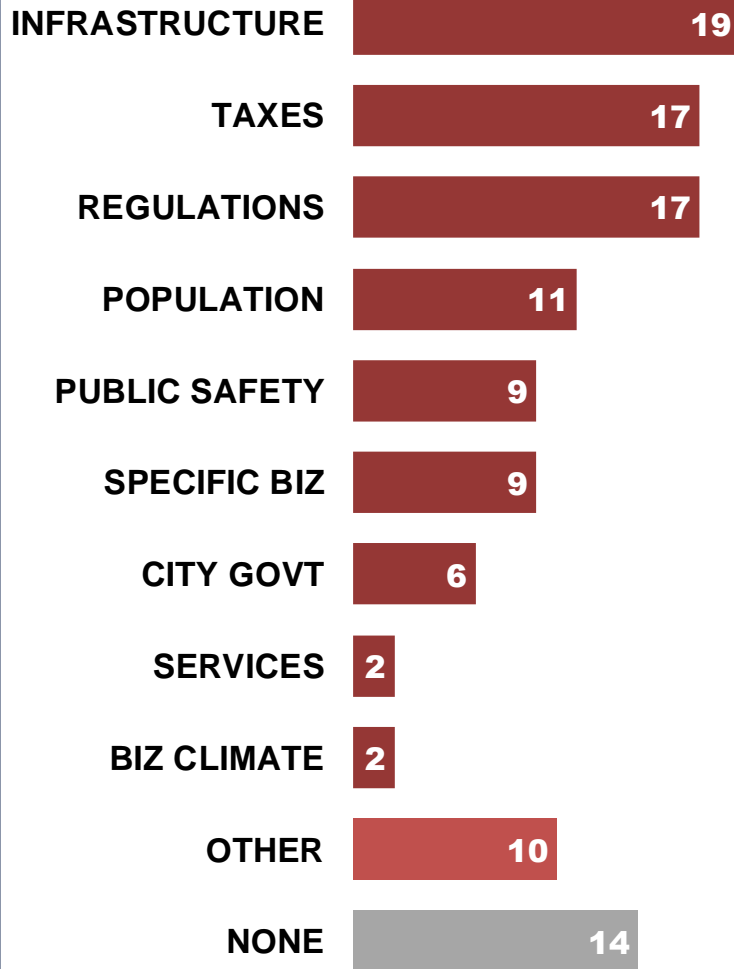
**Overall “GPA”  
2.37 (C+)**

# 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%	Cmtly 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

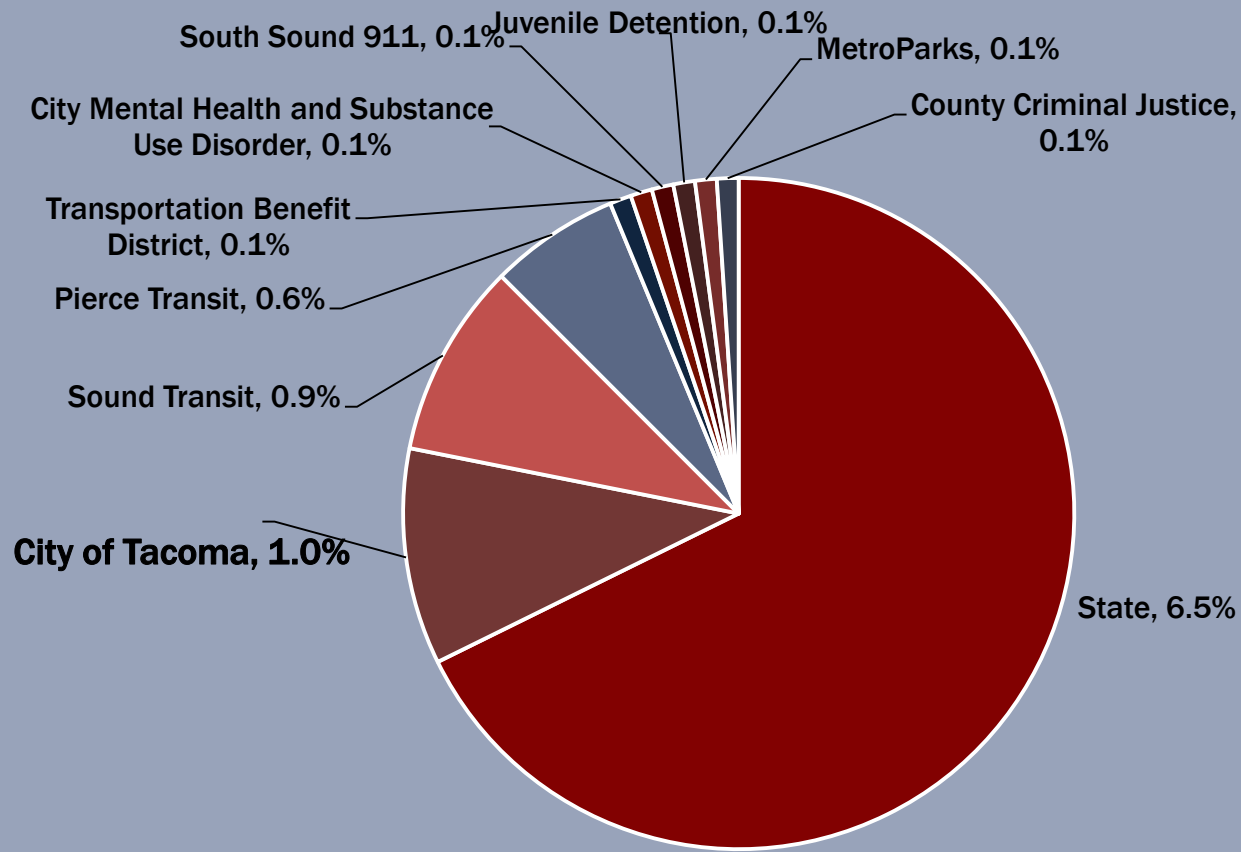
