



U Pulse

Small Business Survey

The University District Development Association (UDDA) has launched a business survey called U Pulse seeking input from small business owners in the University District (UD). The purpose of U Pulse outreach is to learn more about small business needs, challenges, and opportunities in the area.

Big Picture

- UD businesses were surveyed for 3.5 months
- Contact methods
 - Social media
 - Phone Calls
 - Emails
 - In person door-to-door
- 587 survey views
- 343 times survey was started but not completed
- 244 times survey responses submitted
- 157 responses removed for incomplete data or not located in UD
- 87 useable survey responses
- Survey had 37 questions
- 11 minutes to complete

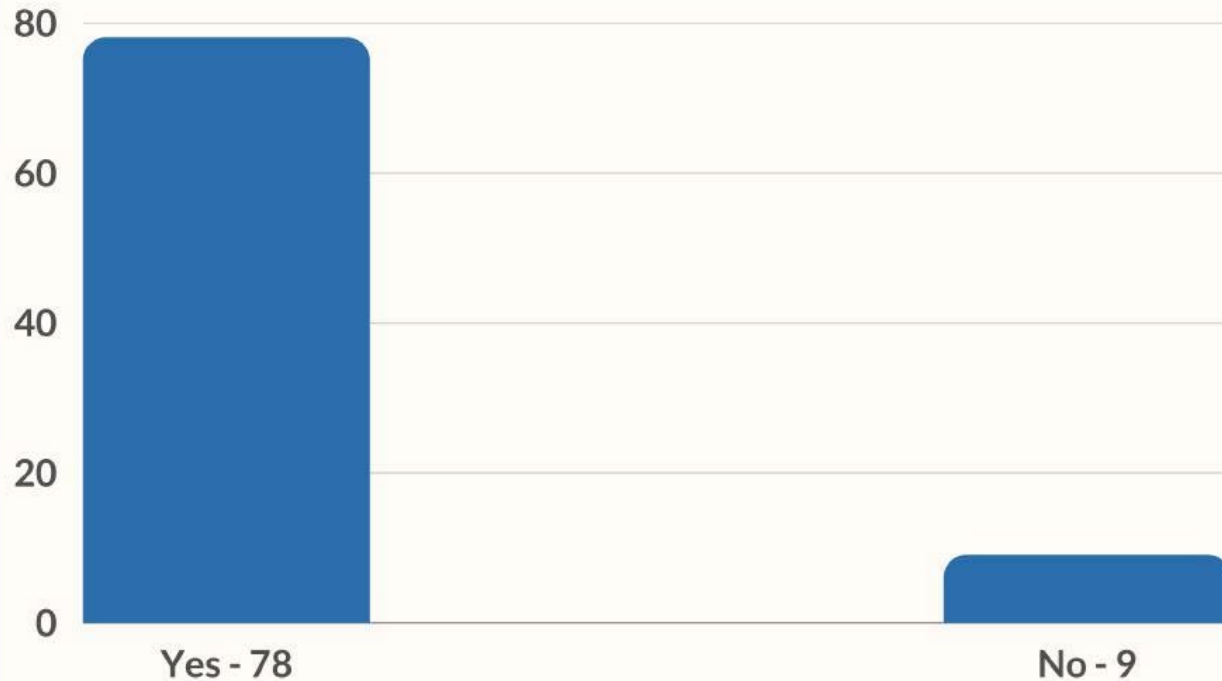
5 categories

- General and Contact Information
- Security and District Beautification
- Marketing and Local Manufacturing
- UD Future and Land/Building ownership
- Parking

