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El Paso Downtown Management District: 2012 Employer Survey

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El Paso Downtown Management District: 2012 Employer Survey



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Introduction

The Institute for Policy and Economic Development (IPED) at the University of Texas at El Paso was contracted by the El Paso Downtown Management District (DMD) and the City Development Department (CDD) of the City of El Paso, Texas to collect data and conduct survey research on issues related to downtown El Paso. Accordingly, this report provides a snapshot of the characteristics and opinions of business owners/managers within the Downtown Management District area. The survey and its findings are intended to guide the DMD and the CDD in their mission to improve public property, public facilities and promote economic development to enhance the quality of life of the overall community, particularly that of the downtown area. Subsequent sections of this report include a brief description of the research methodology followed by the downtown employers' characteristics and the survey findings. The final section presents the appendices containing the survey instruments used along with frequency tables for each question.

Methodology

A survey questionnaire was developed by IPED (see Appendix A) in collaboration with the Downtown Management District to collect data and opinions of business owners/managers within the Downtown Management District. A mix of electronic and door-to-door surveys were implemented between June and July, 2012. Given the high percentage of bilingual and Spanish-only speakers in this border region, the survey instrument was translated from English to Spanish (see Appendix B) and potential respondents were provided with the option to answer the survey in either language. In addition, the survey was pre-tested and verified with respect to data integrity and accuracy.

A total of 886 business owners/managers were asked to participate voluntarily in the survey, 127 were asked electronically and 759 were asked on a door-to-door basis. For the electronic survey, business owners/managers were informed through the Downtown Management District about the survey's importance and were asked to participate in the survey. Accordingly, business owners/managers were provided with an electronic web link to access the survey webpage. The electronic survey was available from June 18th to July 27th. For the door-to-door survey, IPED and DMD surveyors visited businesses from July 2nd to July 27th. At each business, surveyors asked for the business owner or general manager and they were provided with a brief introduction about the survey and were asked to participate. This process included visiting some businesses several times.

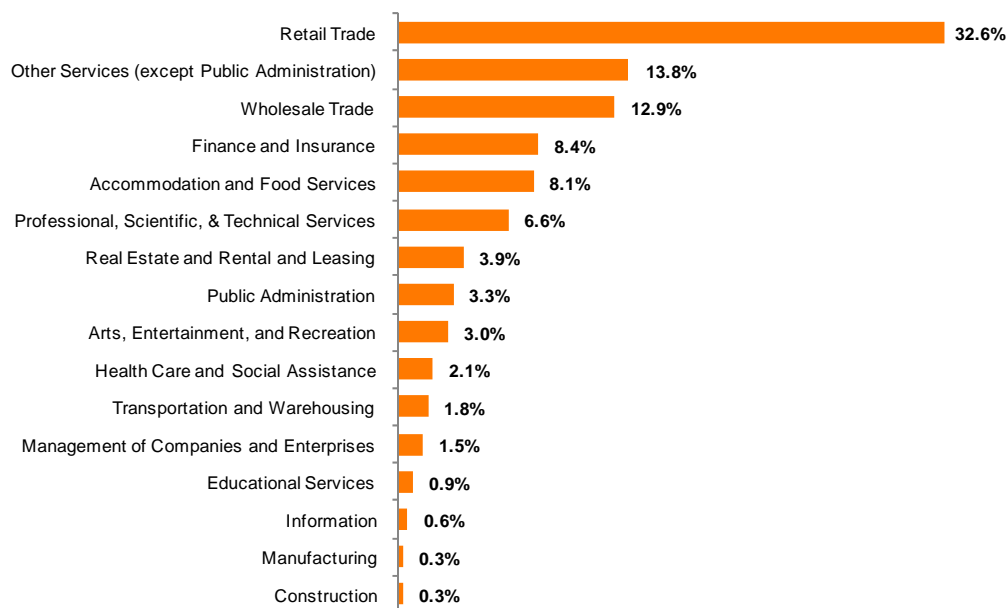
After screening the raw responses for incomplete surveys,¹ the final sample of usable survey responses totaled 360, 62 from the electronic survey and 298 from the door-to-door survey. All responses provided a response rate of 40.6 percent. In addition, this sample of responses provided a margin of error of ± 3.98 at the 95 percent confidence level.²

The following section summarizes the sample characteristics of the surveyed employers. Next, a summary of survey findings are presented in the form of response frequencies. Finally, the survey instruments are provided (Appendix A and B) followed by frequency tables for each question (Appendix C).

Sample Characteristics

Not surprisingly, most of the 360 employers that responded the questionnaire are involved in the Retail sector, other services (except Public Administration), Wholesale Trade, Finance and Insurance, Accommodation and Food Services, as well as in Professional, Scientific and Technical Services (*Figure 1*). Similarly, most of the employers mentioned that they have been operating in downtown El Paso for more than 5 years (*Figure 2*); the great majority of them, employ less than 10 workers (*Figure 3*).

Figure 1. Respondents by Industry Sector



¹ A total of eight incomplete survey responses were excluded from the analysis. All incomplete responses were from the electronic survey.

² Margin of error assumes that the total population of businesses within the DMD area is 886.

Figure 2. Years in Operation

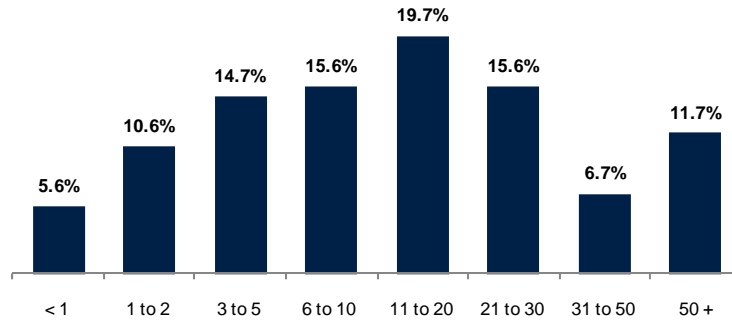
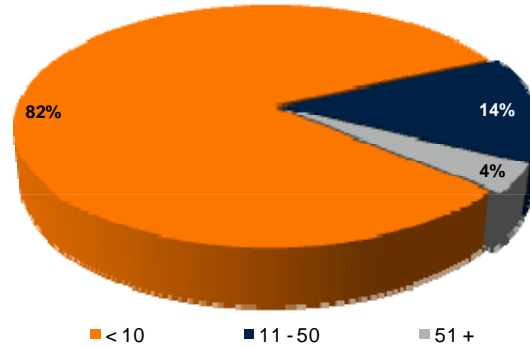
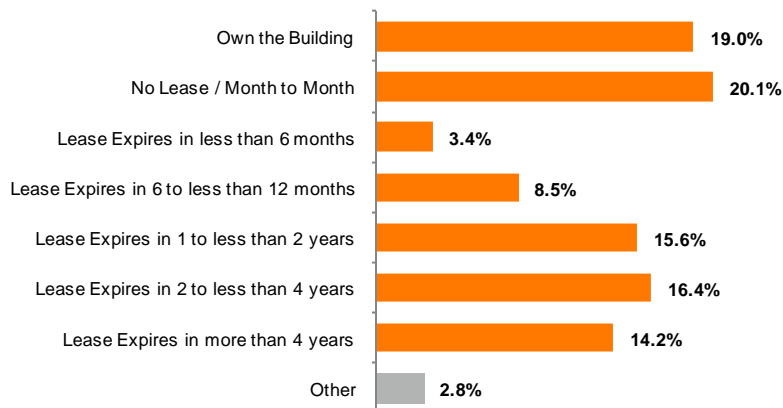


Figure 3. Full- and Part-time Employees



In terms of business occupancy, 19 percent of employers own the building in which they are located while 20 percent have no lease or their business occupancy is on a month to month basis (*Figure 4*). On the other hand, almost 31 percent mentioned that their lease expires in two years or more.

Figure 4. Business Occupancy



About 60 percent of employers mentioned that they have experienced at least some increase in their costs over the past 12 months while only 22 percent have experienced an increase in revenues (Figure 5). In addition, a high percentage of employers responded that their space allocation, equipment and employment did not change over the last year (67 percent and 53 percent, respectively). This tendency is consistent with observed trends of the national economy. On the other hand, employer expectations over the next 12 months are slightly encouraging. Even though 53 percent of employers expect their costs to increase over the next 12 months, almost half of them also expect at least some increase in revenues (Figure 6). However, most employers expect no changes in terms of space allocation, equipment, and employment for the next year.

