

DOWNTOWN AUSTIN RETAIL & SMALL BUSINESS SURVEY RESULTS

Contents:

Key Findings

Survey Methodology

Respondent Profile

Survey Results

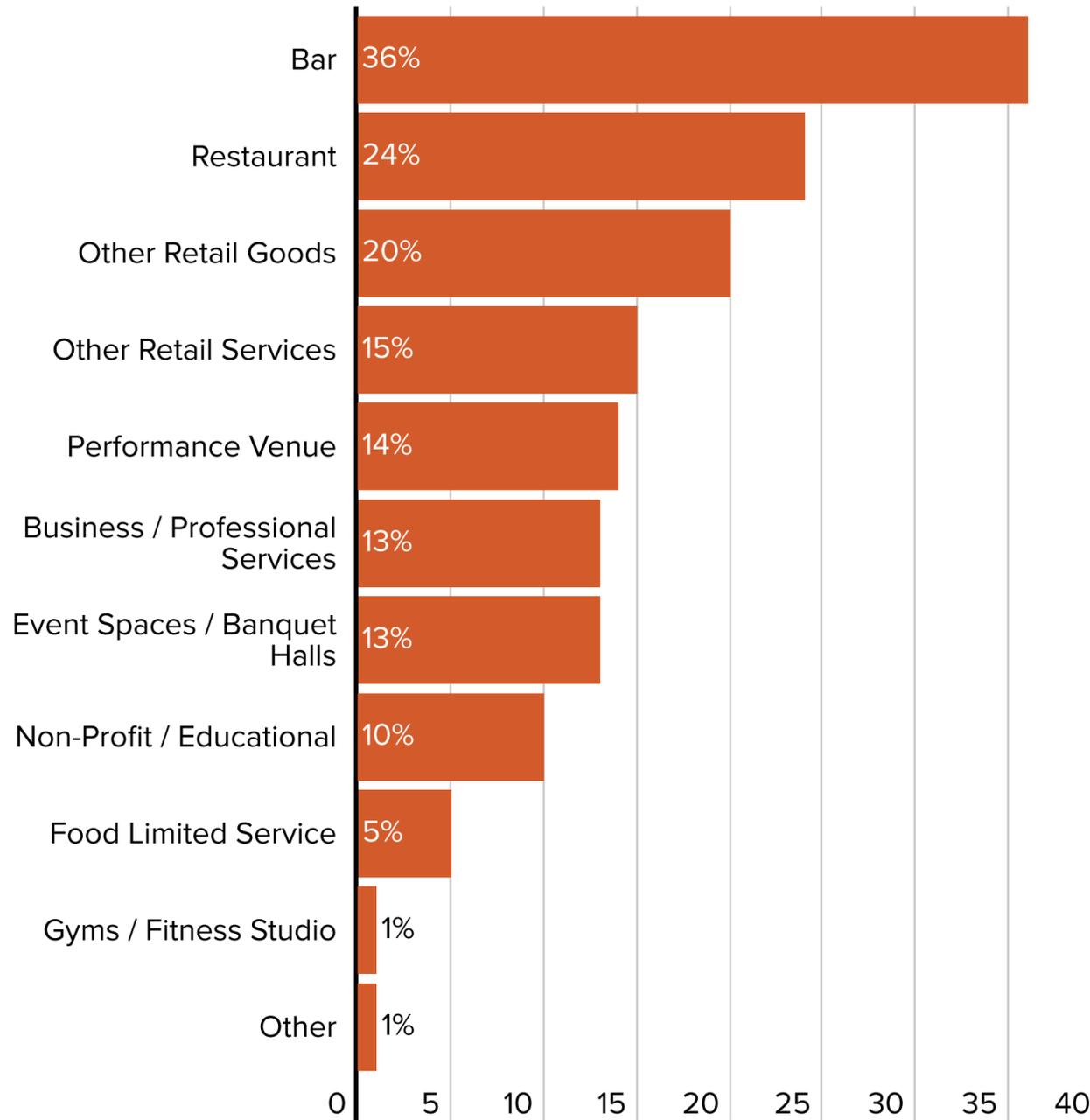
SURVEY METHODOLOGY & APPROACH

- Administered electronically through the Downtown Alliance website
- Approximately 600 businesses were emailed directly
- Took about 8 mins to complete
- Made accessible for 10 days: Thursday, April 9, 2020 to Sunday, April 19, 2020
- Targeted downtown storefront businesses
- Distributed broadly using a number of communication channels

Note: Survey results and analysis depicted within this report are fairly representative of downtown small businesses, overall. However, please note the following:
The report compares the distribution of self-reported business types in this survey with a third-party data provider's profile of downtown storefront businesses by type.
Local, regional, and national business chains did not participate in the survey. This will impact representation of certain businesses like well known convenience stores, cafes and gyms.
The survey received responses from every district in downtown with the exception of Rainey Street District.

