



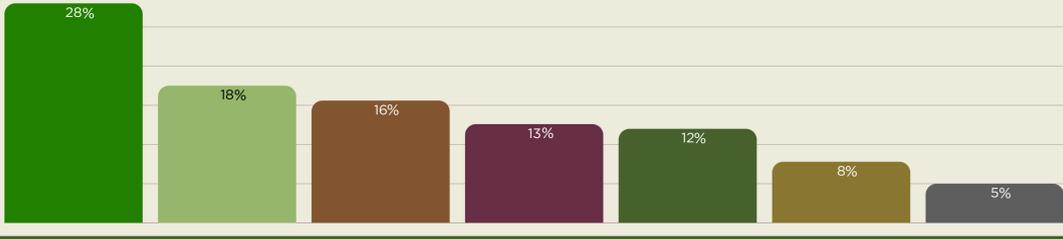
TRACY SMALL BUSINESS SURVEY

CITY-WIDE RESULTS

Please note: Some questions in this survey allow for the selection of more than one response.

WHAT ARE THE MOST PRESSING CHALLENGES OR CONCERNS FOR YOUR BUSINESS? (SELECT 3)

Marketing Other Managing Cash Flow Hiring/Retaining Staff Accessing Funding Legal Compliance Technology Access

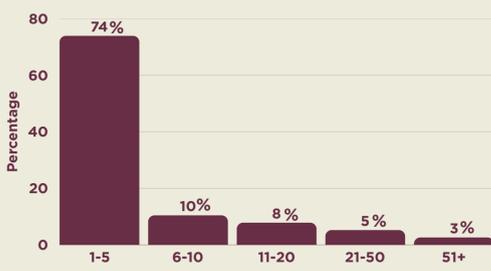
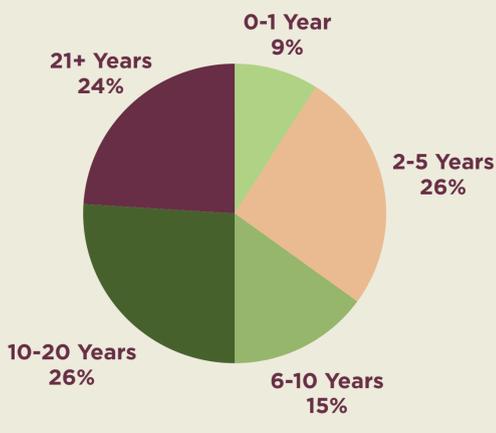


Are you a veteran, minority or women-owned business?

57%
Yes



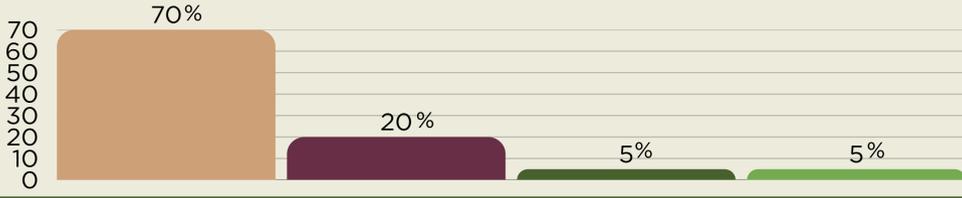
How many years has your business operated?



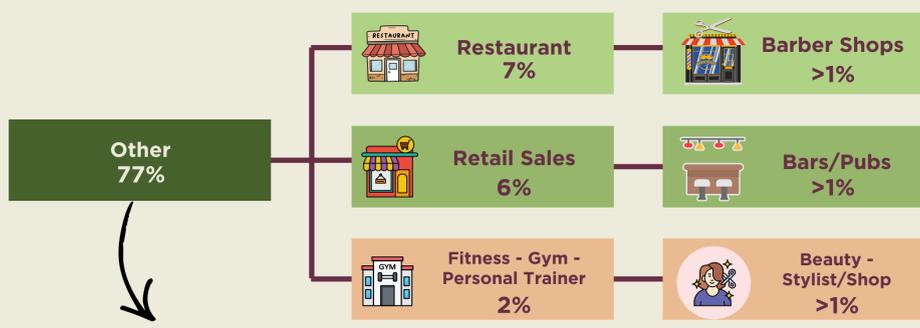
How many individuals are employed at your business?

Is your current location adequate for your projected growth?