Figure 5. Changes over the Past 12 Months

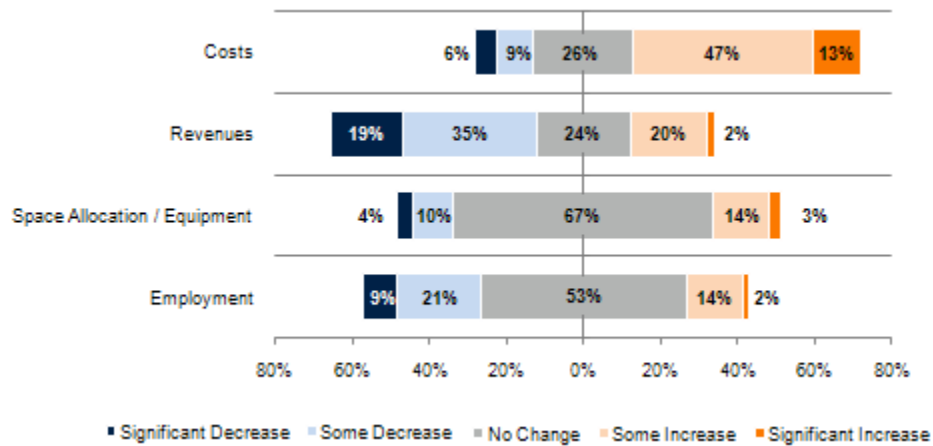
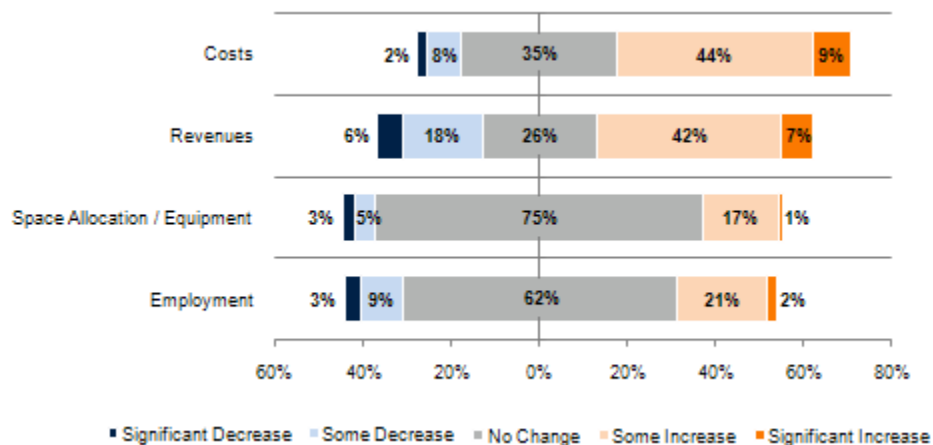


Figure 6. Expected Changes over the Next 12 Months



When employers were asked if the Juarez-related violence has had a positive, negative, or no impact on their business revenues, 33 percent responded it has had no impact and 51 percent reported a slightly negative or extremely negative impact (Figure 7). The remaining 16 percent reported that Juarez-related violence has had a slightly positive (11 percent) or extremely positive (five percent) impact on their business revenues. Nevertheless, most employers, or 79 percent, responded that they are not planning to relocate their business within the next 12 months, 11 percent are unsure, and ten percent are planning to relocate (Figure 8). Of those employers that are planning to relocate, over three out of four are planning to relocate their business within El Paso County. Some of the reasons that employers mentioned for planning to relocate included limited space, decrease in sales, new business opportunities, and some occupancy issues (Figure 9).

Figure 7. Impacts of Juarez Violence on Revenues

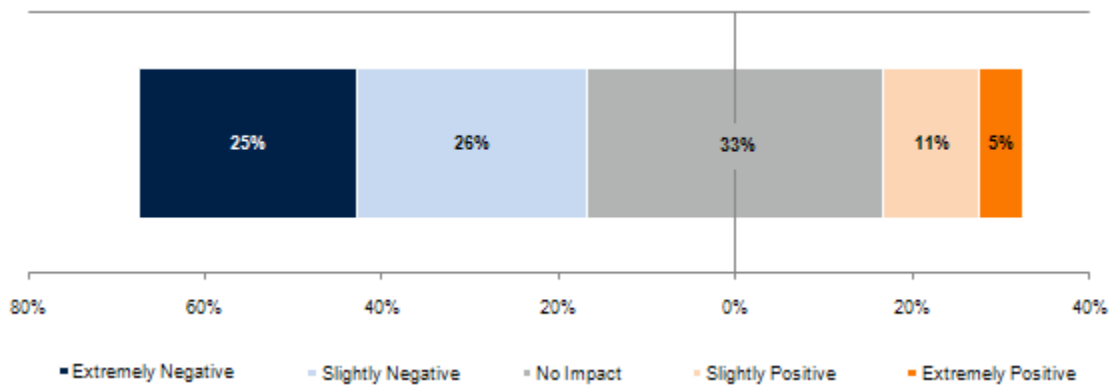


Figure 8. Relocation of Business

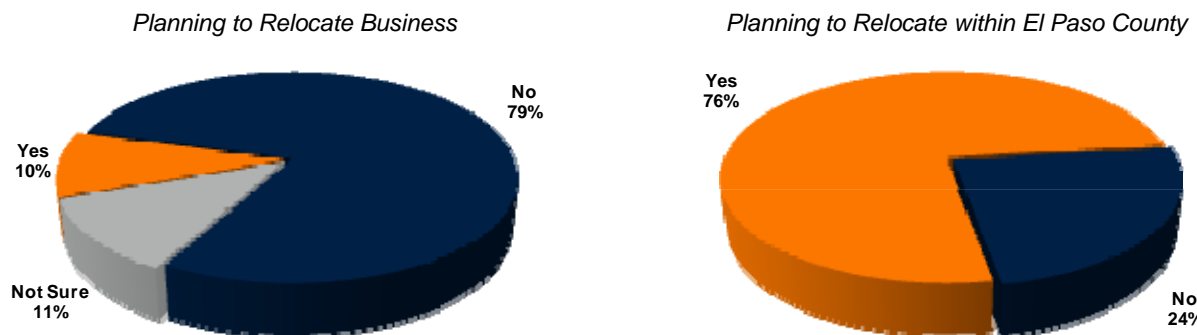
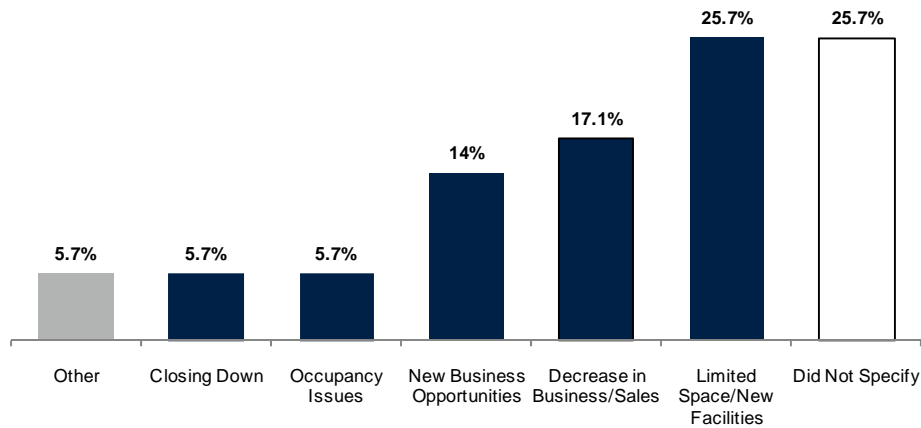


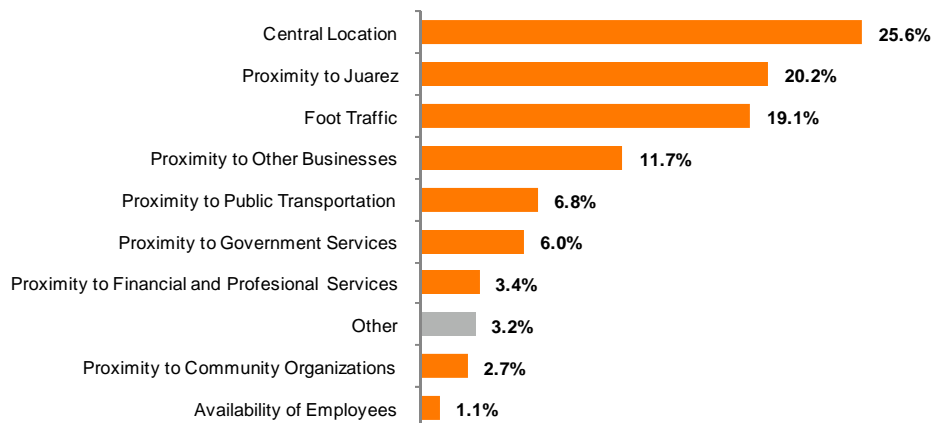
Figure 9. Main Reasons for Planning Relocation



Survey Findings

Employers reported that the top five most significant advantages of being located downtown are a central location (25.6 %), proximity to Juarez (20.2 %), foot traffic (19.1 %), proximity to other businesses (11.7 %), and proximity to public transportation (6.8 %); together, accounting for about 83 percent of responses (Figure 10). Although 51 percent of employers reported that Juarez-related violence has had a negative impact on their business revenues, proximity to Juarez was considered the second most significant advantage of being located in downtown El Paso.