Q10



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



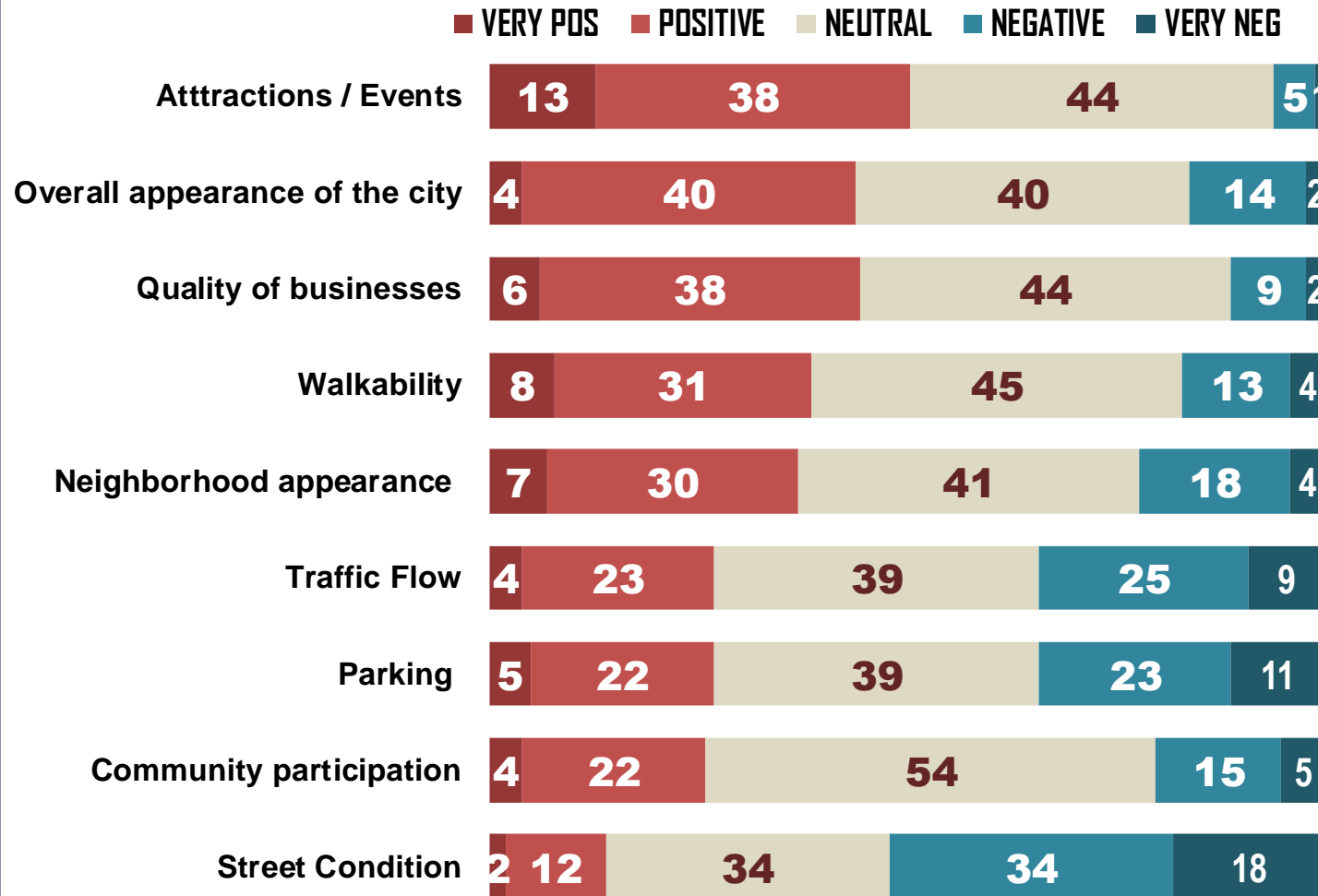
# SALES TAX RATE 2016



# TACOMA ATTRIBUTES

# Impact on Business of Tacoma Attributes

Q11