BUSINESS RESPONDENT PROFILE

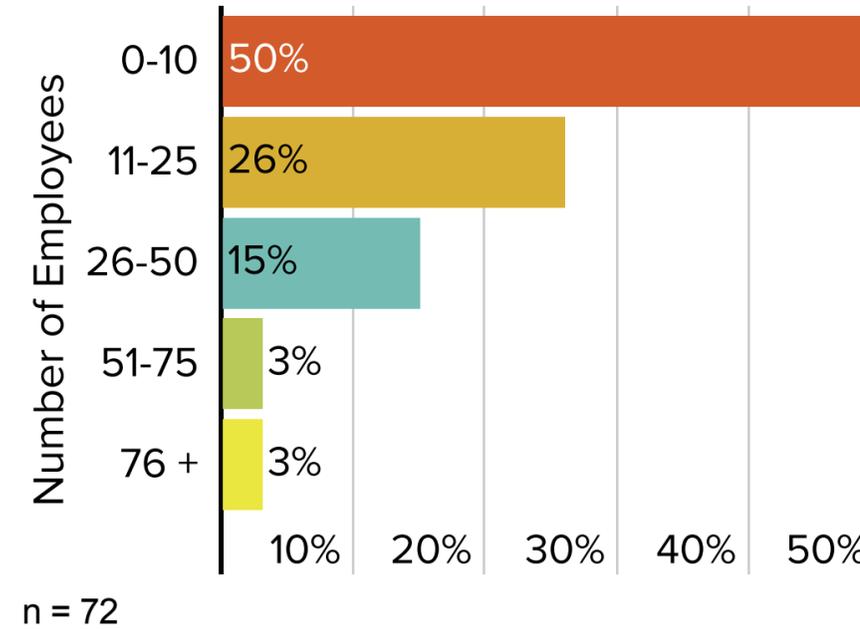
Business Type



n = 80

Note: respondents were able to identify as multiple business types.

