

Downtown Denton Small Business Survey

2023 Survey of Downtown Businesses

The
Downtown
Denton Small
Business
Survey was
open June 27
to Aug. 4, 2023



Survey

The Survey was emailed to an existing list of business/ building owners .

Additionally, it was shared via a private social media group, and to the DMSA membership.

253

Number of businesses invited to participate.

199

Number of times the survey was viewed.

55

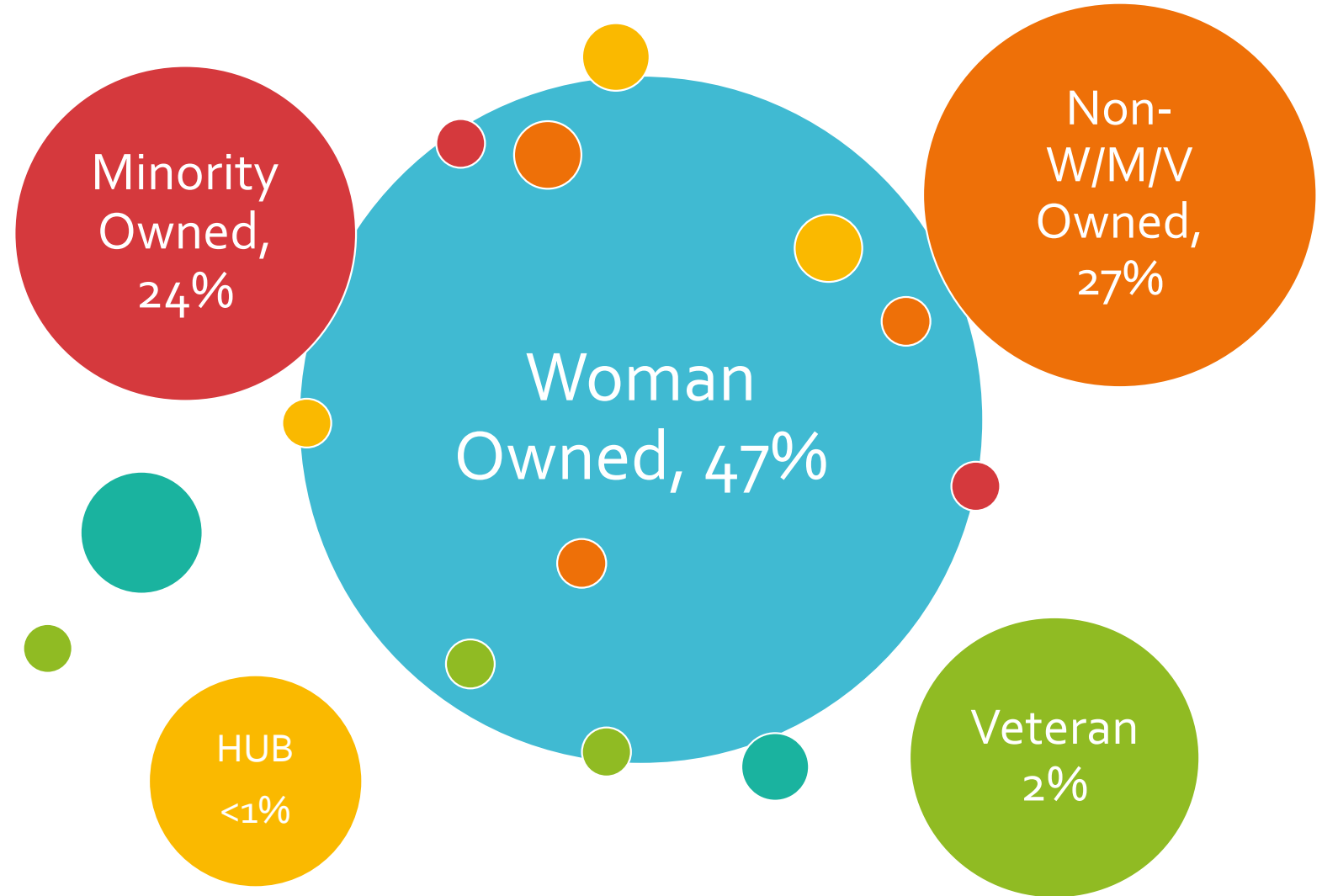
Number of completed surveys submitted.