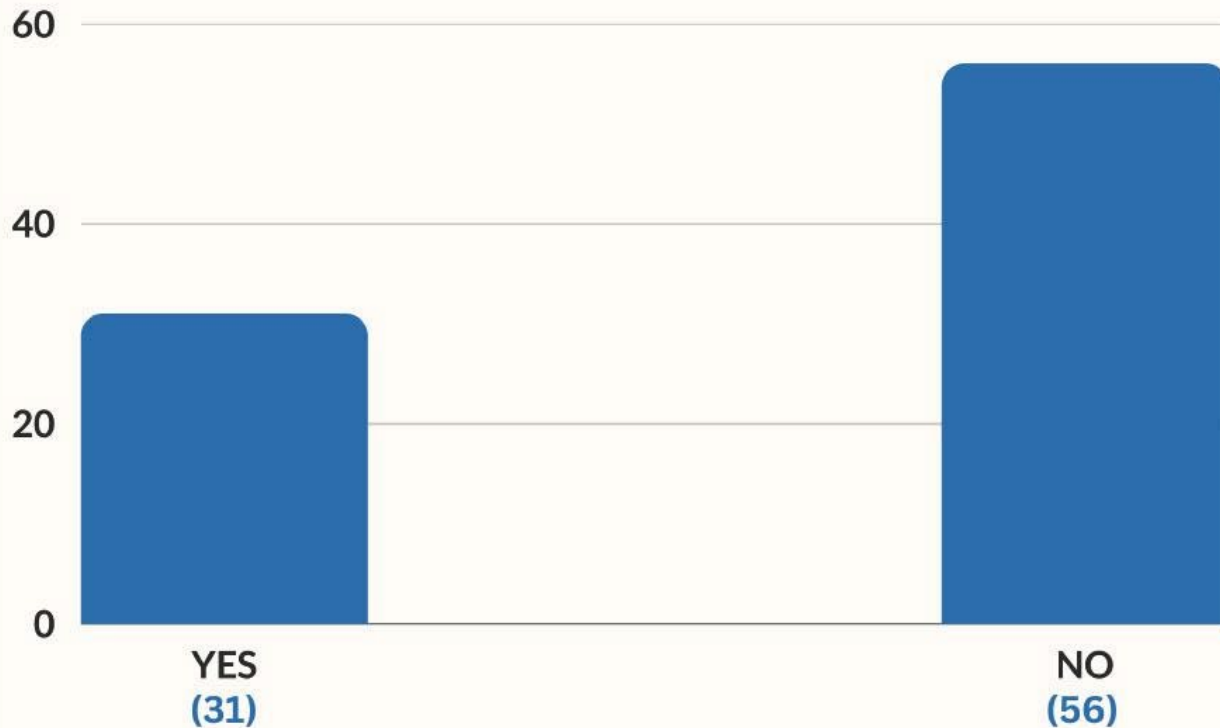
General and Contact Information

- UD E-newsletter
- BiPoc or Woman-owned
- Number of employees

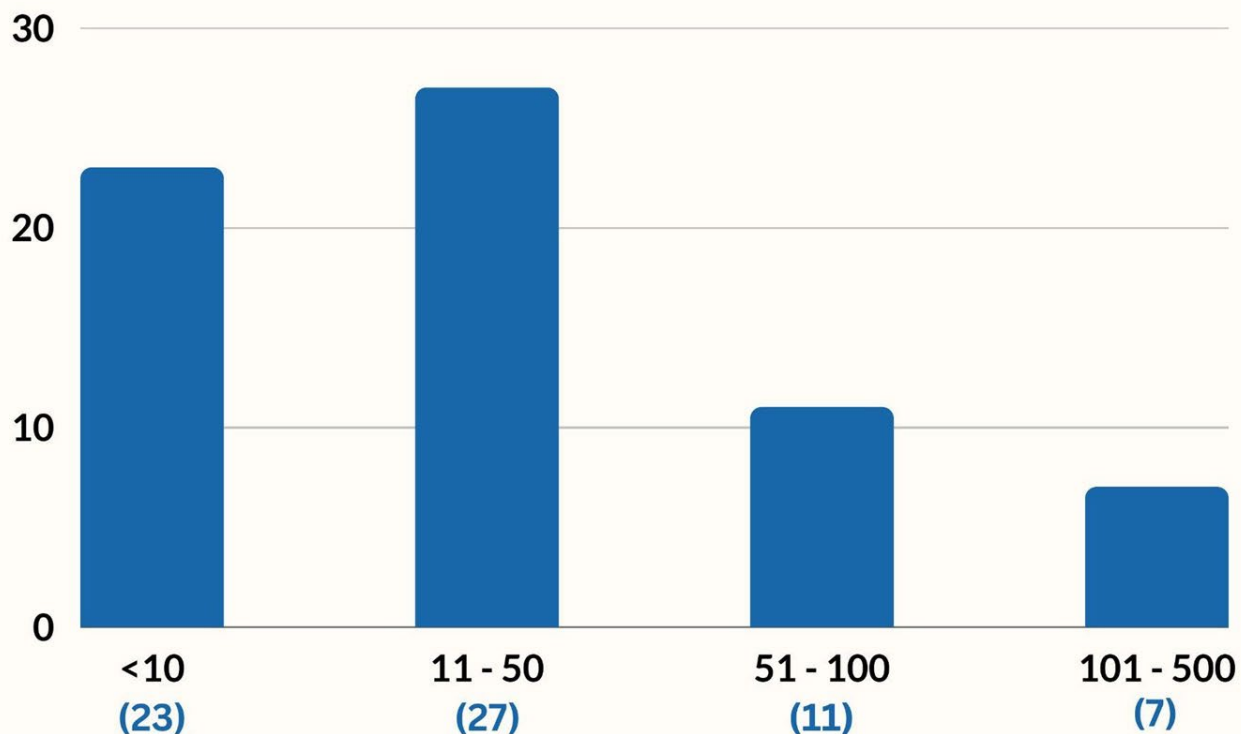
WOULD YOU BE INTERESTED IN RECEIVING THE UD E-NEWSLETTER?



IS YOUR BUSINESS BIPOC OR WOMAN-OWNED?



HOW MANY EMPLOYEES DOES YOUR BUSINESS HAVE?

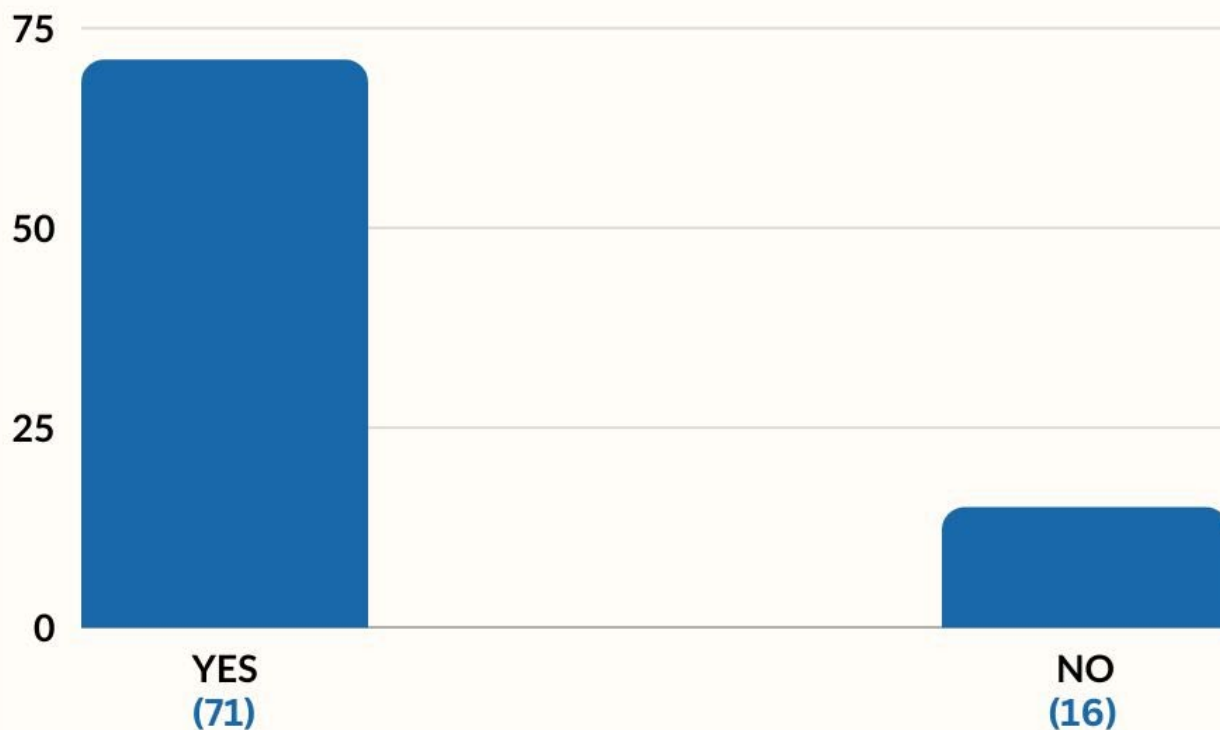


Security and District Beautification

- Safety Concerns

- 71% of businesses have safety concerns
- Top 5 concerns
 - Homeless population
 - Drug use
 - No Security
 - Not enough lighting
 - Vandalism and property crime

**DO YOU HAVE ANY CONCERNS REGARDING THE
SAFETY OF YOUR EMPLOYEES OR CUSTOMERS
WHILE AT YOUR PLACE OF BUSINESS?**



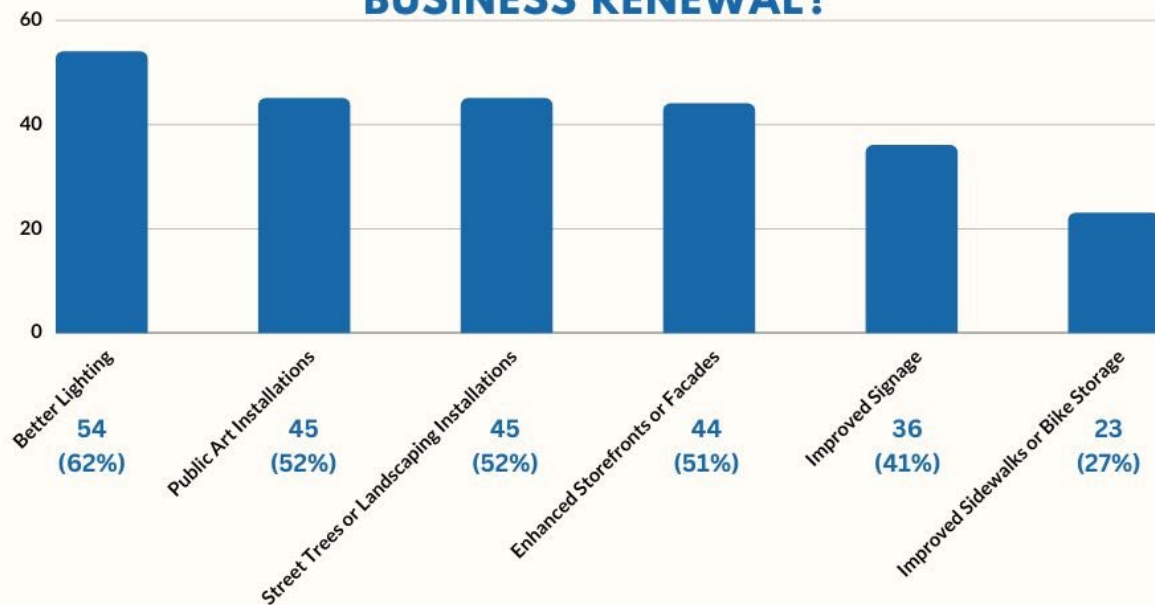
What are your concerns regarding safety?