Business Size by Number of Employees



Number of Survey Respondents

80

Average Years in Business

19.28 years

Average Years in Current Location

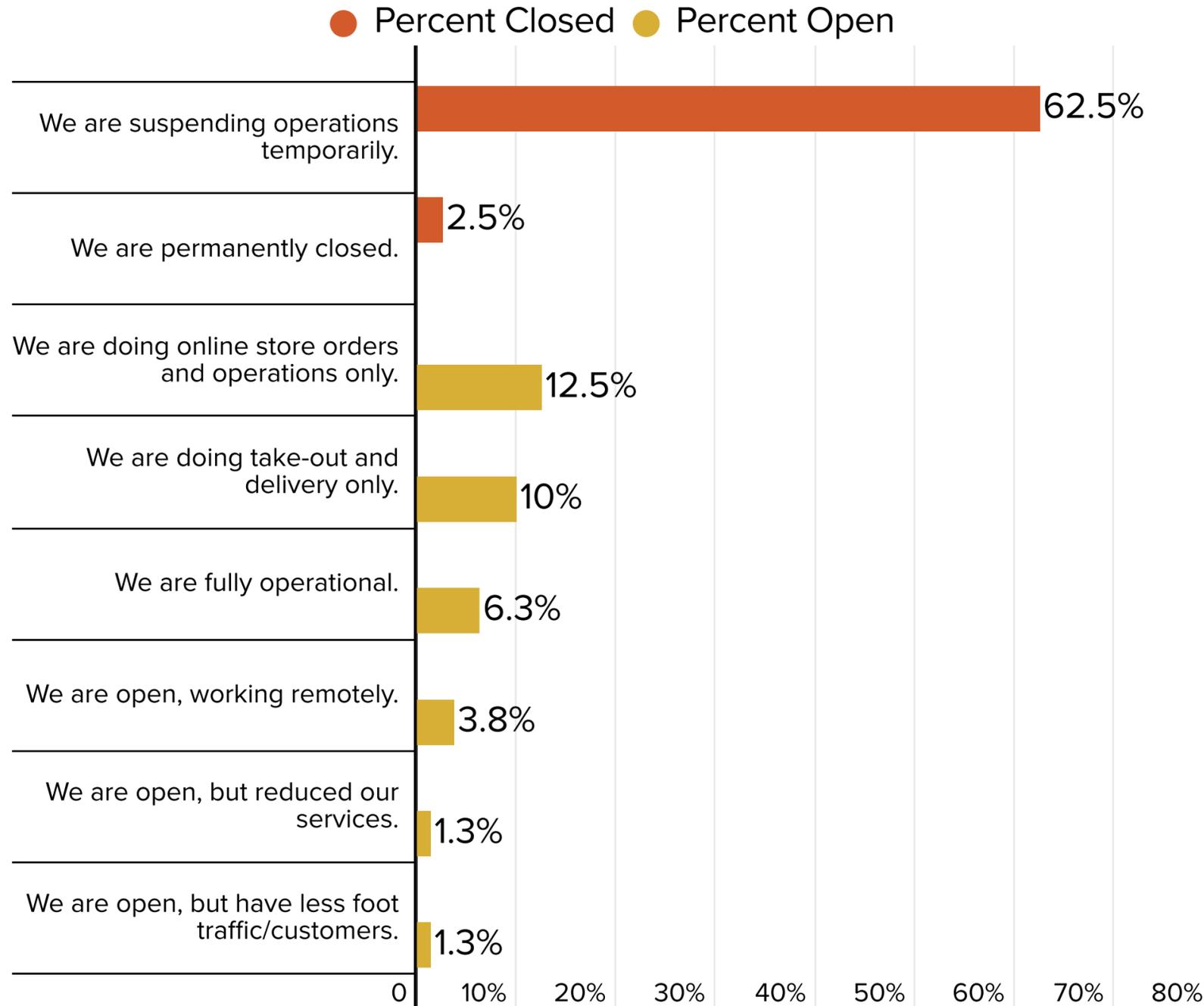
12.18 years

- Respondent profile is representative of downtown's storefront businesses.
- 50% of respondents have less than 10 employees.
- Respondents represent established businesses
- Respondents represent long-time downtown businesses

KEY FINDINGS

- Downtown's small and retail businesses have been hit extremely hard by COVID-19 safety restrictions. In particular, downtown restaurants and bars are deeply impacted.
- Many small and retail downtown businesses are dependent on tourism, events, and daily foot traffic. Restrictions on large gatherings, loss of SXSW and festival season, and discouraged travel yield economic impacts that are deep and far-reaching.
- Most businesses have applied for financial assistance but are more concerned with regaining their customer base they've built over the years.
- Loss of current and future revenue presents challenges for many who wish to go back to their pre-COVID state. Unfortunately, many of those businesses are not certain they will be able to return.

How would you describe the current status of your business?



n = 80

65% of businesses have suspended operations or closed completely.

35% are open but have adapted operations.

Ways downtown businesses are adapting their operations in response to the public health orders:



33%

Restaurant and Bar respondents offering take-out and delivery



66%

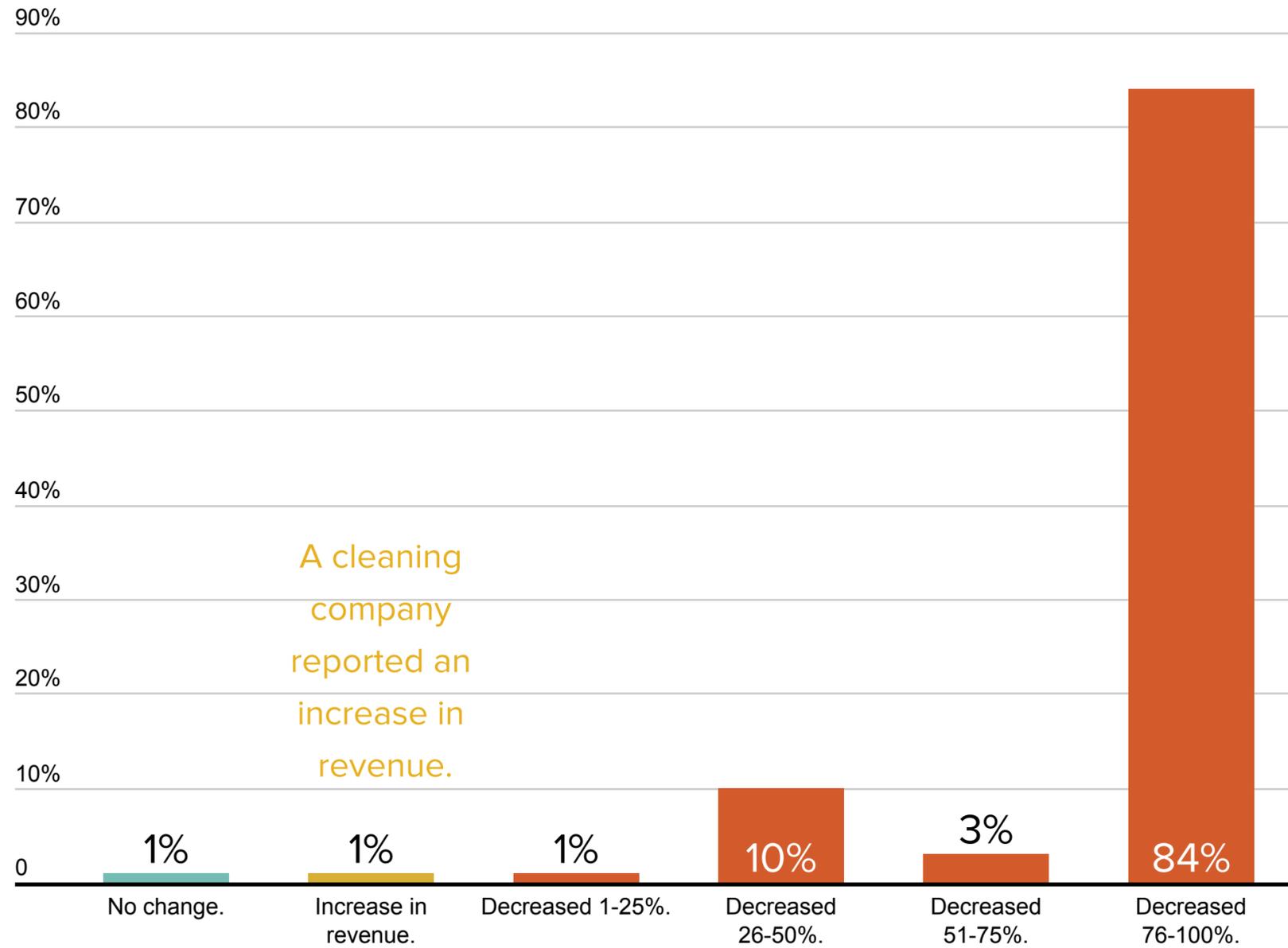
Retail business respondents providing online goods and/or services.