22% of business polled responded to the survey

Ownership

74% of those who responded regarding ownership are woman/ Minority/ Veteran-owned.

Only one business identified as a certified HUB.



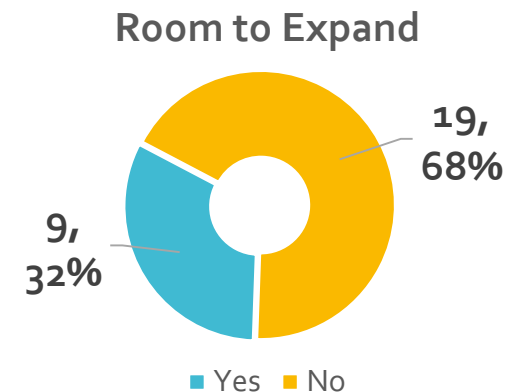
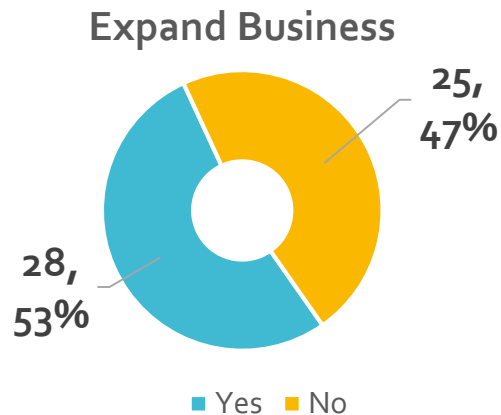
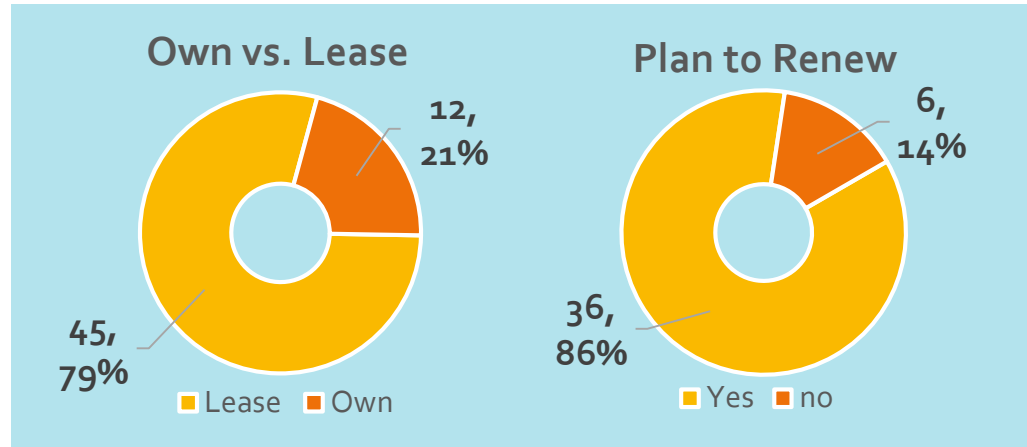
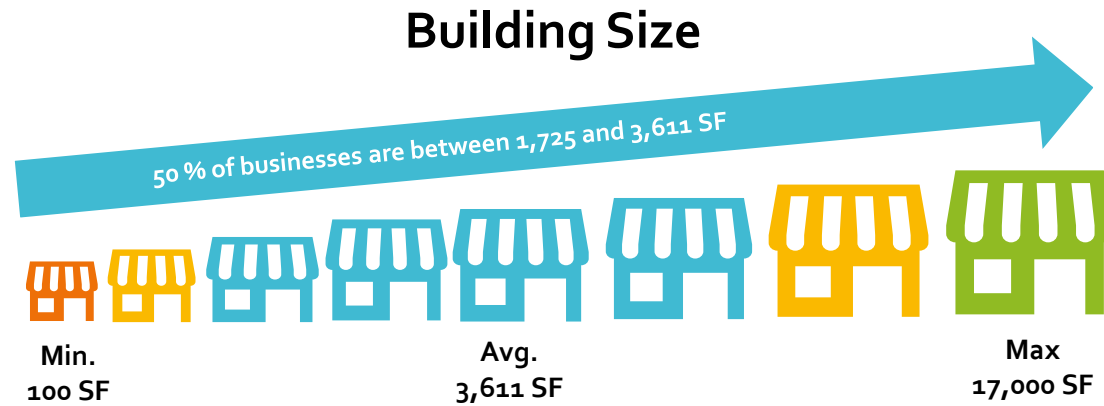
55 Total Responses