# **CITY GOVERNMENT**

# Government Performance Related to Business

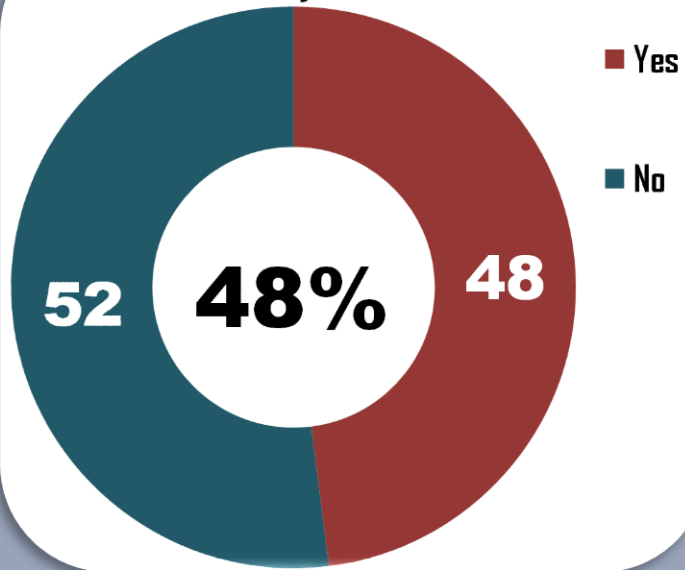
Q12



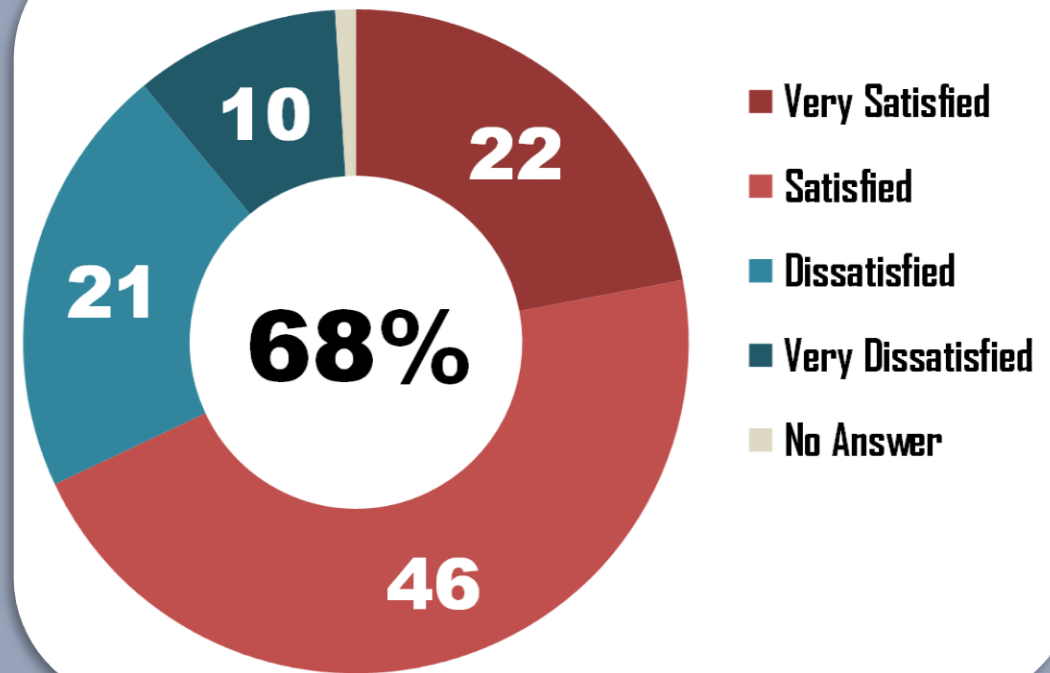
# Contact With City Government

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"