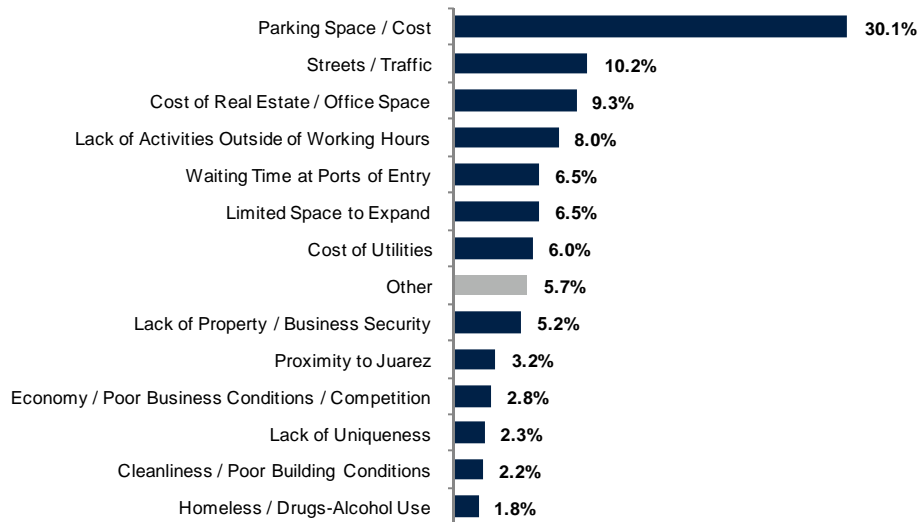
Figure 10. Advantages of Being at Downtown



As illustrated in Figure 11, parking space and related costs were, by far, the most significant disadvantages that employers mentioned most often (30.1 %) followed by streets and traffic (10.2 %), cost of real estate and office space (9.3 %), lack of activities outside working hours (8.0 %), and the

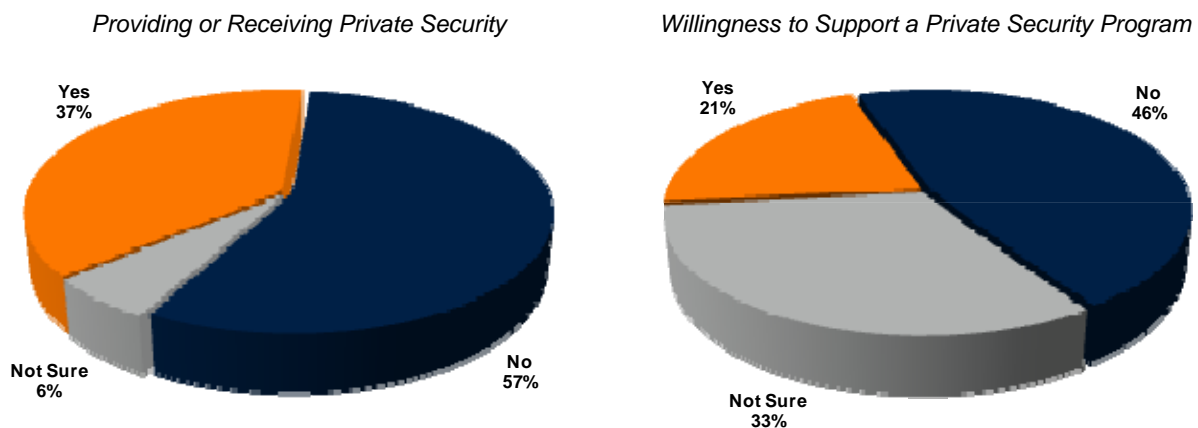
waiting time at the ports of entry (6.5 %). These top five disadvantages accounted for about 64 percent of responses. In line with being one of the most significant advantages, only a small percentage of employers (3.2 %) responded that proximity to Juarez was a significant disadvantage of being located in downtown El Paso.

Figure 11. Disadvantages of Being at Downtown



Employers were also asked about private security for their business and/or for the property they occupy; thirty-seven percent of employers mentioned that they (or the property owner) provide private security for the business and/or for the property that they occupy (*Figure 12*). Fifty-seven percent reported the exact opposite. In addition, employers were also asked if they would be willing to support a private security program provided by DMD at a cost; twenty-one percent reported that they would be willing to support such a program, 46 percent mentioned that they would not support it, and the remaining 33 percent were not sure (*Figure 12*).

Figure 12. Private Security



In terms of living in the downtown area, most employers, or 64 percent, answered that they have never consider living in downtown El Paso (*Figure 13*). In spite of this, 31 percent of employers said they have considered living there and the remaining five percent were not sure. In relation, employers were also asked about what was the number one reason they would not live in downtown as it is now. Even though the greater percentage of employers (21.4 %) did not specify their reason, lack of adequate and appealing housing, an unsafe perception, as well as dirtiness and unattractiveness were among the most frequently mentioned reasons (*Figure 14*).

Figure 13. Ever Considered Living at Downtown

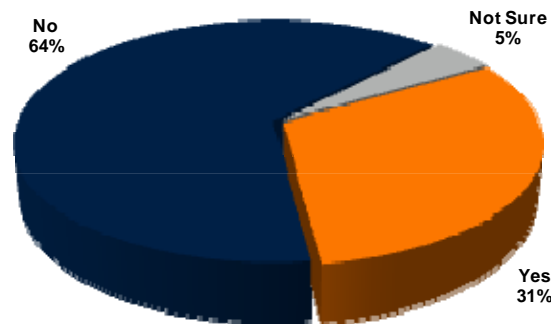
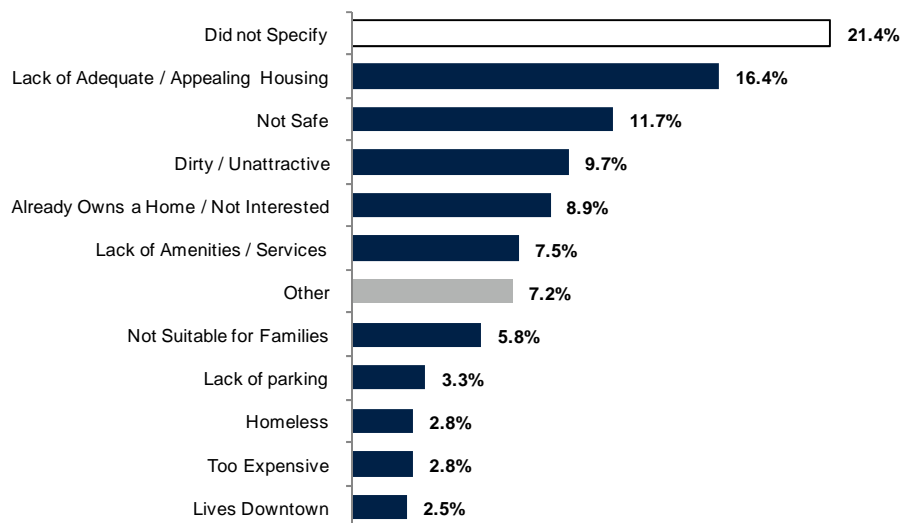


Figure 14. Number One Reason for Not Living in Downtown



Additionally, employers were asked if they were aware of the Downtown Management District (DMD) and the services they provide. A relatively low percentage of respondents (35 %) reported to be aware (*Figure 15*). Employers that were aware of the DMD and the services they provide reported the sanitation

service as the highest rated service with 71 percent of respondents³ providing a rating of somewhat helpful or very helpful (*Figure 16*). Sanitation services were followed by security services, the annual downtown census/survey, and the overall downtown marketing plan in terms of ratings. The services that were rated less favorably were the banner program, special event permitting and the façade grant program. However, it is important to note that practically half or more of respondents rated each of these services as somewhat helpful or very helpful.