Own vs. Lease

Half of the businesses are located in spaces that are 3,600 SF or smaller.

Of the businesses that want to expand, 68% would need a new location.

43% of current leases are eligible for renewal in the next three years.

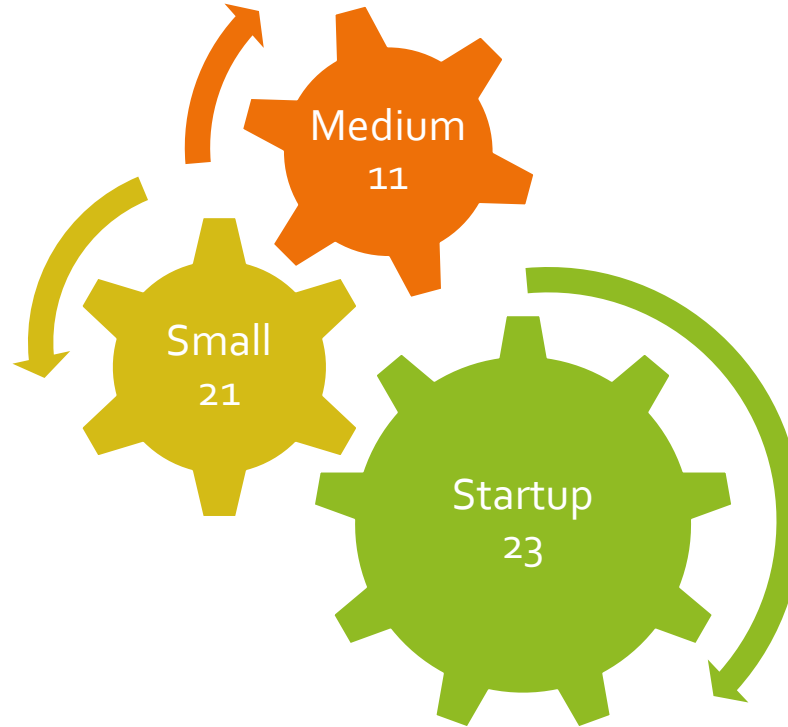


Workforce

About 90% of businesses responding to workforce questions employed both F/T & P/T employees.

The largest business to respond reported 63% of their employees are F/T.