- We have a very active vagrant population outside our building engaging in constant drug use and other unsafe behavior. Our staff have found people on our roof and in our parking lot, as well as needles, foils, and other paraphernalia.
- Threats to my staff. Harassment of both staff and customers. Extreme filth and human waste in doorways, underpasses and parking lots.
- Exposure to open drug use/drug left behind
- We have had to consistently lock our door on the Hamilton side of our restaurant, due to the homeless coming in and attempting to destroy our restrooms.
- Car break-ins during low-light hours (our block, on both sides of the street, lacks street lights). As a gym, we open early (5:30am) and close later (7pm). Each spring and fall we see a handful of car break-ins. Usually, in the winter cold temps minimize transient traffic, but in the fringe seasons when it's still warm, but also dark early morning and late evening, we have issues. Homeless people have accosted them and me as we have tried to enter work. They have damaged our building, and broken into our storage facility.
- Many times employees work alone and coming back at night to the garage alone is unsafe.

Urban or Business Renewal

“Let's get to some potential needs your business might have surrounding Security and District Beautification. District beautification, or urban renewal, is about much more than just attractiveness. It improves our quality of life, increases safety in our community, boosts commerce, and helps make our neighborhoods more enjoyable and pleasant to live in, work in, and visit.”

ARE THERE ANY AREAS OF YOUR BUSINESS OR THE SURROUNDING NEIGHBORHOOD THAT YOU THINK COULD BENEFIT FROM URBAN OR BUSINESS RENEWAL?



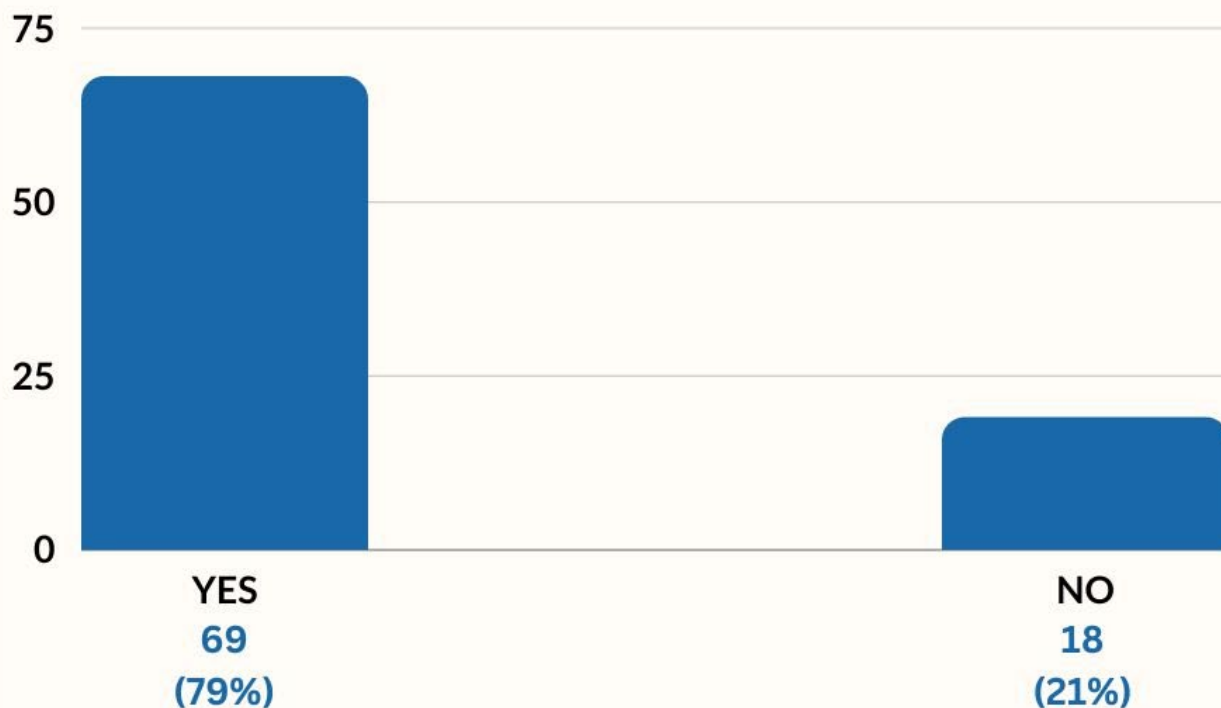
Other Urban or Business Renewal

- Fencing
- Weed removal and sidewalk maintenance
- Old businesses removal
- Graffiti removal
- Alleyway restoration and/or security
- Develop unoccupied lots and spaces
- Add more trash disposal cans
- More police presence

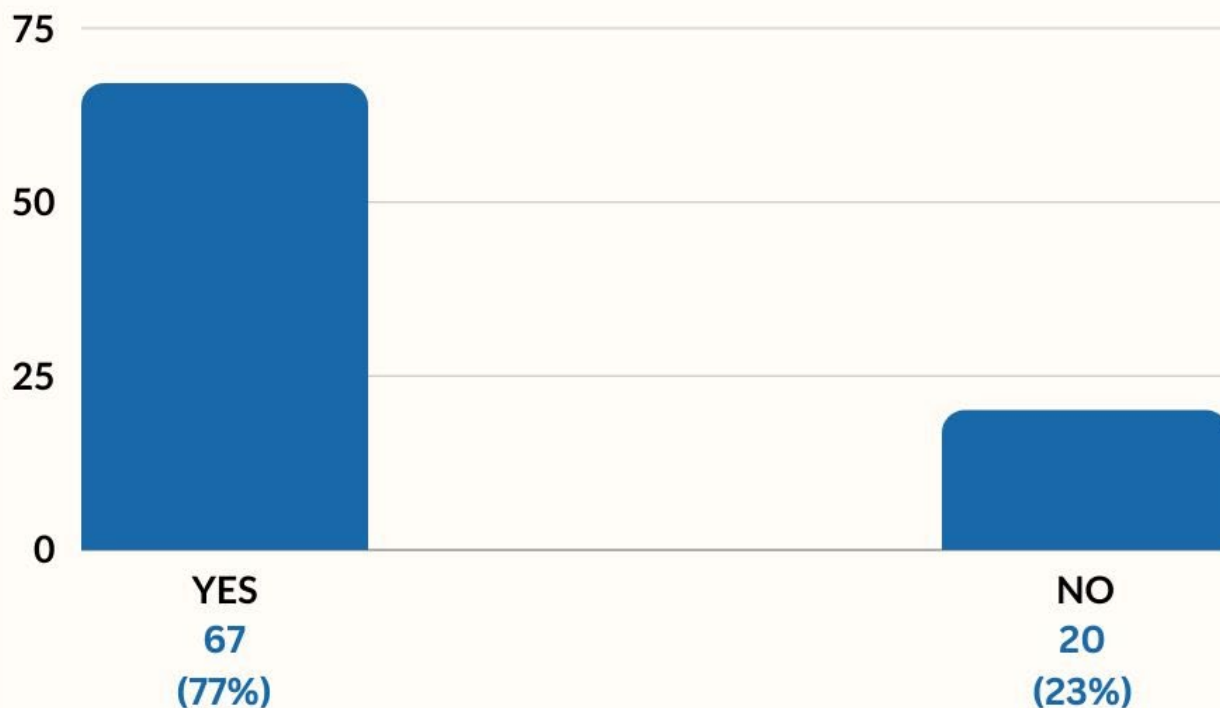
Business Improvement Districts (BIDs)