Figure 15. Awareness of DMD

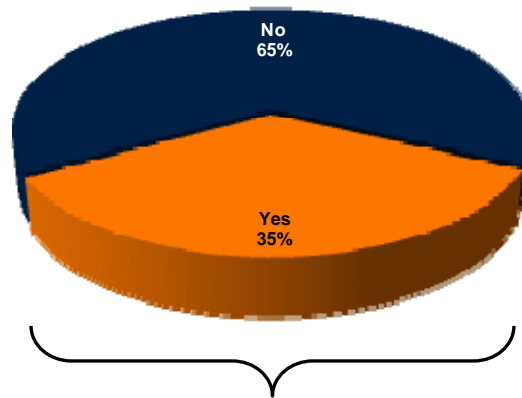
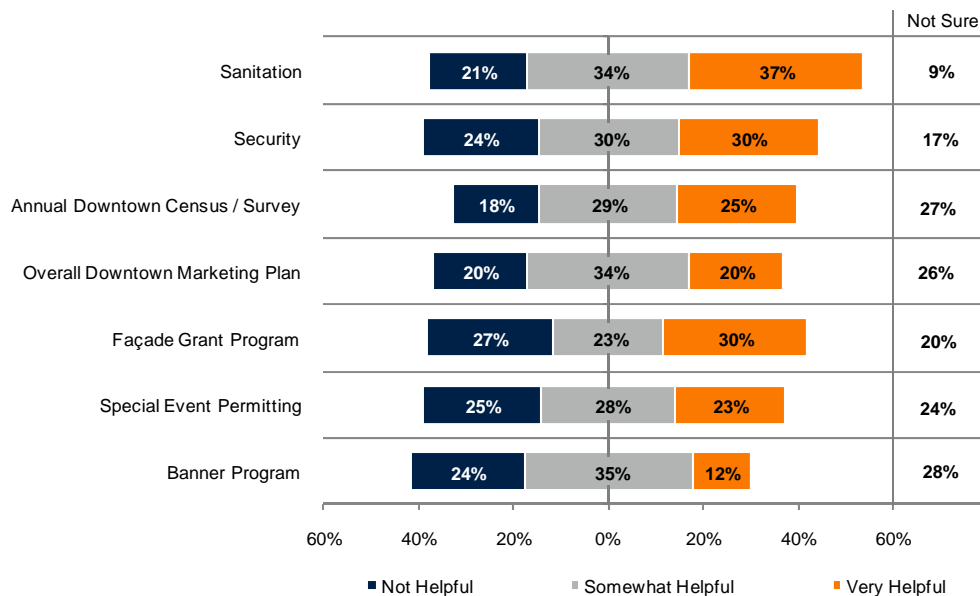


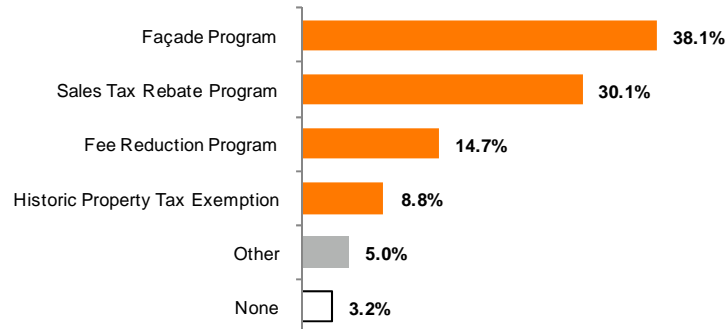
Figure 16. Ratings of DMD Services



³ This percentage of respondents and the rankings described in this section exclude employers that reported to be "Not Sure."

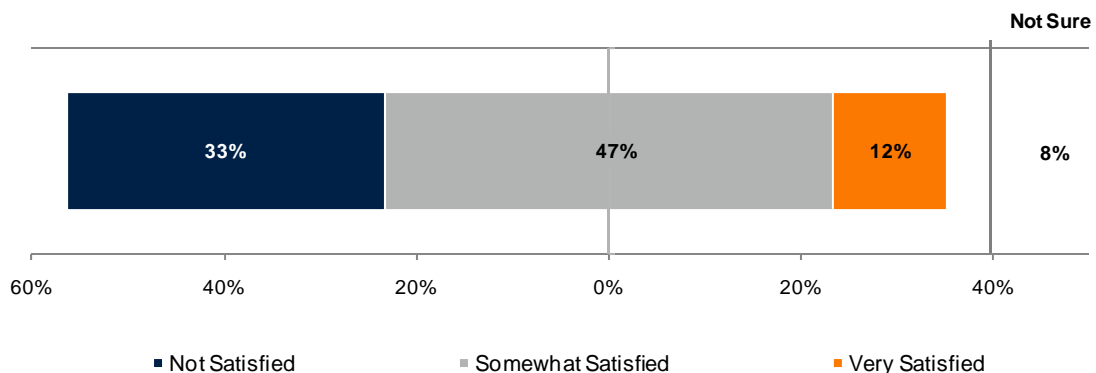
In relation to business incentives, downtown employers considered the façade program for exterior renovations of buildings as the most attractive incentive for their business with 38.1 percent of responses (Figure 17). Sales tax rebates placed second followed by the fee reduction program with 30.1 percent and 14.7 percent of responses, respectively. Within the “other” category, employers mentioned that parking incentives are more attractive for their business.

Figure 17. Attractiveness of Incentive Programs



Furthermore, employers were asked how satisfied they were with the current efforts of downtown redevelopment. Excluding employers that reported to be not sure, nearly 60 percent mentioned to be somewhat satisfied or very satisfied (Figure 18). Conversely, 33 percent said that they are not satisfied with the current downtown redevelopment efforts and eight percent were unsure.

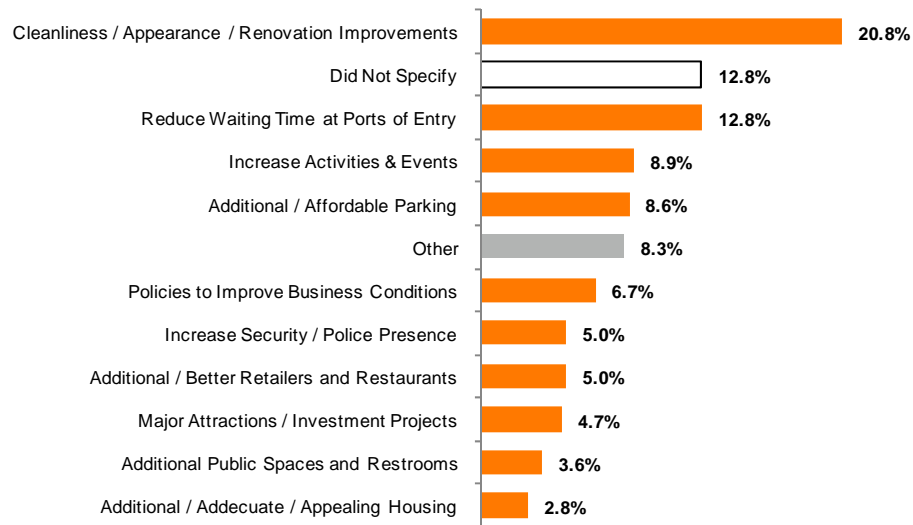
Figure 18. Satisfaction with Current Redevelopment Efforts



Finally, downtown employers were asked to provide one suggestion that would help improve the attractiveness of downtown El Paso. The most frequently mentioned suggestions were in relation to cleanliness, appearance and renovation improvements with nearly 21 percent of responses (Figure 19).

Other suggestions provided referred to reducing the waiting time at the ports of entry (12.8 %), increase activities and events (8.9 %), as well as additional and affordable parking (8.6 %).

Figure 19. Suggestions to Improve Downtown Attractiveness



Conclusion

To conclude, it is worth mentioning that these survey results provide a snapshot of the current characteristics of downtown business owners and their perceptions with respect to downtown El Paso. In addition, these results provide more detailed and statistically robust information than those obtained in previous similar efforts. Overall, these outcomes should serve for future endeavors intended to guide the DMD and the City Development Department in their mission to improve public property, public facilities and promote economic development to enhance the quality of life of the overall community, and particularly, that of the downtown area.