20%

Business respondents instituting new safety procedures.

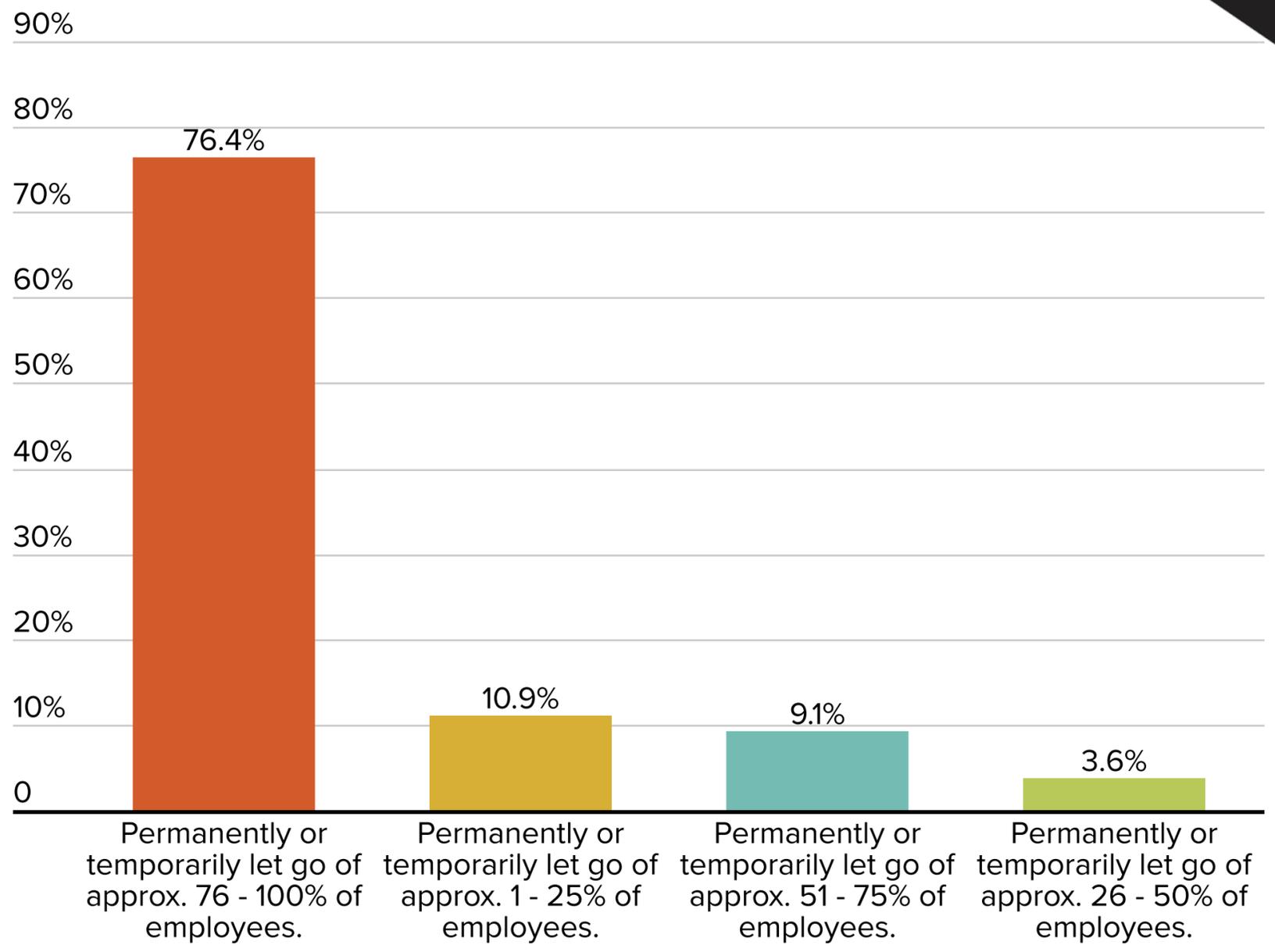
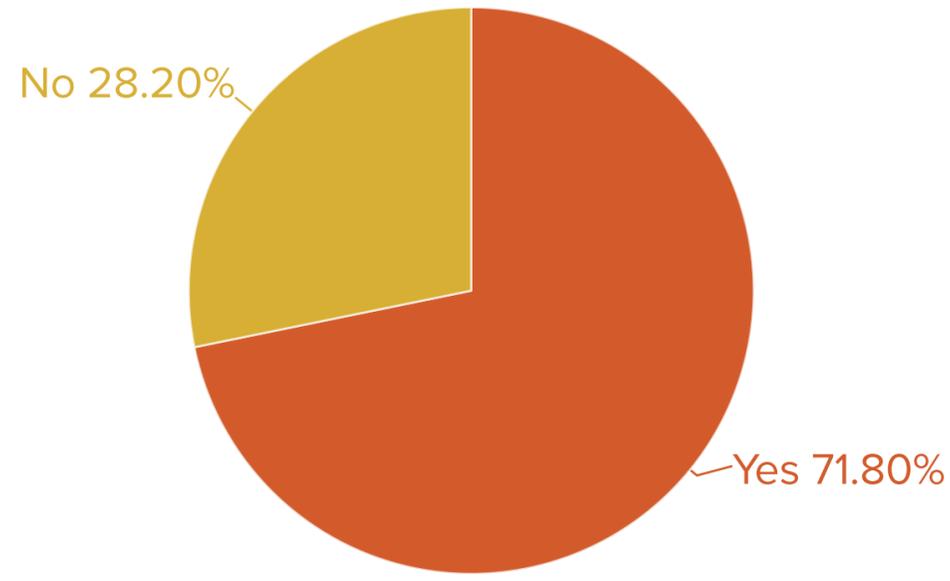
To what degree has your business revenue been impacted since the public health orders went into effect?