Business Improvement Districts (BIDs) are organizations formed by private property owners and businesses within a legally constituted city district. Members pay a special tax to cover the expense of providing their BID with services beyond what the local government offers in their area.

**WOULD YOU CONSIDER BEING PART OF A LOCAL
BUSINESS IMPROVEMENT DISTRICT (BID)
TO UPGRADE SIDEWALKS, STREET TREES, ETC?**



**WOULD YOU CONSIDER BEING PART OF A LOCAL
BUSINESS IMPROVEMENT DISTRICT (BID)
FOCUSING ON SAFETY/CLEANUP?**



Marketing and Local Manufacturing

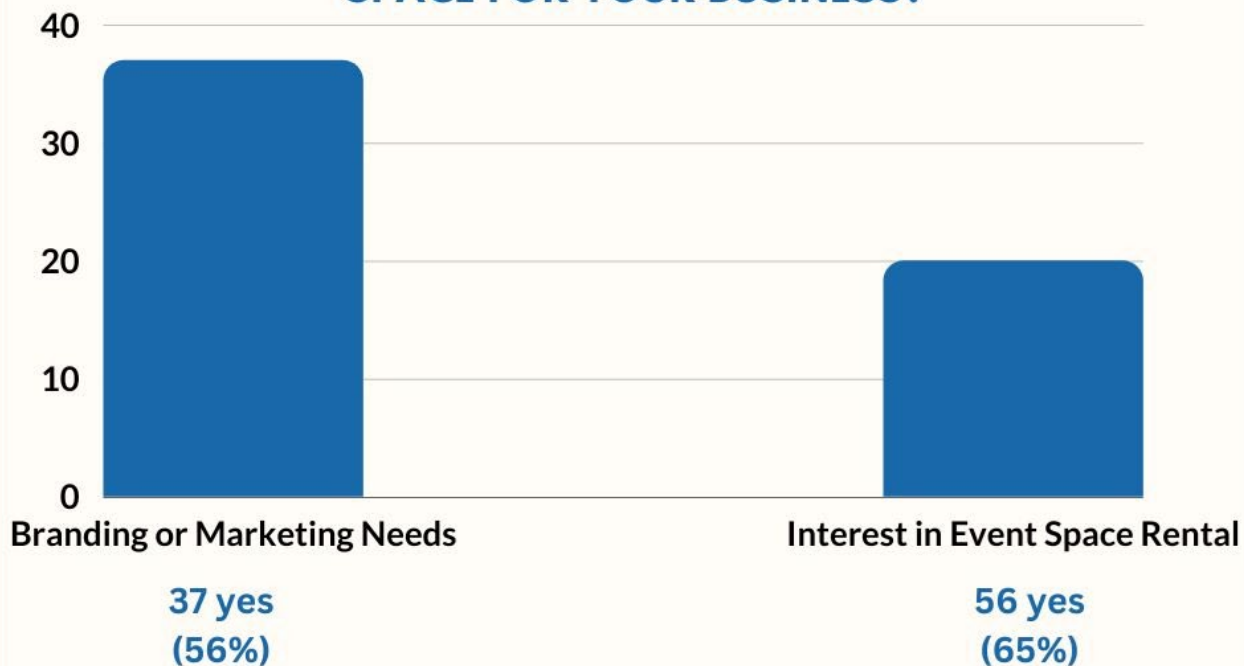
- Marketing Needs
- Interest in event space rental
- Small scale manufacturing needs
- Locally produced goods vs imported
- Interest in makerspace or small scale manufacturing collaboration

Please tell us about your unmet marketing needs.

- Signage
- Market campaign
- Funding
- Website improvement
- Exposure of the block as a whole. We should have a name for the neighborhood
- Marketing is too costly for little return

**DOES YOUR BUSINESS HAVE ANY BRANDING OR
MARKETING NEEDS THAT YOUR BUSINESS IS
NOT ABLE TO MEET?**

**DO YOU HAVE ANY INTEREST IN RENTING EVENT
SPACE FOR YOUR BUSINESS?**

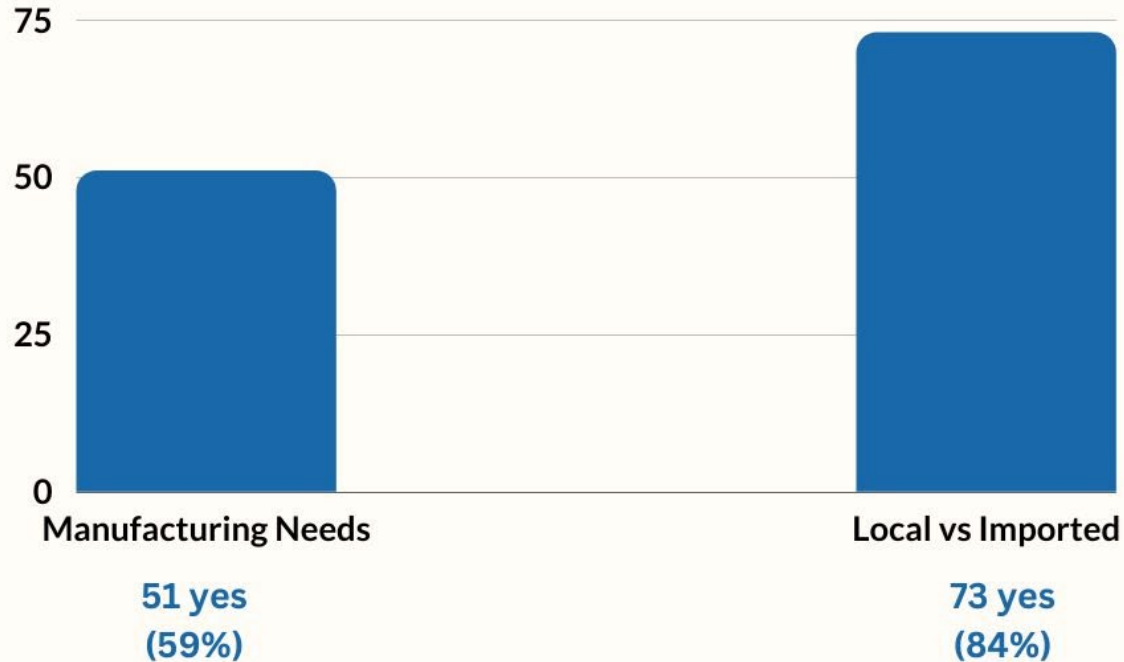


Local, small-scale manufacturing

“Small-scale manufacturing provides a local source for goods and materials while allowing for flexibility in personalized or custom product design; making it much easier to address specific needs of other small businesses, while also reducing the need to outsource to distant suppliers.”