Appendix A

English Questionnaire

2012 El Paso Downtown Management District Employer Census

The Institute for Policy and Economic Development (IPED) at UTEP is conducting a short Survey for the Downtown Management District (DMD) and the City of El Paso Economic Development Department on issues related to your business and your perceptions of downtown El Paso. **This Survey is voluntary and all answers will be kept confidential. This questionnaire should be answered by the owner, general manager or decision maker.** Your feedback is very valuable to help DMD and the City to better understand the needs of the downtown business community. This questionnaire should take about 10 minutes of your time to complete. If you have any questions regarding this survey, please contact Roberto Tinajero at 747-5096 or at rtinajero@utep.edu

Thank you for your participation!

ABOUT YOUR BUSINESS

1. Which ONE of the following industries best describes your establishment's principal kind of business or activity?

- | | |
|--|---|
| <input type="checkbox"/> Agriculture, Forestry, Fishing, and Hunting | <input type="checkbox"/> Real Estate and Rental and Leasing |
| <input type="checkbox"/> Mining, Quarrying, and Oil & Gas Extraction | <input type="checkbox"/> Professional, Scientific, & Technical Services |
| <input type="checkbox"/> Utilities | <input type="checkbox"/> Management of Companies and Enterprises |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Administrative and Support & Waste Management and Remediation Services |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Educational Services |
| <input type="checkbox"/> Wholesale Trade | <input type="checkbox"/> Health Care and Social Assistance |
| <input type="checkbox"/> Retail Trade | <input type="checkbox"/> Arts, Entertainment, and Recreation |
| <input type="checkbox"/> Transportation and Warehousing | <input type="checkbox"/> Accommodation and Food Services |
| <input type="checkbox"/> Information | <input type="checkbox"/> Other Services (except Public Administration) |
| <input type="checkbox"/> Finance and Insurance | <input type="checkbox"/> Public Administration |

2. How long has this business operated in El Paso (including previous and current owners)?

- | | |
|---|--|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 11 through 20 years |
| <input type="checkbox"/> 1 through 2 years | <input type="checkbox"/> 21 through 30 years |
| <input type="checkbox"/> 3 through 5 years | <input type="checkbox"/> 31 through 50 years |
| <input type="checkbox"/> 6 through 10 years | <input type="checkbox"/> More than 50 years |

3. How many persons does your business employ (part-time and full-time) at your downtown location(s)?

- | | | |
|--------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> 10 or fewer | <input type="checkbox"/> 51 to 75 | <input type="checkbox"/> 251 to 500 |
| <input type="checkbox"/> 11 to 20 | <input type="checkbox"/> 76 to 100 | <input type="checkbox"/> 501 to 750 |
| <input type="checkbox"/> 21 to 30 | <input type="checkbox"/> 101 to 150 | <input type="checkbox"/> 751 to 1,000 |
| <input type="checkbox"/> 31 to 50 | <input type="checkbox"/> 151 to 250 | <input type="checkbox"/> More than 1,000 |

4. Please select the ONE option below that best describes your current business occupancy:

- | | |
|--|--|
| <input type="checkbox"/> Own the Building | <input type="checkbox"/> Lease Expires in 1 to less than 2 years |
| <input type="checkbox"/> No Lease / Month to Month | <input type="checkbox"/> Lease Expires in 2 to less than 4 years |
| <input type="checkbox"/> Lease Expires in less than 6 months | <input type="checkbox"/> Lease Expires in more than 4 years |
| <input type="checkbox"/> Lease Expires in 6 to less than 12 months | <input type="checkbox"/> Other: _____ |

(please specify)

5. Please describe how each of the following factors has changed or not changed over the PAST 12 months:

	Significant Decrease	Some Decrease	No Change	Some Increase	Significant Increase
a. Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Revenues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Space Allocation / Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please describe how you expect each of the following factors to change or not change over the NEXT 12 months:

	Significant Decrease	Some Decrease	No Change	Some Increase	Significant Increase
a. Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Revenues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Space Allocation / Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Has Juarez-related violence had a positive, negative, or no impact on your business revenues?

- | | | | | |
|---|--|------------------------------------|--|---|
| <input type="checkbox"/> Extremely Positive | <input type="checkbox"/> Slightly Positive | <input type="checkbox"/> No Impact | <input type="checkbox"/> Slightly Negative | <input type="checkbox"/> Extremely Negative |
|---|--|------------------------------------|--|---|

8. Are you planning to relocate your business within the next 12 months?

- Yes
- No → **SKIP TO QUESTION 12**
- Not Sure → **SKIP TO QUESTION 12**

9. If you are planning to relocate your business within the next 12 months, are you planning to relocate within El Paso County?

- Yes
- No → **SKIP TO QUESTION 11**
- Not Sure → **SKIP TO QUESTION 11**

10. If you are planning to relocate within El Paso County, please indicate the area where you are planning to relocate:

- | | | |
|------------------------------------|----------------------------------|---|
| <input type="checkbox"/> West | <input type="checkbox"/> Central | <input type="checkbox"/> Lower / Mission Valley |
| <input type="checkbox"/> Northeast | <input type="checkbox"/> East | <input type="checkbox"/> Not Sure |

11. What is your main reason for planning to relocate?

(please specify)

12. What would you say are the most significant ADVANTAGES of being located in downtown El Paso?

Please select up to THREE.

- | | |
|---|---|
| <input type="checkbox"/> Central Location | <input type="checkbox"/> Proximity to Other Businesses |
| <input type="checkbox"/> Proximity to Public Transportation | <input type="checkbox"/> Proximity to Financial and Professional Services |
| <input type="checkbox"/> Foot Traffic | <input type="checkbox"/> Proximity to Community Organizations |
| <input type="checkbox"/> Proximity to Juarez | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Proximity to Government Services | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Availability of Employees | <input type="checkbox"/> Other: _____ |

13. What would you say are the most significant DISADVANTAGES of being located in downtown El Paso?

Please select up to THREE.

- | | |
|---|--|
| <input type="checkbox"/> Parking Space / Cost | <input type="checkbox"/> Cost of Real Estate / Office Space |
| <input type="checkbox"/> Cost of Utilities | <input type="checkbox"/> Lack of Activities Outside of Working Hours |
| <input type="checkbox"/> Streets / Traffic | <input type="checkbox"/> Proximity to Juarez |
| <input type="checkbox"/> Limited Space to Expand | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Lack of Property / Business Security | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Lack of Uniqueness | <input type="checkbox"/> Other: _____ |

ABOUT DOWNTOWN

14. Are you aware of the Downtown Management District (DMD) and the services they provide?

- Yes No → **SKIP TO QUESTION 16**

15. How would you rate the services provided by the Downtown Management District (DMD)?

	Very Helpful	Somewhat Helpful	Not Helpful	Not Sure
a. Annual Downtown Census/Survey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Banner Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Façade Grant Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Overall Downtown Marketing Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Sanitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Special Event Permitting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Do you or the property owner provide Private Security for your business and/or for the property?

- Yes No Not Sure

17. Would you be willing to support a Private Security Program provided by the DMD at a cost.

- Yes No Not Sure

18. Which of the following incentives is more attractive for your business?

- Façade Program** (Grant Funds for Exterior Renovations of Buildings in the Downtown Area)
- Sales Tax Rebate** (Rebates for the City's Portion of Sales Tax on Construction Materials and Labor for Improvements or New Construction)
- Fee Reduction Program** (Reduction of Several Development Permit Fees for Projects located within the Tax Increment Reinvestment Zone under the Downtown 2015 Plan)
- Historic Property Tax Exemption** (Tax Exemption for Exterior Restorations or Renovations of Historic Properties within a Designated Municipal Historic District)
- Other (Please specify)** _____

19. Have you ever considered living in Downtown El Paso?

- Yes No Not Sure

20. What is the number ONE reason you would NOT live in Downtown El Paso as it is today?

(please specify)

21. Overall, how satisfied are you with the current efforts regarding Downtown redevelopment?

- Very Satisfied Somewhat Satisfied Not Satisfied Not Sure

22. Please provide ONE suggestion that would help improve Downtown attractiveness.

(please specify)

23. If you would you like to receive e-mail notices about events and activities in the downtown area, please provide your e-mail address _____

YOU HAVE COMPLETED THE QUESTIONNAIRE.

THANK YOU FOR YOUR PARTICIPATION!

