



**Ward 3
BUSINESS NEEDS ASSESSMENT**

Ward 3 Business Area/District _____

BUSINESS	ADDRESS
Business Name _____	Street Number and Name _____
Owner's Name _____	Zip _____
Phone (Owner) _____	Phone (Business) _____
Email (Owner) _____	Email (Business) _____
Other Contact and Title (e.g., Manager) _____	Web (Business) _____
Type of Business (retail, service, restaurant) _____	
What are your core products/services? _____	

BASIC BUSINESS / PROPERTY INFO

Year Opened _____
(At this location)

Hours of Operation	Weekdays _____	Weekends _____
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Rents space
Monthly Rate (\$) _____ Lease expiration date _____

Business Owns property _____ (year purchased) _____

Property Owner

Name _____

Phone _____

Email _____

WORKFORCE

Employees: #F/T _____ # P/T _____

CUSTOMERS

Age of customers

- Under 17 18-24 25-34
 35-54 55-64 65 and up

Are your customers primarily?

- Families Singles Other Businesses
 Men Women Other _____

Where do your customers come from?

- Neighborhood(s) nearby
 Other DC neighborhoods
 Working nearby
 Suburbs (MD / VA)
 Out-of-state (tourists)

How do your customers reach you?

- Walk
 Bike
 Public transportation
 Car

Have you seen a change in the type of customers since you started? *Explain:*

BUSINESS TRENDS

		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
Busiest days	Daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Busiest seasons		<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter			

Has there been a change in business over past _____ years? (*specify period*)

- improved dramatically decreased somewhat
 improved somewhat decreased drastically
 stayed about the same

Reasons for activity level?

MARKETING EFFORTS

How do you usually market your business?	# times/year	Months / Seasons
<input type="checkbox"/> Print Ads — <i>Specify papers:</i>		
<input type="checkbox"/> Email (e-Blasts or e-Newsletters to internal mailing lists)		
<input type="checkbox"/> Email Marketing Service (professional outreach with tracking such as Constant Contact)		
<input type="checkbox"/> Social Networking (e.g., Facebook, Twitter)		
<input type="checkbox"/> Web site		
<input type="checkbox"/> Sponsorships— <i>Specify events:</i>		
<input type="checkbox"/> Direct mailing		
<input type="checkbox"/> Cross-marketing— <i>Specify partner businesses:</i>		
<input type="checkbox"/> Signs/Billboards		
<input type="checkbox"/> Radio— <i>Specify stations:</i>		
<input type="checkbox"/> Television— <i>Specify stations:</i>		
<input type="checkbox"/> Loyalty Programs— <i>Specify type:</i>		
<input type="checkbox"/> Other— <i>Specify:</i>		

PERCEPTION of the COMMERCIAL DISTRICT

Please define the seriousness of the following problems, for the commercial district.

	Not a Concern	Minor Problem	Moderate Problem	Major Problem
Vehicular Issues				
Parking, insufficient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest in valet program? <input type="checkbox"/> yes <input type="checkbox"/> no				
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speeding cars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian				
Cracked sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness Issues				
Litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trash removal from litter cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rat infestation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alley conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Criminal Activity and Police Issues				
Armed robbery of businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoplifting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug dealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Armed robbery of pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burglary of businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of police presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nuisance Issues				
Drinking in public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Panhandling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disorderly conduct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loitering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Issues				
Changing character of the surrounding neighborhood. Specify:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inadequate government services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacant storefronts / property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Un-maintained commercial property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Top 3 Reasons that You Would:	Stay in the commercial district	Consider leaving the commercial district
1.		
2.		
3.		

TECHNICAL ASSISTANCE NEEDS

	Immediate assistance CRITICAL NEED	Issue but not pressing INTERESTED	Somewhat Interested MINOR	NO INTEREST
License Renewal				
Business license	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol license	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing to Increase Sales				
Determining target market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most effective marketing method	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sharing ad costs with other biz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in commercial district-wide discount day (e.g., 2 nd Monday)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finances				
Maintaining and analyzing records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cash flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Point of Sales system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obtaining loans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxes, Real estate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Storefront — Exterior				
Sign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting (building or sign)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior wall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Windows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security Grates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TECHNICAL ASSISTANCE NEEDS (continued)

	CRITICAL	INTERESTED	MINOR	NO INTEREST
Storefront — Interior				
Window display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual merchandising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inventory storage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Relations				
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retaining/loyalty programs (e.g., frequent customer discount cards)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding preferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce				
Recruiting workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing/scheduling workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insurance/benefits for workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retaining good workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grooming a Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Firing workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail				
Buying / wholesale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inventory control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eCommerce / Online Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant				
Menu selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalk Café addition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>write specifics below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TECHNICAL ASSISTANCE NEEDS (continued)

	CRITICAL	INTERESTED	MINOR	NO INTEREST
Expansion				
Change/Expand Product/Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expand current space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open additional Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Succession				
Closing due to <i>(write specifics below)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moving due to <i>(write specifics below)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BUSINESS ALLIANCE COORDINATION

Do you feel that a neighborhood or Ward-wide alliance of small, independently owned businesses (e.g., business association) may have value?

[NOTE: Generally a "business alliance" provides formal coordination of advocacy, and programs and services to improve conditions common to members, and to strengthen the operating capacity of affiliated businesses.]

- | | |
|--|---|
| <input type="checkbox"/> No, an alliance of businesses is not relevant for my business | <input type="checkbox"/> Yes, an alliance of businesses is relevant for my business |
| | <input type="checkbox"/> A neighborhood focused alliance would be most beneficial |
| | <input type="checkbox"/> A Ward 3 focused alliance would be most beneficial |
| | <input type="checkbox"/> I would participate in a business alliance |
| | <input type="checkbox"/> I would be willing to pay annual membership dues |
| | <input type="checkbox"/> \$200/yr <input type="checkbox"/> \$400/yr <input type="checkbox"/> \$600/yr |

The following business organizations exist:

INTERVIEWER

Name _____

Date _____

Please return the completed form by Monday, March 1, 2010 to:

Phyllis R. Love
Department of Small and Local Business Development
441 – 4th Street, NW, Suite 970N
Washington, DC 20001
202-727-3900 (W) 202-724-3786 (F)