**DOES YOUR BUSINESS HAVE ANY NEEDS THAT MIGHT BE MET BY
SMALL-SCALE MANUFACTURING?**

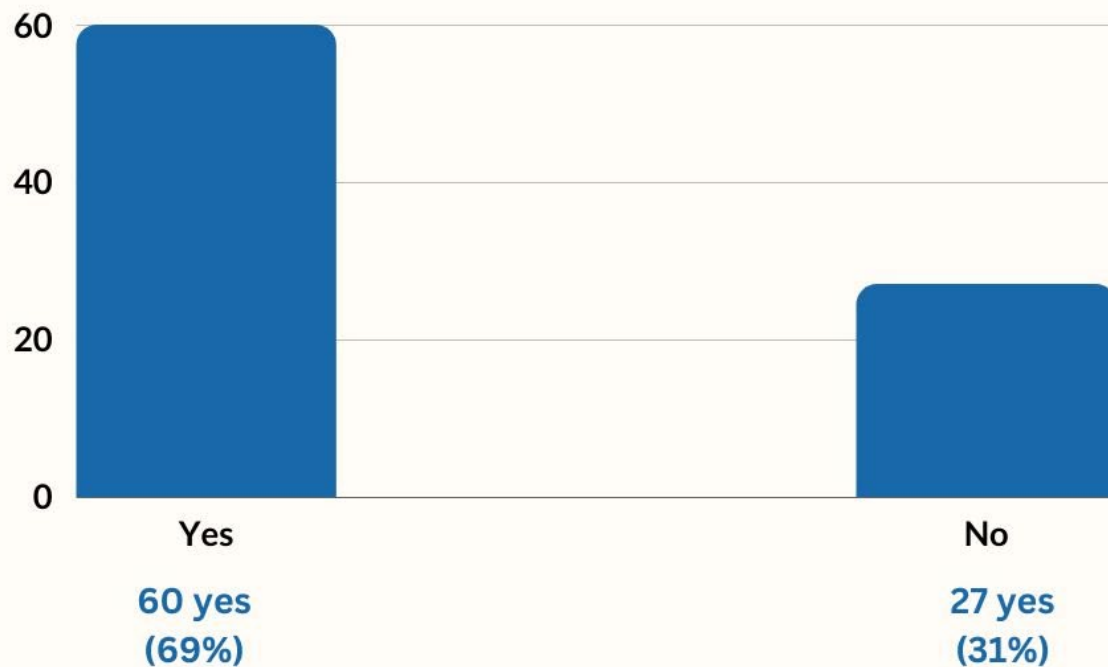
**WOULD YOUR BUSINESS PREFER EQUIPMENT, SIGNAGE, TOOLS,
PARTS, PROTOTYPING AND OTHER PRODUCTS THAT WERE LOCALLY
PRODUCED VS IMPORTED?**



Makerspace

“A makerspace is a collaborative workspace that provides individuals and small businesses with access to a wide range of tools, equipment, and resources for designing, prototyping, and manufacturing products. Makerspaces are appealing to small businesses because they offer a cost-effective way to access specialized equipment and expertise that may be otherwise out of reach.”

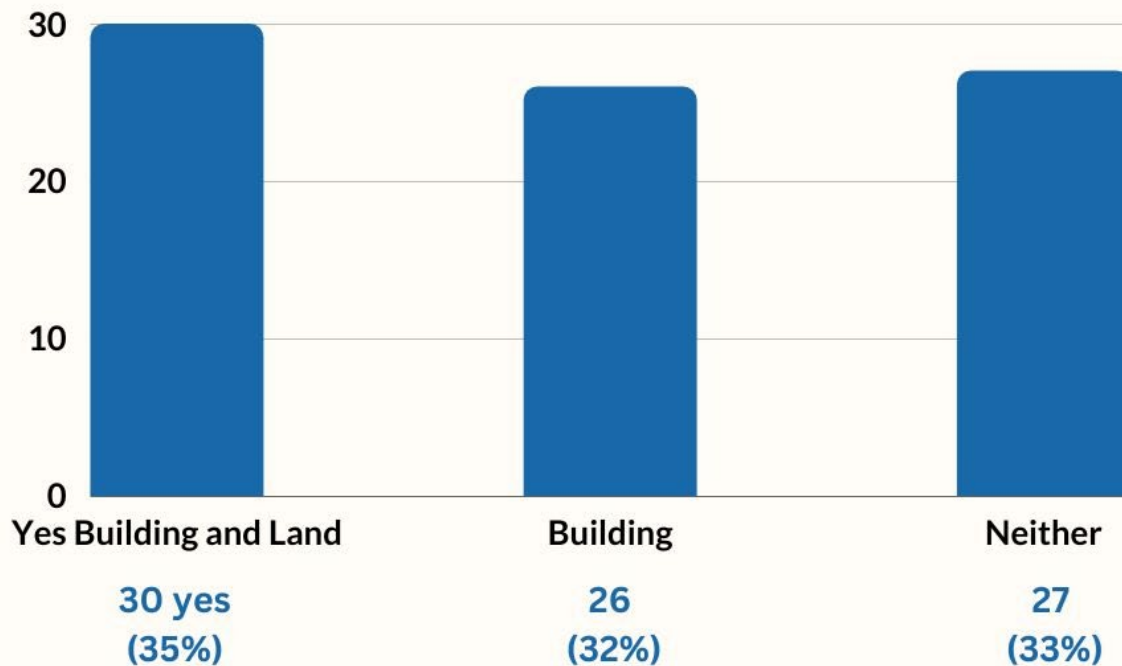
**WOULD YOU OR YOUR BUSINESS HAVE ANY INTEREST IN
COLLABORATING WITH A LOCAL MAKERSPACE ON A SMALL-SCALE
MANUFACTURING PROJECT?**