Appendix B

Spanish Questionnaire

2012 Censo de Negocios del Distrito de Administración del Centro de El Paso

El Instituto para Políticas y Desarrollo Económico (IPED) de UTEP está llevando a cabo una Encuesta breve para el Distrito de Administración del Centro (Downtown Management District - DMD) y el Departamento de Desarrollo Económico del Municipio de El Paso sobre cuestiones relacionadas a su negocio y sus percepciones del Centro de El Paso. **Esta encuesta es voluntaria y todas las respuestas se mantendrán confidenciales. Este cuestionario debe ser contestado por el dueño, gerente general, o la persona responsable del negocio.** Su opinión es muy valiosa para ayudar al DMD y el Municipio a entender mejor las necesidades de la comunidad de negocios del Centro. Este cuestionario le tomará alrededor de 10 minutos de su tiempo. Si usted tiene alguna pregunta acerca de este Censo, por favor contacte a Roberto Tinajero al 747-5096 o en rtinajero@utep.edu

Gracias por su participación!

SOBRE SU NEGOCIO

1. ¿Cuál de las siguientes industrias es la que mejor describe las actividades principales de su negocio?

- | | |
|--|--|
| <input type="checkbox"/> Agricultura, Forestal, Pesca, y Caza | <input type="checkbox"/> Inmobiliarios de Alquiler y Arrendamiento |
| <input type="checkbox"/> Minería, Canteras, Extracción de Petróleo y Gas | <input type="checkbox"/> Servicios Profesionales, Científicos y Técnicos |
| <input type="checkbox"/> Electricidad, Agua y Suministro de Gas | <input type="checkbox"/> Dirección de Corporativos y Empresas |
| <input type="checkbox"/> Construcción | <input type="checkbox"/> Apoyo a Negocios y Manejo de Desechos y Remediación |
| <input type="checkbox"/> Manufactura | <input type="checkbox"/> Servicios Educativos |
| <input type="checkbox"/> Ventas al Mayoreo | <input type="checkbox"/> Servicios de Salud y Asistencia Social |
| <input type="checkbox"/> Ventas al Menudeo | <input type="checkbox"/> Culturales y Recreativos |
| <input type="checkbox"/> Transporte y Almacenamiento | <input type="checkbox"/> Alojamiento y Preparación de Alimentos |
| <input type="checkbox"/> Información | <input type="checkbox"/> Otros Servicios (excepto actividades del Gobierno) |
| <input type="checkbox"/> Servicios Financieros y Seguros | <input type="checkbox"/> Actividades del Gobierno |

2. ¿Por cuánto tiempo a operado este negocio en El Paso (incluyendo propietarios anteriores y actuales)?

- | | |
|---|---|
| <input type="checkbox"/> Menos de 1 año | <input type="checkbox"/> 11 a 20 años |
| <input type="checkbox"/> 1 a 2 años | <input type="checkbox"/> 21 a 30 años |
| <input type="checkbox"/> 3 a 5 años | <input type="checkbox"/> 31 a 50 años |
| <input type="checkbox"/> 6 a 10 años | <input type="checkbox"/> Más de 50 años |

3. ¿Cuántas personas emplea (de tiempo completo y de medio tiempo) su(s) negocio(s) en el Centro de El Paso?

- | | | |
|-------------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> 10 o Menos | <input type="checkbox"/> 50 a 75 | <input type="checkbox"/> 251 a 500 |
| <input type="checkbox"/> 11 a 20 | <input type="checkbox"/> 76 a 100 | <input type="checkbox"/> 501 a 750 |
| <input type="checkbox"/> 21 a 30 | <input type="checkbox"/> 101 a 150 | <input type="checkbox"/> 751 a 1,000 |
| <input type="checkbox"/> 31 a 50 | <input type="checkbox"/> 151 a 250 | <input type="checkbox"/> Más de 1,000 |

4. Por favor seleccione la opción que mejor corresponda a la ocupación actual de su negocio.

- | | |
|--|--|
| <input type="checkbox"/> Propietario del Edificio | <input type="checkbox"/> Contrato de Renta vence entre 1 y menos de 2 años |
| <input type="checkbox"/> Sin Contrato de Renta/Mes a Mes | <input type="checkbox"/> Contrato de Renta vence entre 2 y menos de 4 años |
| <input type="checkbox"/> Contrato de Renta vence en menos de 6 meses | <input type="checkbox"/> Contrato de Renta vence en más de 4 años |
| <input type="checkbox"/> Contrato de Renta vence entre 6 y menos de 12 meses | <input type="checkbox"/> Otra: _____ |

(por favor, especifique)

5. Por favor describa como ha cambiado o no ha cambiado cada uno de los siguientes factores en ÚLTIMOS 12 meses:

	Disminución Significativa	Cierta Disminución	Sin Cambios	Cierto Incremento	Incremento Significativo
e. Costos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Ingresos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Asignación de Espacio / Equipo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Empleo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Por favor describa como espera que cambie o no cambie cada uno de los siguientes factores en los PRÓXIMOS 12 meses:

	Disminución Significativa	Cierta Disminución	Sin Cambios	Cierto Incremento	Incremento Significativo
a. Costos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Ingresos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Asignación de Espacio / Equipo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Empleo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. ¿La violencia relacionada con Ciudad Juárez ha tenido un impacto positivo, negativo, o no ha tenido impacto en los ingresos de su negocio?

- | | | | | |
|--|---|---|---|--|
| <input type="checkbox"/> Extremadamente Positivo | <input type="checkbox"/> Ligeramente Positivo | <input type="checkbox"/> Ningún Impacto | <input type="checkbox"/> Ligeramente Negativo | <input type="checkbox"/> Extremadamente Negativo |
|--|---|---|---|--|

8. ¿Está planeando reubicar su negocio en los próximos 12 meses?

- Sí
- No → **PASE A LA PREGUNTA # 12**
- No está Seguro(a) → **PASE A LA PREGUNTA # 12**

9. Si usted planea reubicar su negocio en los próximos 12 meses, ¿piensa reubicarlo en el Condado de El Paso?

- Sí
- No → **PASE A LA PREGUNTA # 11**
- No está Seguro(a) → **PASE A LA PREGUNTA # 11**

10. Si usted planea reubicar su negocio en el Condado de El Paso, por favor indique en que área planea reubicarse.

- | | | |
|----------------------------------|----------------------------------|---|
| <input type="checkbox"/> Oeste | <input type="checkbox"/> Central | <input type="checkbox"/> Valle Bajo / de las Misiones |
| <input type="checkbox"/> Noreste | <input type="checkbox"/> Este | <input type="checkbox"/> No está Seguro(a) |

11. ¿Cuál es el motivo principal por el cual planea reubicar su negocio?

(Por favor, especifique)

12. ¿Cuales diría usted que son las VENTAJAS principales de estar ubicado en el Centro de El Paso?

Por favor seleccione NO MÁS de 3.

- | | |
|---|---|
| <input type="checkbox"/> Ubicación Céntrica | <input type="checkbox"/> Cercanía a Otros Negocios |
| <input type="checkbox"/> Cercanía al Transporte Público | <input type="checkbox"/> Cercanía a Servicios Financieros y Profesionales |
| <input type="checkbox"/> Tráfico Peatonal | <input type="checkbox"/> Cercanía a Organizaciones Comunitarias |
| <input type="checkbox"/> Cercanía a Ciudad Juárez | <input type="checkbox"/> Otra: _____ |
| <input type="checkbox"/> Cercanía a Servicios de Gobierno | <input type="checkbox"/> Otra: _____ |
| <input type="checkbox"/> Disponibilidad de Empleados | <input type="checkbox"/> Otra: _____ |

13. ¿Cuales diría usted son las DESVENTAJAS principales de estar ubicado en el Centro de El Paso?

Por favor seleccione **NO MÁS** de 3.

- | | |
|--|--|
| <input type="checkbox"/> Espacios para Estacionarse | <input type="checkbox"/> Costo de Bienes Raíces / Oficinas |
| <input type="checkbox"/> Costo de Servicios (p.ej. luz, agua, gas) | <input type="checkbox"/> Falta de Actividades Fuera del Horario de Trabajo |
| <input type="checkbox"/> Calles / Trafico | <input type="checkbox"/> Cercanía a Ciudad Juárez |
| <input type="checkbox"/> Espacio Limitado para Crecer el Negocio | <input type="checkbox"/> Otra: _____ |
| <input type="checkbox"/> Falta de Seguridad en Propiedad / Negocio | <input type="checkbox"/> Otra: _____ |
| <input type="checkbox"/> Falta de Singularidad | <input type="checkbox"/> Otra: _____ |

ACERCA DEL CENTRO

14. ¿Está usted informado(a) sobre el Distrito de Administración del Centro (DMD) y los servicios que ofrecen?