Yes No Somewhat Unsure/No Response

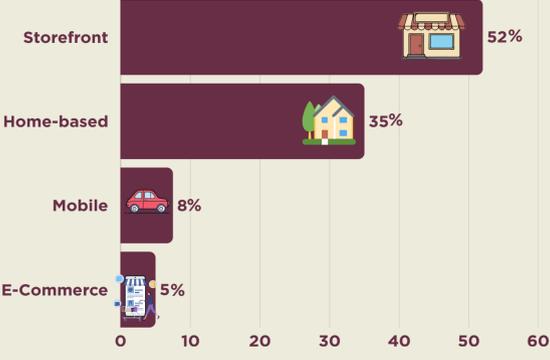


What industry does your business represent?

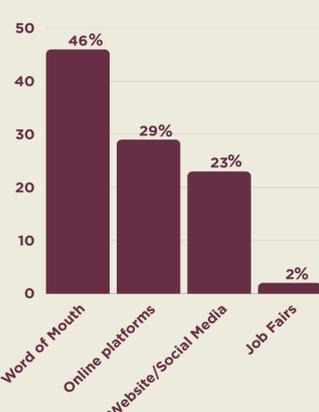


The other category includes a wide range of sectors. The industries that were most frequently mentioned include Professional Services, Healthcare, Construction, Engineering, and Manufacturing. Some other notable mentions include Education, Art, Photography, Real Estate, Auto Repair, and Appliance Parts. Industries with the least representation are Media, Storage, and Pet Care. The varied response reflect the complex and multifaceted nature of today's business environment.

The additional 8% is a combination of the categories of Mobile Vendor - Food, Fitness-Personal Trainer, Entertainment, Cosmetologist, Clothing Alterations/Tailoring, and Catering/Event Planning, Cafes.

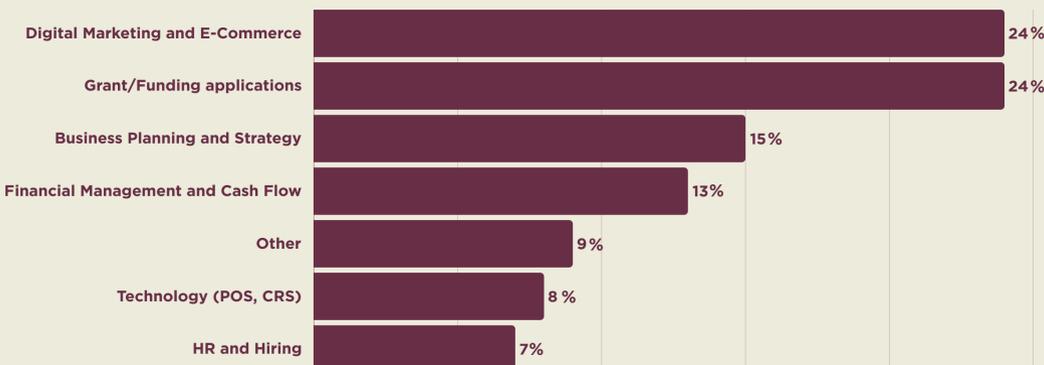


Where is your business based?



How do you hire?

What areas would you most like support or training in?



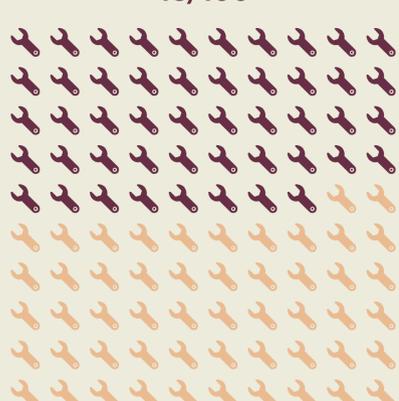
How would you rate the quality of services provided by the City throughout the permitting, licensing, and overall process of establishing and/or renewing your business?

7.6/10

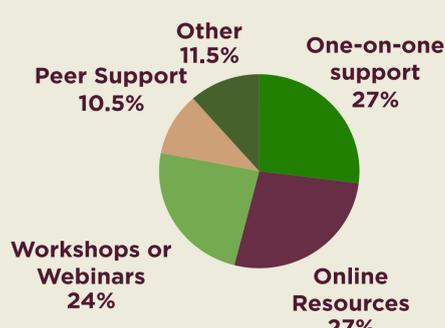


How satisfied are you with the availability of skilled workers in Tracy?

48/100



What type of support is most helpful to you?



The other category includes responses like loans, grants, donations, unions, and marketing.

Have you utilized state, regional, or local business programs or opportunities in the past? If so, which ones?

How businesses feel:

Yes No Unsure/No Response



Comments include:

Grow Tracy, PPP program over COVID, Chamber of Commerce, SCORE, SBDC, and APEX, SBA, School, and Chamber, COVID assistance, SBA, SBA Micro Business Program, PPP and ERC during COVID, VMRC, CCLD, Worknet, Small Business Administration loans.