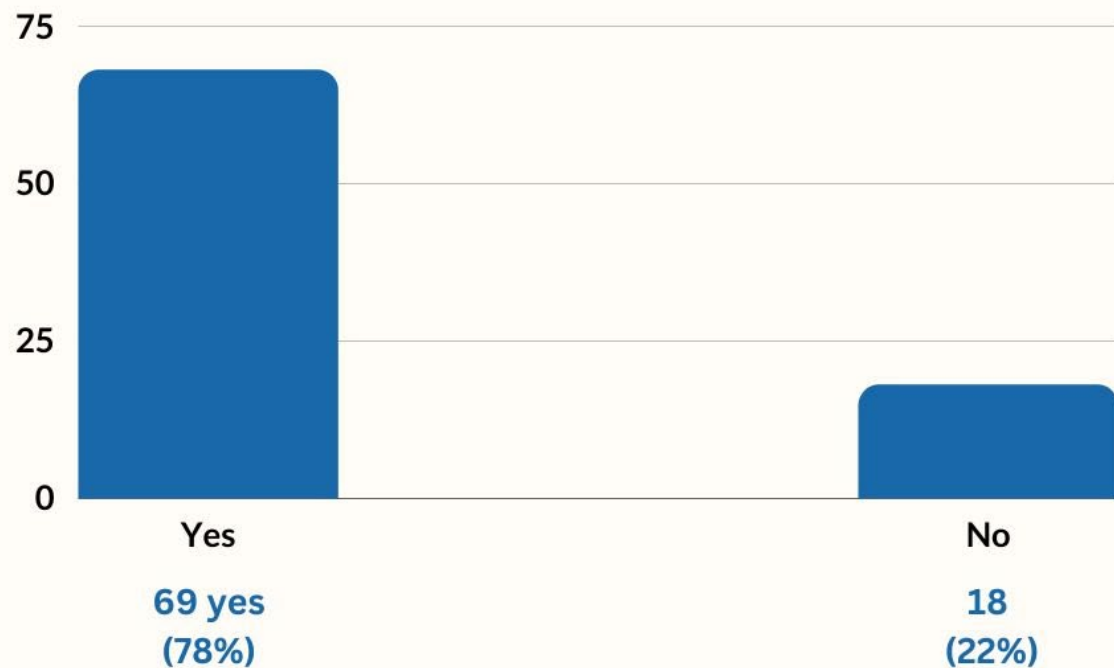
UD Future

- Building and land ownership
- Long term plans to stay in UD
 - Most common answers
- Plans to close or sell
 - Most common answers

DO YOU OWN THE BUILDING OR LAND YOUR BUSINESS OCCUPIES?



DO YOU HAVE LONG TERM PLANS TO KEEP YOUR BUSINESS IN THE UNIVERSITY DISTRICT?



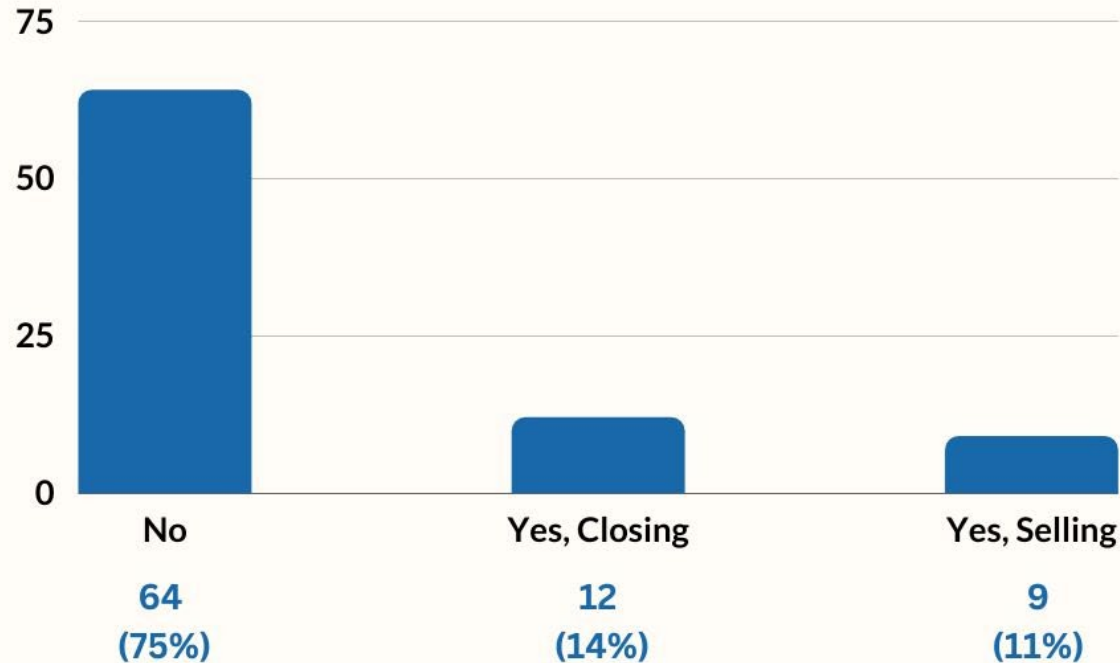
What is influencing you to stay in the UD?

- Location, proximity to infrastructure such as freeway access
- What may keep us around is increased security and parking options for our guests. We would also like to see more foot-traffic in these areas. We must make downtown and the UD a walkable, safe space, or we will have to move elsewhere.
- I own the building and the land
- Community
- Established central location, ease of access
- Affordable
- I have been in the neighborhood for a long time. I have connections here and well built relationships.

What is influencing you to leave the UD?

- Safety and security. We need to make a safe and secure environment that encourages walkability if we want our small businesses to thrive.
- Crime, filth, and lack of support from city leaders
- Homeless population, litter, and graffiti
- Open drug use
- Destruction of property
- Inconvenient or lack of parking
- Lack of city landscaping and sidewalk upkeep

**WE WANT TO MAKE SURE THAT SMALL BUSINESSES IN THE UD ARE THRIVING AND HAVE THE RESOURCES THEY NEED TO SUCCEED. IF YOU ARE CONSIDERING CLOSING OR SELLING YOUR BUSINESS WE'D LIKE TO KNOW WHY.
ARE YOU CONSIDERING CLOSING OR SELLING YOUR BUSINESS?**



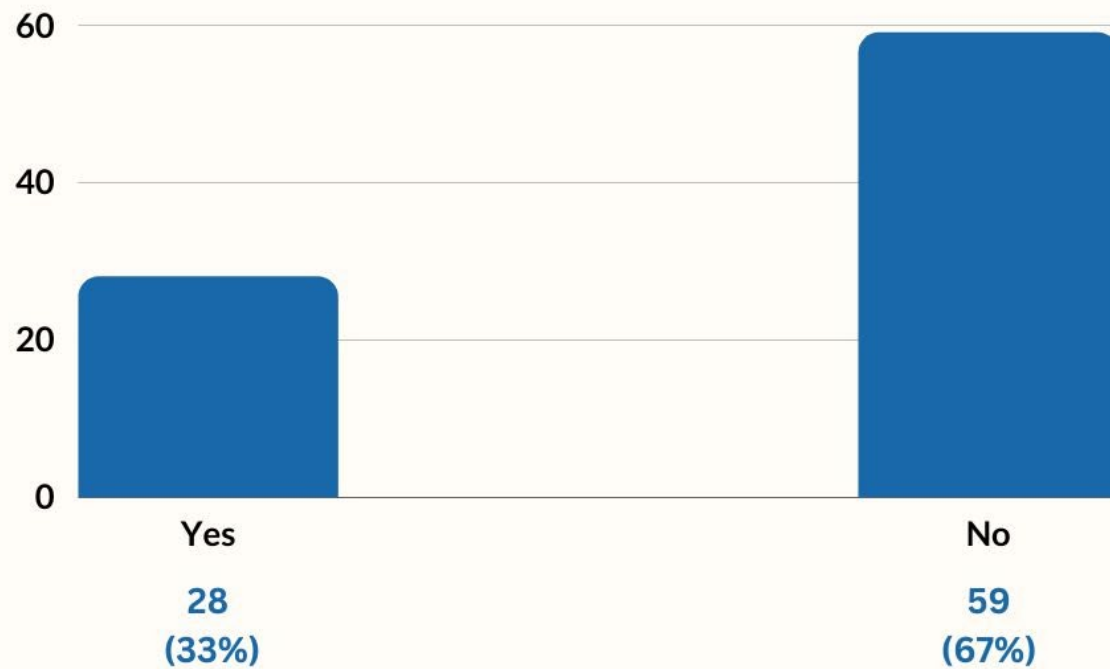
Can you tell us why you are considering closing or selling your business?