- Sí No → **PASE A LA PREGUNTA 16**

15. ¿Cómo calificaría los servicios que ofrece el Distrito de Administración del Centro (DMD)?

	Muy Útil	Algo Útil	Nada Útil	No está Seguro(a)
h. Censo / Encuesta Anual del Centro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Programa de Estandartes (Banners)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Programa para el Mejoramiento de Fachadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Plan General de Mercadotecnia para el Centro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Limpieza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Seguridad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Permisos para Eventos Especiales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. ¿Usted o el dueño(a) de la propiedad proporcionan seguridad privada para el negocio o la propiedad?

- Sí No No está Seguro(a)

17. ¿Estaría dispuesto(a) a apoyar un Programa de Seguridad Privada que proporcionara el DMD a un costo?

- Sí No No está Seguro(a)

18. ¿Cuál de los siguientes incentivos es el más atractivo para su negocio?

- Programa para Fachadas** (Fondos para Renovar Exteriores de Edificios en el Área del Centro)
- Rebajas en Impuestos sobre Ventas** (Rebajas en la Porción de Impuestos sobre Ventas Correspondientes a la Ciudad en la Compra de Materiales de Construcción y Mano de Obra para Remodelaciones o Construcciones Nuevas)
- Programa de Reducción de Costos** (Reducción en el Costo de Varios Permisos de Construcción para Proyectos ubicados en la Zona de Reinversión de Incremento de Impuestos dentro del Plan del Centro 2015)
- Exención de Impuestos en Propiedades Históricas** (Exención de Impuestos para la Restauración de Exteriores o la Renovación de Propiedades Dentro de las Zonas Designadas Históricas por el Municipio)
- Otra (Por favor, especifique)** _____

19. ¿Alguna vez ha considerado vivir en el centro de El Paso?

- Sí
- No
- No está Seguro(a)

20. ¿Cuál es la razón principal por la que usted NO viviría en el centro de El Paso como se encuentra actualmente?

(Por favor, especifique)

21. En general, ¿qué tan satisfecho(a) está con los esfuerzos actuales respecto a la revitalización del Centro?

- Muy Satisfecho
- Algo Satisfecho
- Nada Satisfecho
- No está Seguro(a)

22. Por favor indique UNA sugerencia que podría ayudar a hacer más atractivo al Centro de El Paso.

(Por favor, especifique)

23. Si le gustaría recibir alertas por correo electrónico acerca de eventos y actividades en el área del Centro, por favor proporcione su correo electrónico

**USTED HA TERMINADO EL CUESTIONARIO.
¡GRACIAS POR SU PARTICIPACIÓN!**

Appendix C

Frequency Tables

Q1. Which ONE of the following industries best describes your establishment's principal kind of business or activity?

	Frequency	Valid Percent
Construction	1	.3
Manufacturing	1	.3
Wholesale Trade	43	12.9
Retail Trade	109	32.6
Transportation and Warehousing	6	1.8
Information	2	.6
Finance and Insurance	28	8.4
Real Estate and Rental and Leasing	13	3.9
Professional, Scientific, & Technical Services	22	6.6
Management of Companies and Enterprises	5	1.5
Educational Services	3	.9
Health Care and Social Assistance	7	2.1
Arts, Entertainment, and Recreation	10	3.0
Accommodation and Food Services	27	8.1
Other Services (except Public Administration)	46	13.8
Public Administration	11	3.3
Total	334	100.0
Missing	26	
Total	360	

Q2. How long has this business operated in El Paso (including previous and current owners)?

	Frequency	Valid Percent
Less than 1 year	20	5.6
One through 2 years	38	10.6
Three through 5 years	53	14.7
Six through 10 years	56	15.6
Eleven through 20 years	71	19.7
Twenty-one through 30 years	56	15.6
Thirty-one through 50 years	24	6.7
More than 50 years	42	11.7
Total	360	100.0

Q3. How many persons does your business employ (part-time and full-time) at your downtown location(s)?

	Frequency	Valid Percent
Ten or fewer	295	82.2
Eleven to 20	29	8.1
Twenty-one to 30	12	3.3
Thirty-one to 50	9	2.5
Fifty-one to 75	5	1.4
Seventy-six to 100	2	.6
One hundred one to 150	2	.6
Two hundred fifty-one to 500	1	.3
Five hundred fifty-one to 750	1	.3
Seven hundred fifty-one to 1,000	1	.3
More than 1,000	2	.6
Total	359	100.0
Missing	1	
Total	360	

Q4. Please select the ONE option below that best describes your current business occupancy.

	Frequency	Valid Percent
Own the Building	67	19.0
No Lease / Month to Month	71	20.1
Lease Expires in less than 6 months	12	3.4
Lease Expires in 6 to less than 12 months	30	8.5
Lease Expires in 1 to less than 2 years	55	15.6
Lease Expires in 2 to less than 4 years	58	16.4
Lease Expires in more than 4 years	50	14.2
Other	10	2.8
Total	353	100.0
Missing	7	
Total	360	

Q4_text. If you selected "other" to describe your current business occupancy, please specify.

	Frequency	Valid Percent
	2	20.0
does not know	1	10.0
Does not know	1	10.0
don't know	1	10.0
Lease	1	10.0
Municipally owned and operated	1	10.0
not sure	2	20.0
operator of building owned by city	1	10.0
Total	10	100.0

Q5. Please describe how each of the following factors has changed or not changed over the past 12 months

Q5a. Please describe how your costs have changed or not changed over the PAST 12 months.

	Frequency	Valid Percent
Significant Decrease	20	5.7
Some Decrease	33	9.4
No Change	90	25.7
Some Increase	163	46.6
Significant Increase	44	12.6
Total	350	100.0
Missing	10	
Total	360	

Q5b. Please describe how your revenues have changed or not changed over the PAST 12 months.

	Frequency	Valid Percent
Significant Decrease	66	19.0
Some Decrease	120	34.6
No Change	84	24.2
Some Increase	69	19.9
Significant Increase	8	2.3
Total	347	100.0
Missing	13	
Total	360	

Q5c. Please describe how your space allocation / equipment has changed or not changed over the PAST 12 months.

	Frequency	Valid Percent
Significant Decrease	15	4.4
Some Decrease	35	10.4
No Change	228	67.5
Some Increase	49	14.5
Significant Increase	11	3.3
Total	338	100.0
Missing	22	
Total	360	

Q5d. Please describe how your employment has changed or not changed over the PAST 12 months.

	Frequency	Valid Percent
Significant Decrease	31	9.0
Some Decrease	74	21.4
No Change	184	53.3
Some Increase	50	14.5
Significant Increase	6	1.7
Total	345	100.0
Missing	15	
Total	360	

Q6. Please describe how you expect each of the following factors to change or not to change over the next 12 months

Q6a. Please describe how you expect your costs to change or not change over the NEXT 12 months.

	Frequency	Valid Percent
Significant Decrease	7	2.0
Some Decrease	28	8.1
No Change	123	35.8
Some Increase	155	45.1
Significant Increase	31	9.0
Total	344	100.0
Missing	16	
Total	360	

Q6b. Please describe how you expect your revenues to change or not change over the NEXT 12 months.

	Frequency	Valid Percent
Significant Decrease	20	5.8
Some Decrease	63	18.4
No Change	90	26.2
Some Increase	146	42.6
Significant Increase	24	7.0
Total	343	100.0
Missing	17	
Total	360	

Q6c. Please describe how you expect your space allocation / equipment to change or not change over the NEXT 12 months.

	Frequency	Valid Percent
Significant Decrease	9	2.7
Some Decrease	16	4.7
No Change	252	74.6
Some Increase	57	16.9
Significant Increase	4	1.2
Total	338	100.0
Missing	22	
Total	360	

Q6d. Please describe how you expect your employment to change or not change over the NEXT 12 months.

	Frequency	Valid Percent
Significant Decrease	12	3.6
Some Decrease	32	9.5
No Change	215	63.6
Some Increase	71	21.0
Significant Increase	8	2.4
Total	338	100.0
Missing	22	
Total	360	

Q7. Has Juarez-related violence had a positive, negative, or no impact on your business revenues?

	Frequency	Valid Percent
Extremely Positive	18	5.0
Slightly Positive	39	10.9
No Impact	120	33.4
Slightly Negative	94	26.2
Extremely Negative	88	24.5
Total	359	100.0
Missing	1	
Total	360	

Q8. Are you planning to relocate your business within the next 12 months?