Business by Number of Employees*



Startup is 1 – 4 employees
Small is 5 – 19 employees
Medium is 20 – 49 employees

*Some responses were invalid and not included

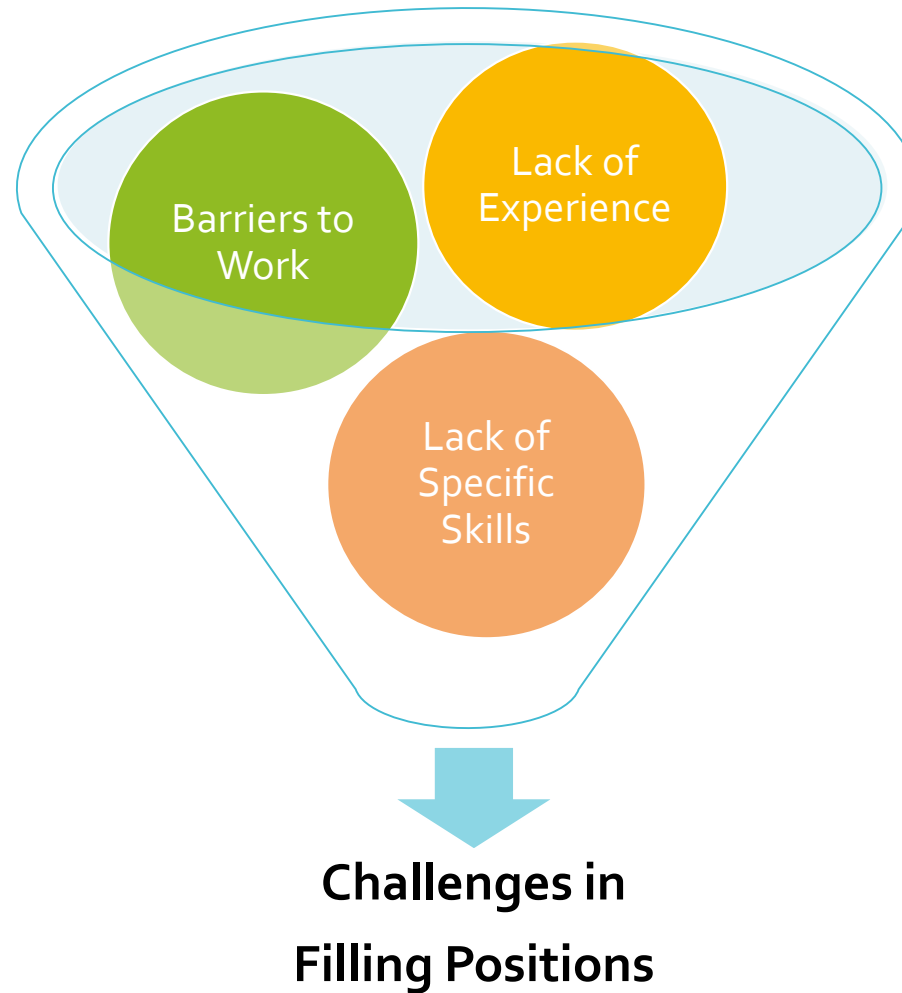
Business Hiring Status



Workforce

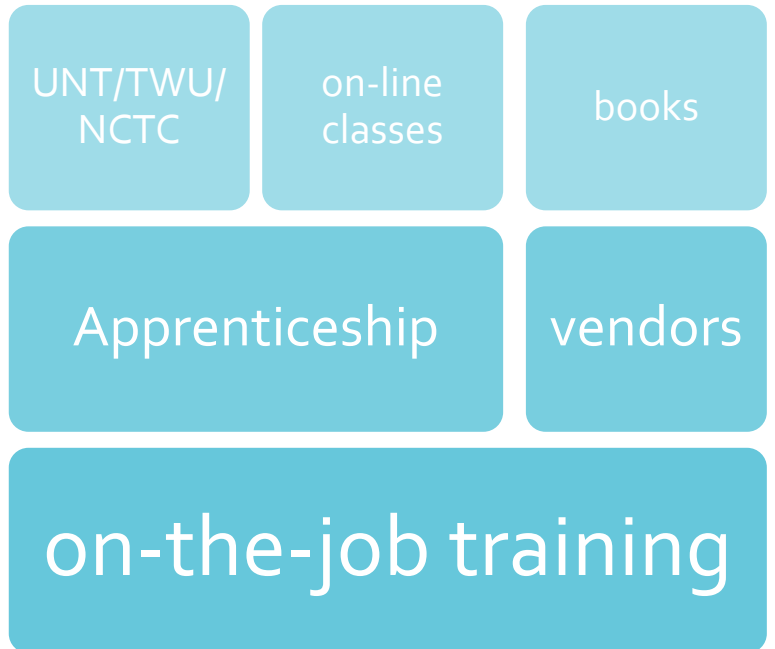
When talking about the pain-points facing employers and their workforce, there were several responses which when reviewed fell into three core issues.