- Crime, the epic homeless problem and vandalism. After 30 years in downtown Spokane I am heartbroken to have to leave but beautiful city had gone feral. The stench of urine and human waste in parking lots and underpasses is stifling. Our city leaders are missing in action.
- Downtown has become more and more of a ghost town since Covid-19 and the relocation of the homeless population back to the "livingroom" of our city.
- Lack of funds or injection, weak daily operation ability, unable to meet the requirements of the market. At the same time, in a highly competitive market environment, there is not enough liquidity to be the overwhelming winner.
- I will be selling my business in the future, but at this time I will still own the building and land. If the UD improves the vibe and cleanliness, I will stay. If it continues degrading in filth, I will sell and let someone else deal with it. I won't want to have to continually clean up after the homeless once I am retired.

Parking

- Concerns
- Number of parking spaces
 - Employees
 - Customers
 - Optimum
 - Potential for public lease
- Loading zone needs/issues

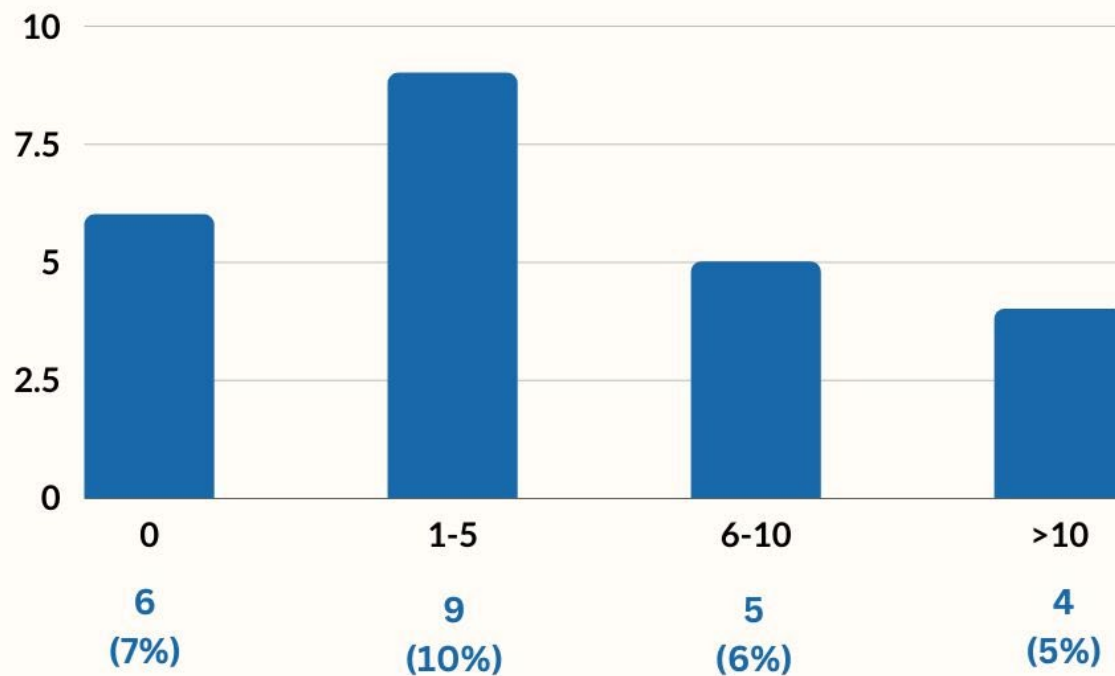
DO YOU HAVE ANY PARKING CONCERNS?



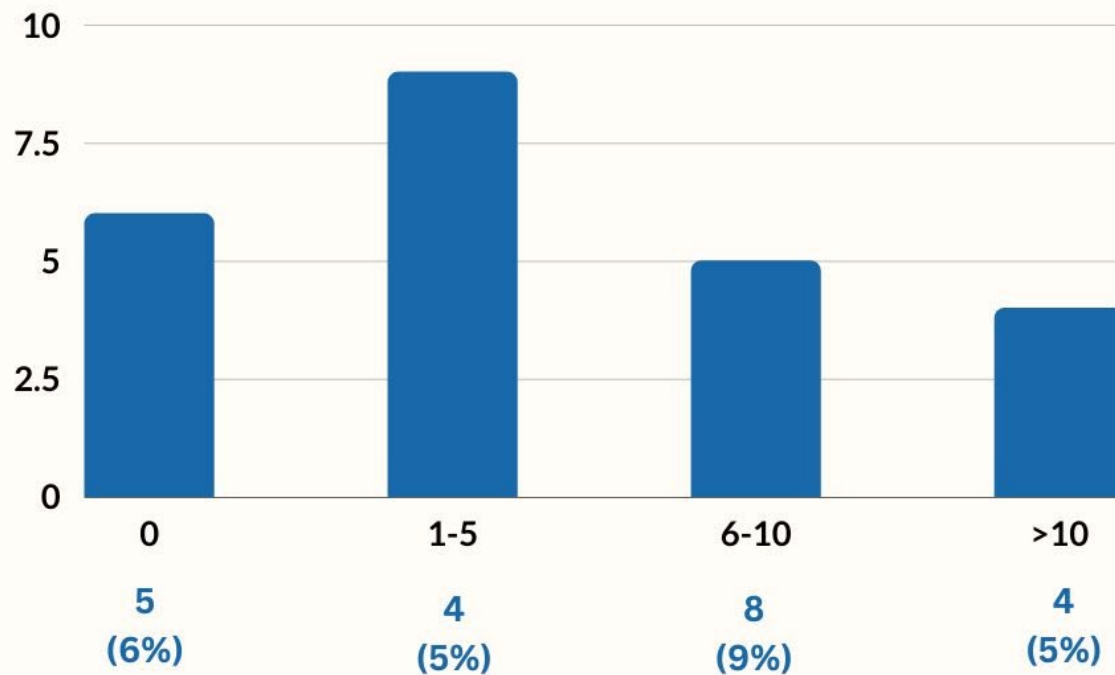
Please tell us about your parking concerns.