	Frequency	Valid Percent
Yes	35	9.8
No	280	78.7
Not Sure	41	11.5
Total	356	100.0
Missing	4	
Total	360	

Q9. If you are planning to relocate your business within the next 12 months,

	Frequency	Valid Percent
Yes	25	75.8
No	8	24.2
Total	33	100.0
Missing	2	
Total	35	

Q10. If you are planning to relocate within El Paso County, please indicate the area where you are planning to relocate.

	Frequency	Valid Percent
West	2	8.3
Central	11	45.8
East	5	20.8
Not Sure	6	25.0
Total	24	100.0
Missing	1	
Total	25	

Q11_Recode. What is your main reason for planning to relocate?

	Frequency	Valid Percent
Did not specify	9	25.7
Limited Space / New Facilities	9	25.7
Decrease in Business / Sales	6	17.1
New Business Opportunities	5	14.3
Closing Down	2	5.7
Occupancy Issues	2	5.7
Other	2	5.7
Total	35	100.0

Q12. What would you say are the most significant ADVANTAGES of being located in downtown El Paso.

Q12a._Recode Would you say a central location is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	225	100.0
Missing	135	
Total	360	

Q12b._Recode Would you say proximity to public transportation is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	60	100.0
Missing	300	
Total	360	

Q12c._Recode Would you say foot traffic is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	168	100.0
Missing	192	
Total	360	

Q12d._Recode Would you say proximity to Juarez is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	177	100.0
Missing	183	
Total	360	

Q12e._Recode Would you say proximity to government services is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	53	100.0
Missing	307	
Total	360	

Q12f._Recode Would you say availability of employees is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	10	100.0
Missing	350	
Total	360	

Q12g._Recode Would you say proximity to other businesses is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	103	100.0
Missing	257	
Total	360	

Q12h._Recode Would you say proximity to financial and professional services is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	30	100.0
Missing	330	
Total	360	

Q12i._Recode Would you say proximity to community organizations is a significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	24	100.0
Missing	336	
Total	360	

Q12j_k_l._Recode Would you say there is another significant advantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	28	100.0
Missing	332	
Total	360	

Q13. What would you say are the most significant DISADVANTAGES of being located in downtown El Paso.

Q13a._Recode Would you say parking space or parking cost is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	245	100.0
Missing	115	
Total	360	

Q13b._Recode Would you say cost of utilities is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	49	100.0
Missing	311	
Total	360	

Q13c._Recode Would you say streets / traffic is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	83	100.0
Missing	277	
Total	360	

Q13d._Recode Would you say limited space to expand is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	53	100.0
Missing	307	
Total	360	

Q13e._Recode Would you say lack of property / business security is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	42	100.0
Missing	318	
Total	360	

Q13f._Recode Would you say lack of uniqueness is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	19	100.0
Missing	341	
Total	360	

Q13g._Recode Would you say cost of real estate / office space is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	76	100.0
Missing	284	
Total	360	

Q13h._Recode Would you say lack of activities outside of working hours is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	65	100.0
Missing	295	
Total	360	

Q13i._Recode Would you say proximity to Juarez is a significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	26	100.0
Missing	334	
Total	360	

Q13text._Recode Would you say that homeless and/or drug and alcohol use are another significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	15	100.0
Missing	345	
Total	360	

Q13text._Recode Would you say cleanliness and/or poor building conditions are another significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	18	100.0
Missing	342	
Total	360	

Q13j_k_l._Recode Would you say there is another significant disadvantage of being located in downtown El Paso?

	Frequency	Valid Percent
Yes	46	100.0
Missing	314	
Total	360	

Q14. Are you aware of the Downtown Management District (DMD) and the services they provide?

	Frequency	Valid Percent
Yes	122	35.1
No	226	64.9
Total	348	100.0
Missing	12	
Total	360	

Q15a. How would you rate DMD's annual Downtown Census/Survey?

	Frequency	Valid Percent
Very Helpful	29	25.4
Somewhat Helpful	33	28.9
Not Helpful	21	18.4
Not Sure	31	27.2
Total	114	100.0
Missing	8	
Total	122	

Q15b. How would you rate DMD's Banner Program?

	Frequency	Valid Percent
Very Helpful	14	12.4
Somewhat Helpful	40	35.4
Not Helpful	27	23.9
Not Sure	32	28.3
Total	113	100.0
Missing	9	
Total	122	

Q15c. How would you rate DMD's Facade Grant Program?

	Frequency	Valid Percent
Very Helpful	34	30.4
Somewhat Helpful	26	23.2
Not Helpful	30	26.8
Not Sure	22	19.6
Total	112	100.0
Missing	10	
Total	122	

Q15d. How would you rate DMD's Overall Downtown Marketing Plan?

	Frequency	Valid Percent
Very Helpful	22	19.8
Somewhat Helpful	38	34.2
Not Helpful	22	19.8
Not Sure	29	26.1
Total	111	100.0
Missing	11	
Total	122	

Q15e. How would you rate DMD's Sanitation Service?

	Frequency	Valid Percent
Very Helpful	43	36.8
Somewhat Helpful	40	34.2
Not Helpful	24	20.5
Not Sure	10	8.5
Total	117	100.0
Missing	5	
Total	122	

Q15f. How would you rate DMD's Security Service?

	Frequency	Valid Percent
Very Helpful	34	29.6
Somewhat Helpful	34	29.6
Not Helpful	28	24.3
Not Sure	19	16.5
Total	115	100.0
Missing	7	
Total	122	

Q15g. How would you rate DMD's special Event Permitting Service?

	Frequency	Valid Percent
Very Helpful	26	23.0
Somewhat Helpful	32	28.3
Not Helpful	28	24.8
Not Sure	27	23.9
Total	113	100.0
Missing	9	
Total	122	

Q16. Do you or the property owner provide Private Security for your business

	Frequency	Valid Percent
Yes	131	37.4
No	198	56.6
Not Sure	21	6.0
Total	350	100.0
Missing	10	
Total	360	

Q17. Would you be willing to support a Private Security Program provided by

	Frequency	Valid Percent
Yes	74	21.1
No	162	46.2
Not Sure	115	32.8
Total	351	100.0
Missing	9	
Total	360	

Q18_Recode. Would a Facade Program (Grant Funds for Exterior Renovations of Buildings in the Downtown Area) be an attractive incentive for your business?

	Frequency	Valid Percent
Facade Program	129	38.1
Sales Tax Rebate Program	102	30.1
Fee Reduction Program	50	14.7
Historic Property Tax Exemption	30	8.8
Other	17	5.0
None	11	3.2
Total	339	100.0
Missing	21	
Total	360	

Q19. Have you ever considered living in Downtown El Paso?

	Frequency	Valid Percent
Yes	112	31.3
No	230	64.2
Not Sure	16	4.5
Total	358	100.0
Missing	2	
Total	360	

Q20 Recode. What is the number ONE reason you would not live in Downtown El Paso?

	Frequency	Valid Percent
Did not Specify	77	21.4
Lack of Adequate / Appealing Housing	59	16.4
Not safe	42	11.7
Dirty / Unattractive	35	9.7
Already Owns a Home / Not Interested	32	8.9
Lack of Amenities / Services	27	7.5
Other	26	7.2
Not Suitable for Families	21	5.8
Lack of parking	12	3.3
Too Expensive	10	2.8
Homeless	10	2.8
Lives Downtown	9	2.5
Total	360	100.0

Q21. Overall, how satisfied are you with the current efforts regarding

	Frequency	Valid Percent
Very Satisfied	42	11.9
Somewhat Satisfied	165	46.6
Not Satisfied	117	33.1
Not Sure	30	8.5
Total	354	100.0
Missing	6	
Total	360	

Q22 Recode. Please provide ONE suggestion that would help improve Downtown attractiveness.

	Frequency	Valid Percent
Cleanliness / Appearance / Renovation Improvements	75	20.8
Reduce Waiting Time at Ports of Entry	46	12.8
Did Not Specify	46	12.8
Increase Activities & Events	32	8.9
Additional / Affordable Parking	31	8.6
Other	30	8.3
Policies to Improve Business Conditions	24	6.7
Additional / Better Retailers and Restaurants	18	5.0
Increase Security / Police Presence	18	5.0
Major Attractions / Investment Projects	17	4.7
Additional Public Spaces and Restrooms	13	3.6
Additional / Adequate / Appealing Housing	10	2.8
Total	360	100.0