n = 79

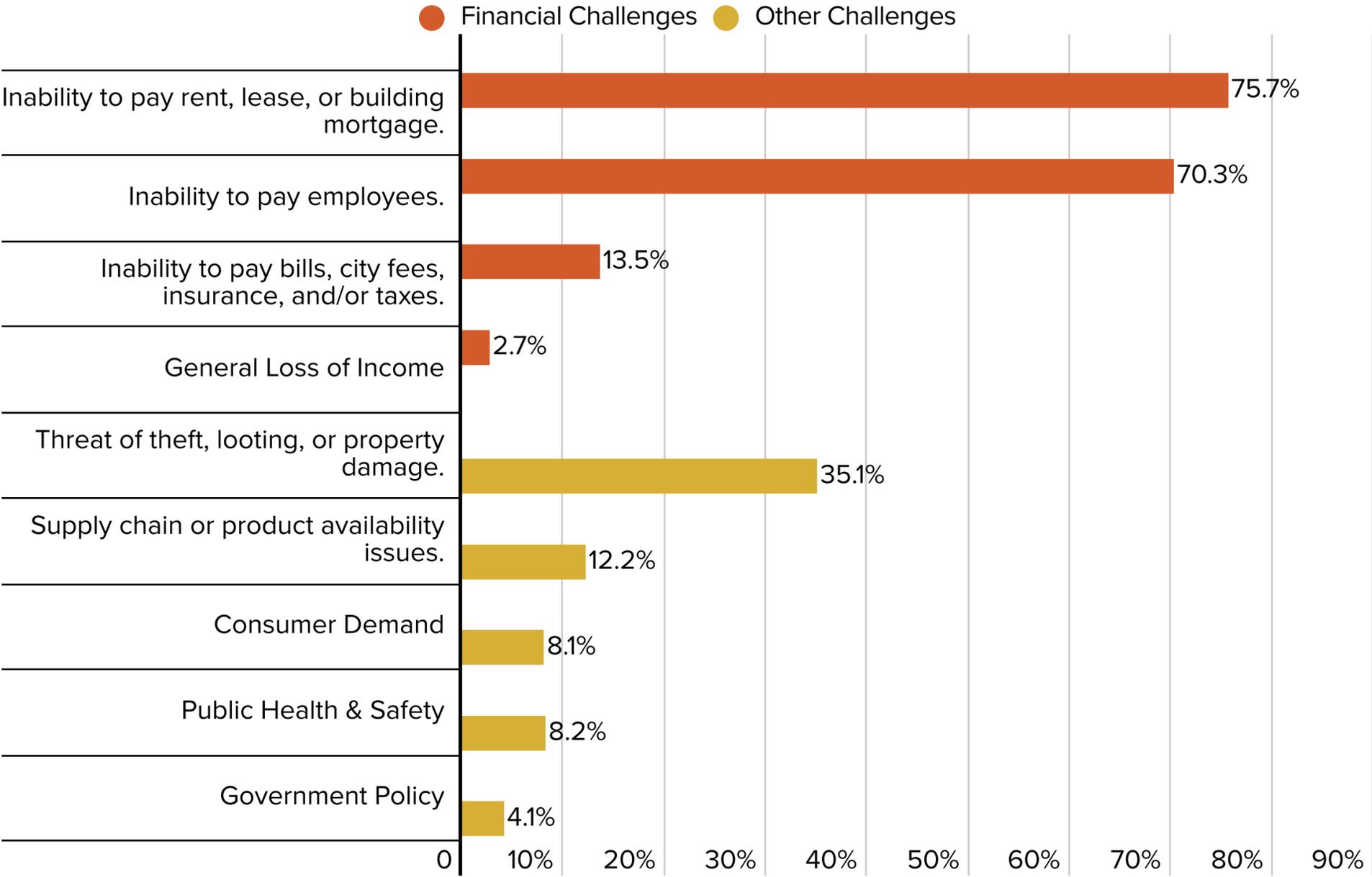
- Businesses of all types are experiencing significant financial loss.
- Downtown tourism-dependent businesses such as performance venues, bars, banquet halls, and restaurants are experiencing the deepest revenue losses.