- Our parking is limited and unfenced, and street parking is unsafe when available.
- When the city resurfaced Riverside Avenue and reorganized the intersection at Riverside and Browne (the corner we operate at), they removed 5-7 parking spaces in an already underserved parking zone. Furthermore, The Warren apartment building did not build enough parking for their tenants, so the more full that building gets, the less parking I have for my customers. This is getting out of hand, and the Diamond Parking lots are not an option as their often predatory prices and business practices consistently chase customers away.
- We only have street parking. So it is difficult at times to find parking.
- Longer paid parking at kiosks.
- Apartment buildings have gone up across the street with no additional parking resources. Parking is increasingly limited.
- We need to have a viable program for overnight street parking in order to have a live work community. Without residents the day businesses will be vandalized at night, the neighborhood needs people living there. Many buildings can be converted to residential if the city adopts a parking sticker program for those who live in the neighborhood. Would also like to see a stronger police presence and consequence for those who vandalize cars.
- Secure garage parking

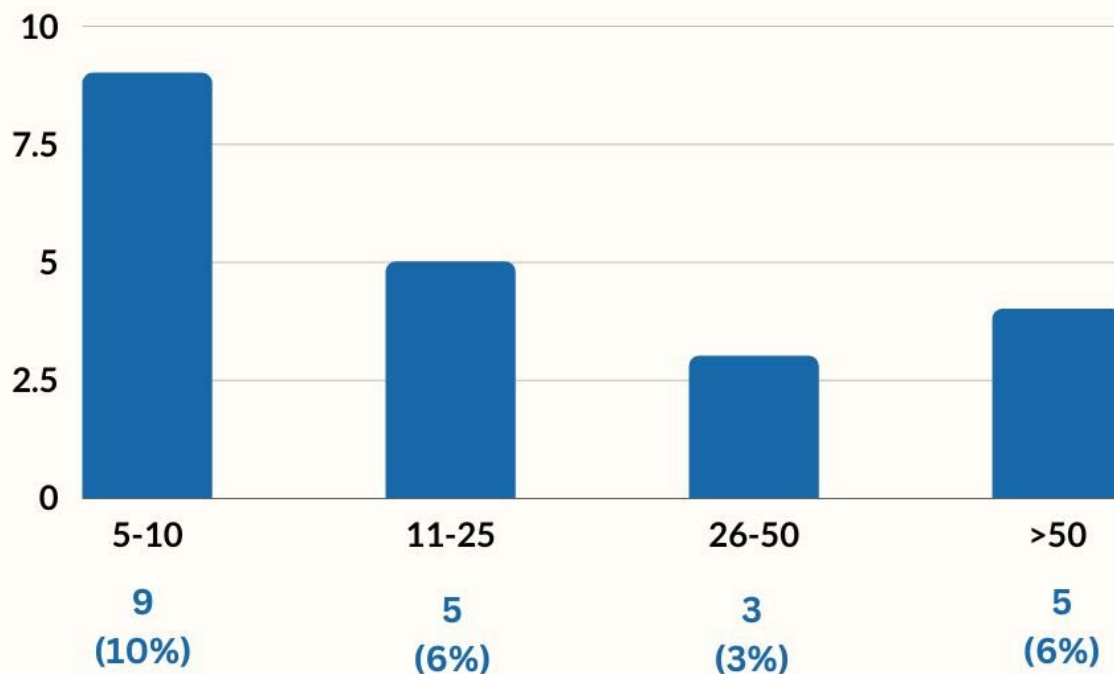
HOW MANY PARKING SPACES DO YOU HAVE FOR EMPLOYEES?



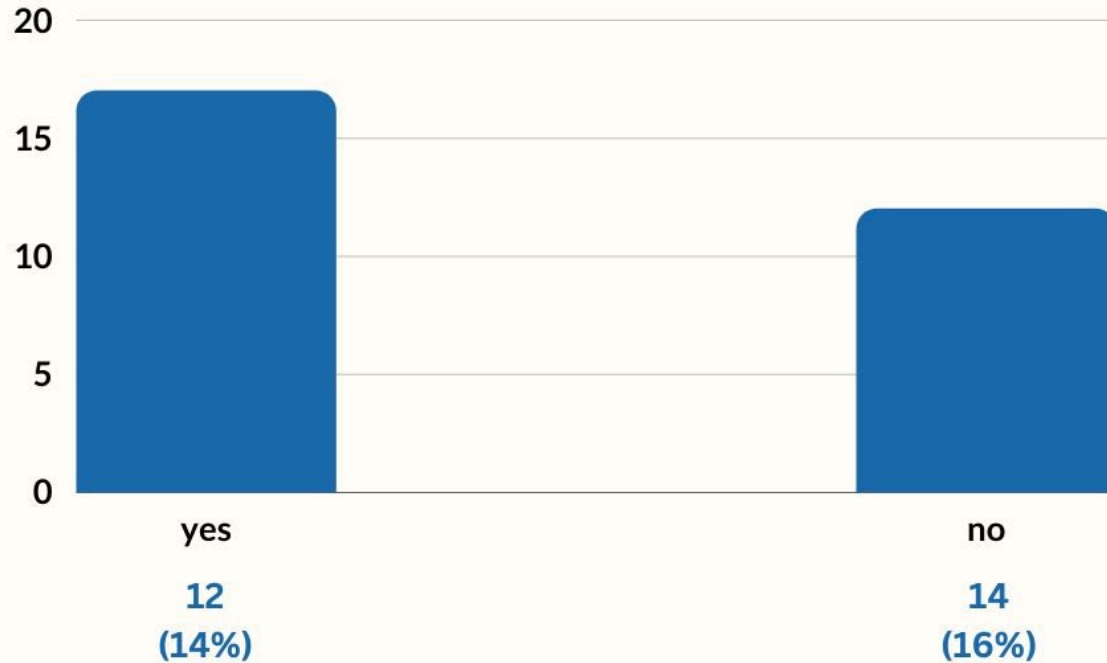
HOW MANY PARKING SPACES DO YOU HAVE FOR CUSTOMERS?



HOW MANY PARKING SPACES WOULD YOU NEED IN TOTAL FOR OPTIMUM PARKING?



WOULD YOU CONSIDER PUBLICLY LEASING ANY EXTRA PARKING SPACES?



Do you have any loading zone needs or issues?

- Yes. The more we grow, the more we will need commercial loading zones. Neither of the commercial loading zones near our building are anywhere near our production entrance on Browne Street, and the one closest isn't even large enough for a small car, let alone a large delivery vehicle.
- Improper use of loading zone. Overstaying without loading or unloading.
- Yes, we receive truckloads of product approximately 4 times per year.
- Tractor-trailer access from 3rd difficult; alley in poor condition.

Do you have any other concerns you would like us to know about?

- Safety and lighting is our priority.
- Please, please, please take action!
- Wrong way traffic coming out of Goodwill store is a concern.
- Poor mail delivery. We are not connected to the front of our building but have to make a special trip there to get mail.
- Washington, and by proxy Spokane, has too many regressive taxes that drain all of the disposable income from its citizens. Look around you, The only new building projects are state projects. This is the reverse dynamic to other states. States where their growth is accelerating. I certainly would not start another business in this state.
- The UD has no trash cans, benches, sidewalk cleanup..etc. Many of our streets look bad. Many businesses don't even clean up their own areas. Homeless leave belongings, junk and human waste everywhere. I as the building owner have to clean up everything they leave. I don't make the policies and I don't have the opportunity to influence the charities and other business owners. I am tired of looking the other way and accepting the homeless situation. If I had the chance to build my building again, I would have not chosen the UD.
- This survey does not contemplate residential buildings. We are in the midst of a housing emergency, the U-District was promised as a live work community yet there is no focus on those like us who are investing in the residential aspect of developing the neighborhood. We need a parking plan that works for both.