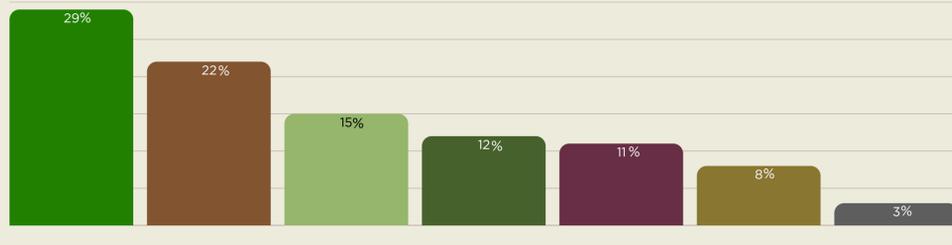
TRACY SMALL BUSINESS SURVEY

DOWNTOWN RESULTS

* Please note: Some questions in this survey allow for the selection of more than one response.

WHAT ARE THE MOST PRESSING CHALLENGES OR CONCERNS FOR YOUR BUSINESS? (SELECT 3)

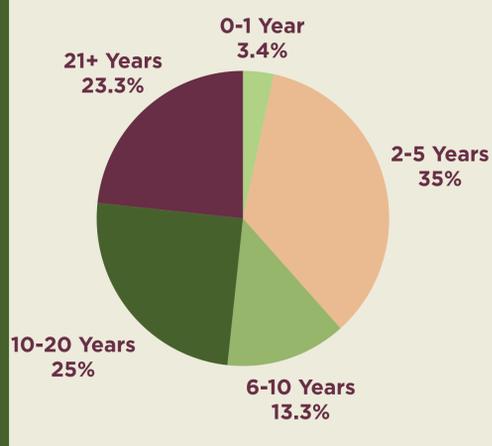
● Marketing ● Managing Cash Flow ● Other ● Accessing Funding ● Hiring/Retaining Staff ● Legal Compliance ● Technology Access



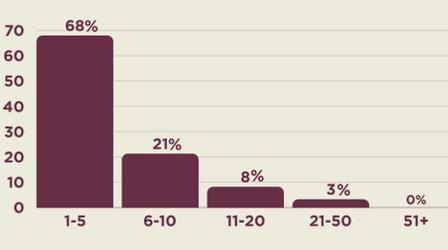
Are you a veteran, minority or women-owned business?

59%

Yes



How many years has your business operated in Downtown Tracy?



How many individuals are employed at your business?

Have you utilized state, regional, or local business programs or opportunities in the past? If so, which ones?

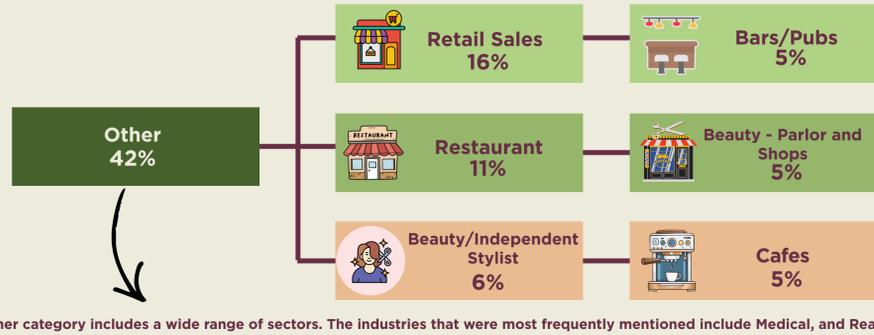
● Yes ● No ● Unsure/No Response



Comments include:

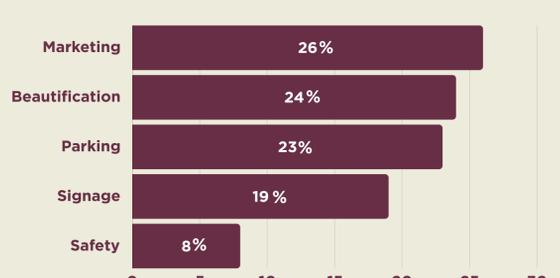
SBA loans, PPP loan during COVID-19, ERC funds, SBDC, NFIB, PG&E, Grant programs, business workshops (marketing, finance), County of San Joaquin grants, EIDL Loan, TCCA, San Joaquin SBDC, STAART and PG&E county assistance,

What industry does your business represent?