Have you furloughed or laid off any employees at this location? If so, how many?



A substantial number of downtown storefront employees have been furloughed or laid off.

Currently, what are your most pressing business challenges or concerns? Please select all that apply.

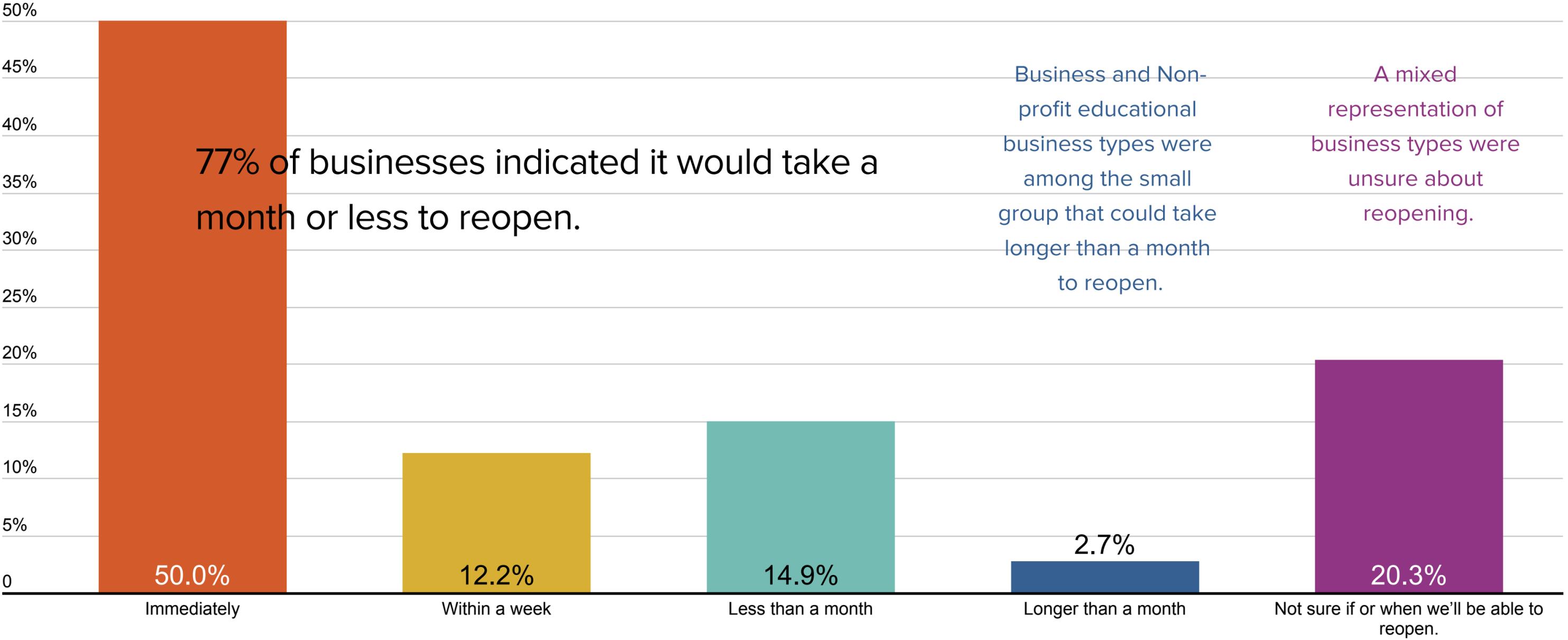


n = 74

Respondents' concerns include:

- Financial stability
- Protecting their property against theft or damage
- Regaining customers
- Ensuring the health and safety of customers and employees
- Uncertainty of government policy

How quickly, once the public health orders have been lifted, do you anticipate reopening?



n = 74

Once the public orders are lifted, what do you anticipate will be the greatest challenge in reopening?