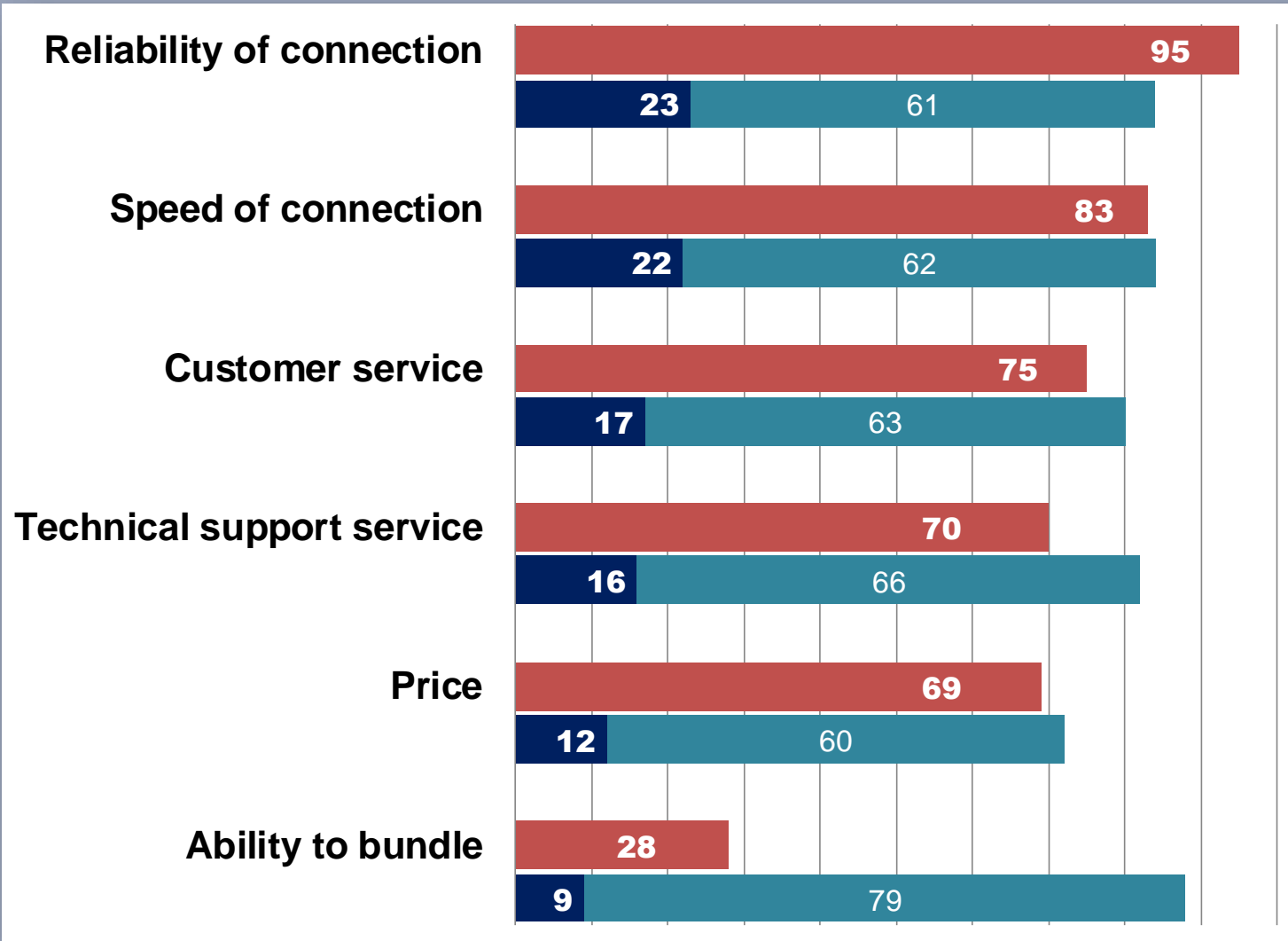
## Equation 3

- 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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