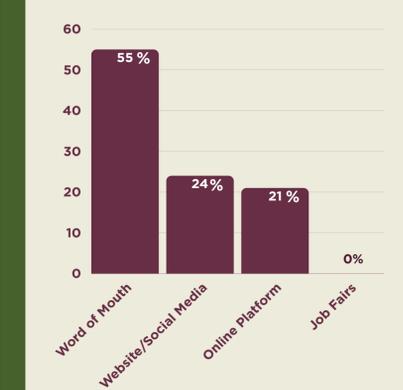


The other category includes a wide range of sectors. The industries that were most frequently mentioned include Medical, and Real Estate. Some other notable mentions include Banks, Education, Arts, and Music. Industries with the least representation include Floral, Food Distribution, and Construction. The varied response reflect the complex and multifaceted nature of today's business environment.

The additional 10% is a combination of the categories of Cosmetologist, Second Hand, Fitness Center-Gym, Entertainment, and Catering/Event Planning.

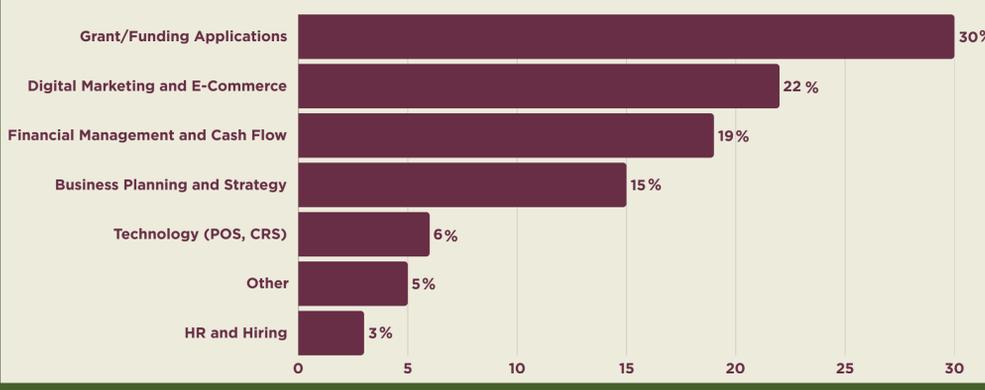


What changes do you feel would help increase business activity downtown?



How do you hire?

What areas would you most like support or training in?

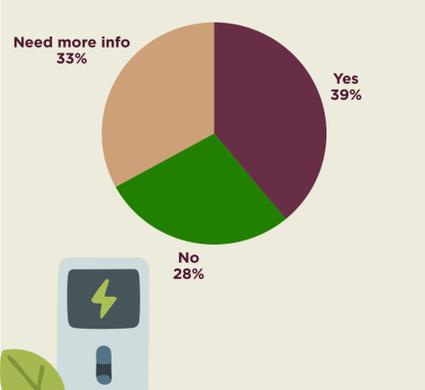


How would you rate the quality of services provided by the City throughout the permitting, licensing, and overall process of establishing and/or renewing your business?

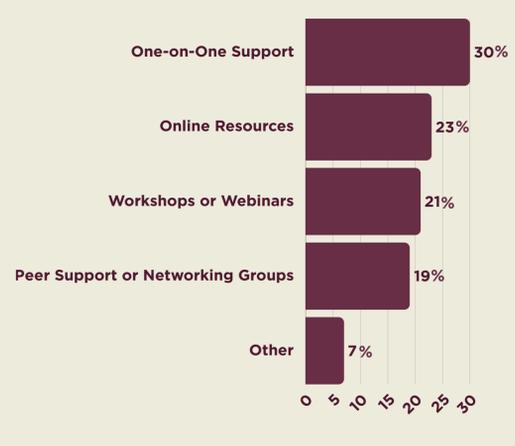
6.7/10



Would you support Electric Vehicle charging stations downtown?

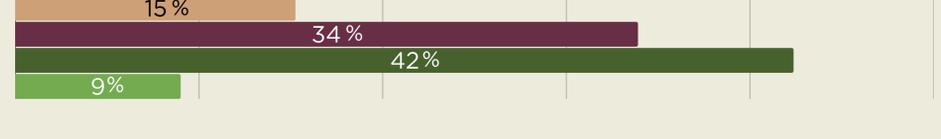


What type of support is most helpful to you?



How would you describe the current condition of your storefront?

● Excellent ● Good ● Fair ● Poor



Do you feel your business benefits from Downtown Tracy events? (Ex. Holiday events, Wine Stroll, Taps on Tenth, etc.)

● Yes ● No ● Needs Improvement