General Consumer Confidence

"Convincing the public to go to concerts around other people"

"Getting customers to get back in the shopping mode"

"GETTING THE CUSTOMER TO COME BACK"

"Getting people comfortable enough to go back out and enjoy things."

"Public confidence in going back out"

Public Health Concerns

"Assuring members (customers) that our facilities are clean and being in closer contact is safe"

"Getting customers to show up and feel safe"

"It will take time for people to start to gather in groups again"

"Re-configuring our stores to open up greater social distancing space"

Revenue Concerns

"Restoring business to previous revenue"

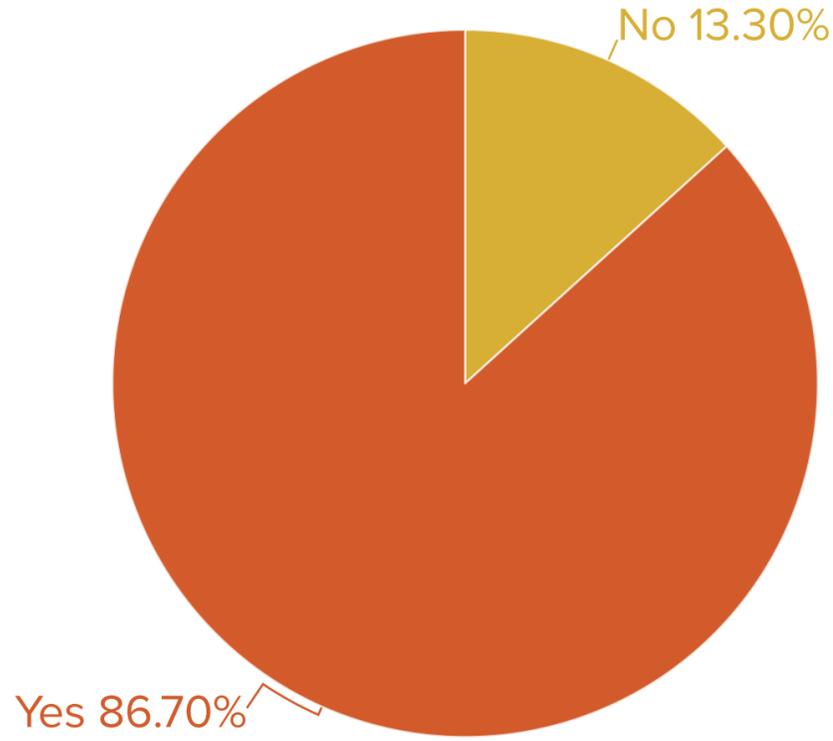
"Catching up financially, rehiring staff"

"Cash flow to sustain regular operations"

"Adjusting to decreased volume"

"Decreased revenue, paying back-rent, paying back-taxes"