All employers do some type of training for employees, but most provide on-the-job training.



55 Total Responses

Training Provided by Employers

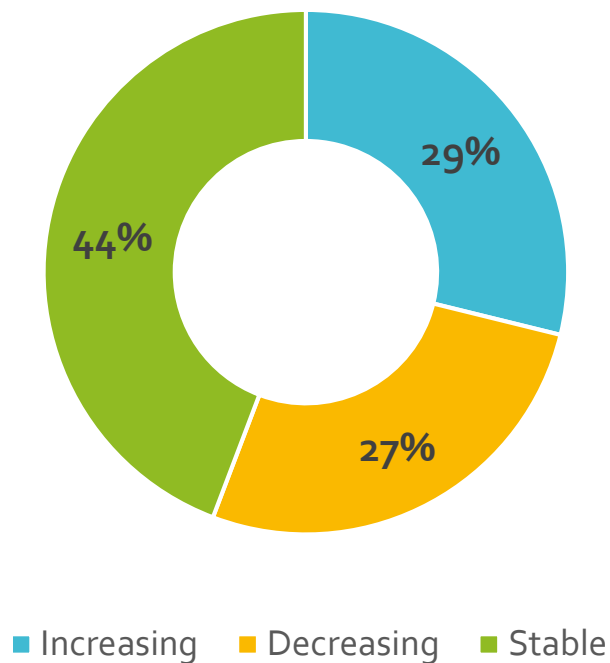


Activity

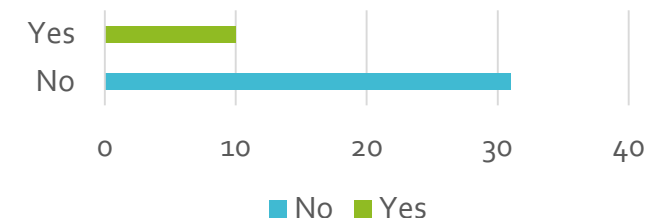
When surveyed, 73% of businesses were stable or seeing an increase in their revenue.

How much should a business spend on marketing? For the businesses that responded, it ranged from \$1,000 to \$50k per year . The average was \$17,115 .

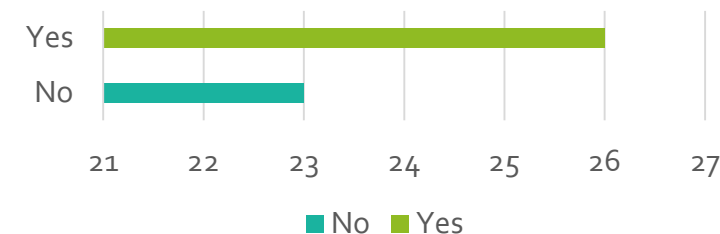
Revenue



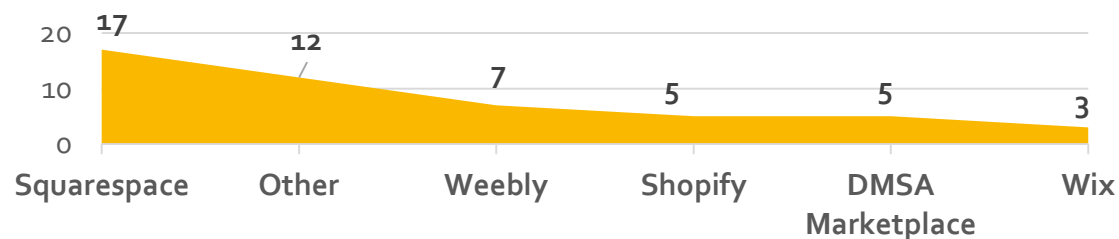
Number of Businesses with International Sales