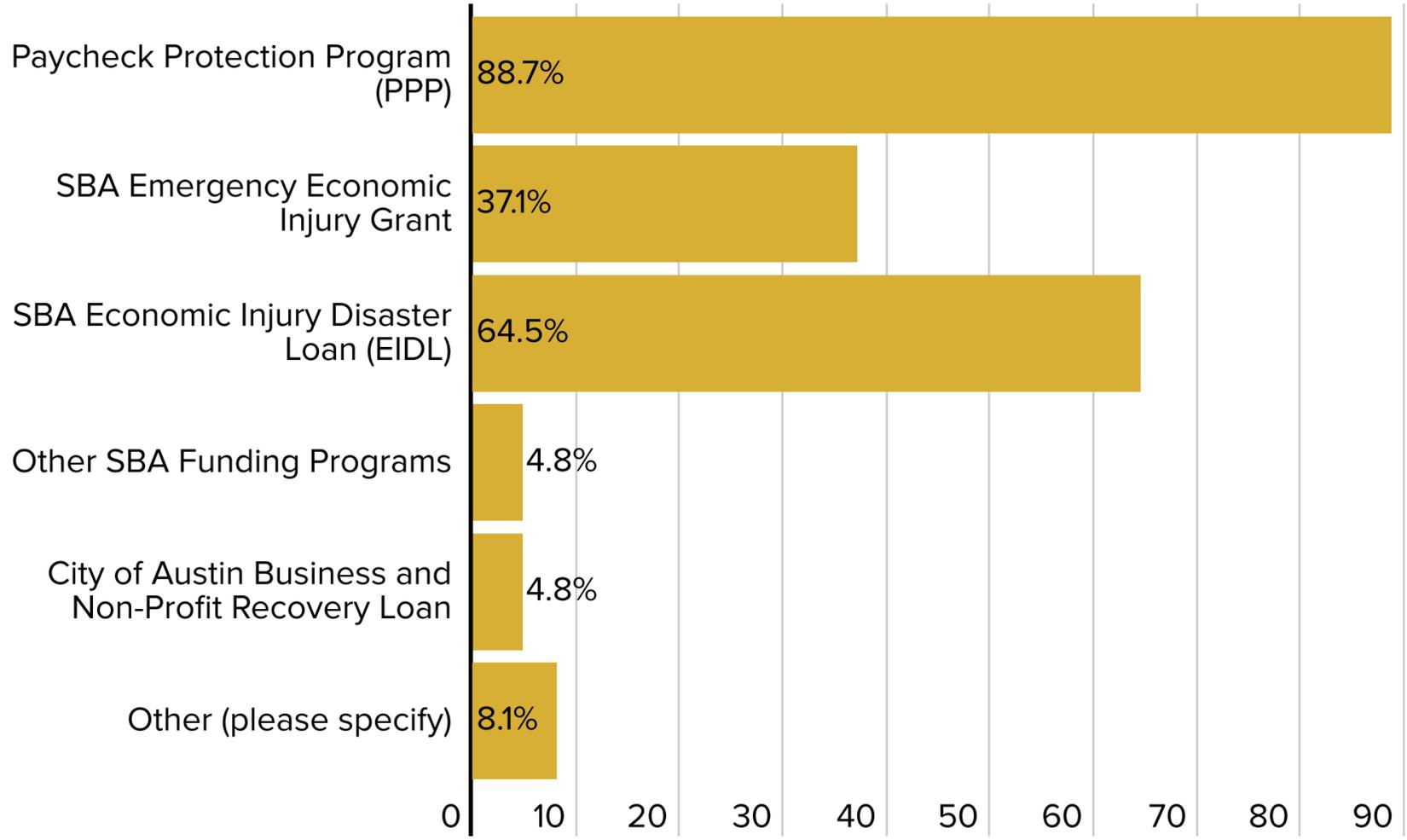
Has your business applied to any financial assistance through government programs due to the public health orders?



Many downtown storefront businesses have applied for assistance.

n = 75

If so, what types of public assistance have you applied for? Please select all that apply.

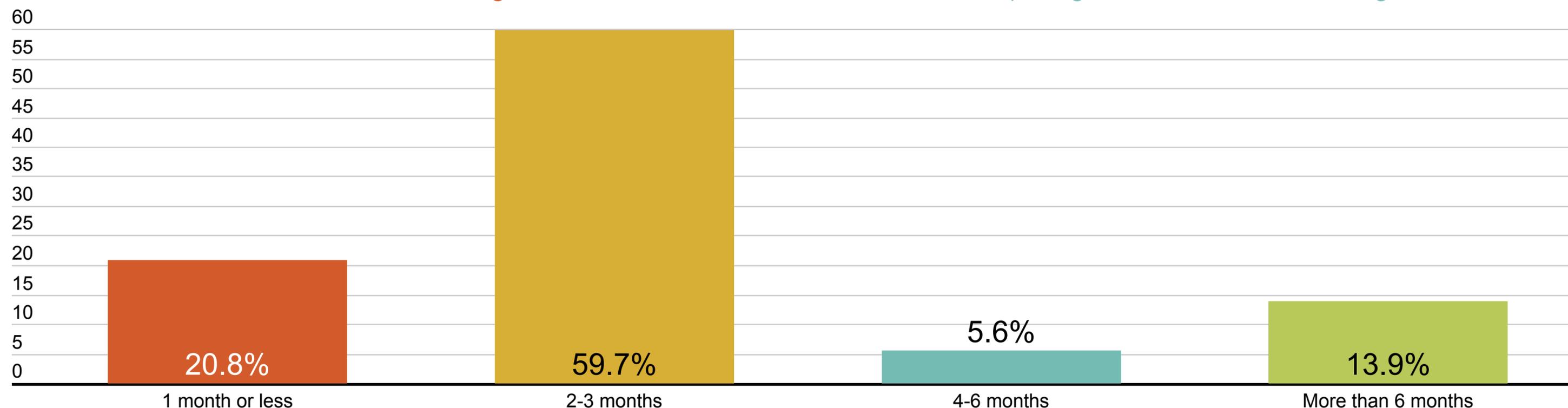


How long, in total, can your business survive in this current state?

- 80% of businesses say that they can survive 3 months or less in this current state.
- A proportion of businesses continue to adapt their business practices.

Restaurants, bars, performance venues, and event businesses are at greater risk of closing, reporting 3 months or less on average.

Retail goods, business/professional services, non-profit business types are at less risk of closing in the short-term, reporting 4 months or more on average.



n = 72



**DOWN
AUSTIN TOWN
ALLIANCE**

Photo Credit: Jeremy Banks