Number of Businesses with a Marketing Budget



E-Commerce Planforms Used

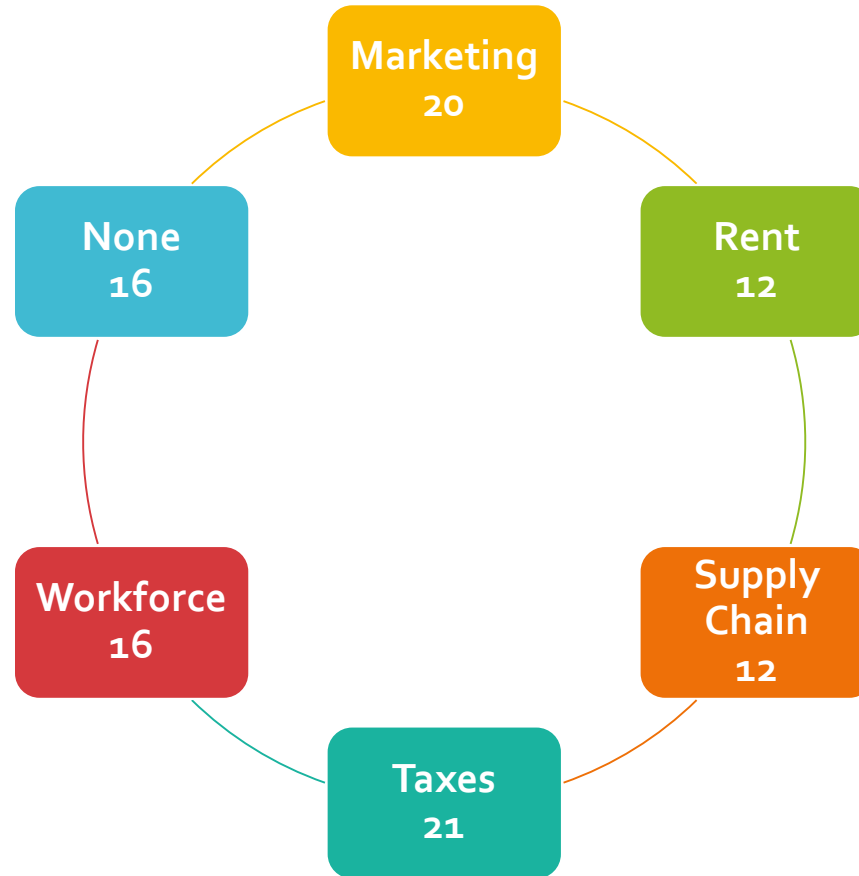


Challenges

When surveyed most businesses could identify common difficulties.

The biggest challenges for the businesses were more varied and perhaps not always something they could control.

Common Difficulties*



*Responses selected in a closed-ended question: Are you experiencing difficulties with any of the following?

Biggest Challenges*

Economic Fluctuations

Poor Building Maintenance by Owners

Decline of the District

None

Homeless Mental Health

Less Foot Traffic/
Fewer Customers

*Responses selected in a open-ended question: What is the biggest challenge for your business?

Support

When asked how the City could support their business, most business owners identified solutions that would solve their challenges if the specific assistance from the City was available.



Next Steps

The results of the survey will be shared with everyone who responded, City executive staff and Council, the Denton Main Street Association, Downtown Economic Development Committee, and the DBA.

Additionally, BRE visits will be scheduled to address specific needs of the respondents.

BRE visits will be schedule with businesses using the following criteria:

- Highest Need for Assistance
 - Decreasing revenue
 - Identified challenges
- Possible Expansion
 - Stable or increasing revenue projections
 - Expansion planed within the next three years
- Connections with the Denton Business Allies (DBA)
 - Specific request for contact from DBA Partners
 - Additional responses to survey where DBA partners could provide assistance

Questions?

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