

Section 1: Business Profile (5 Mins)

- Business Name
- Email
- Phone Number
- Type of Business
- Years Operating in DTLA
 - Other locations
- Number of Employees

Section 2: Current Business Conditions (5 Mins)

- Current Business Conditions
- How would you describe your Business's current financial health?
- Compared to last year, has your revenue:
 - Increased significantly
 - Increased slightly
 - Stayed about the same
 - Decreased slightly
 - Decreased significantly
- What factors have most impacted your revenue this year (Select up to 3)
 - Foot Traffic Changes
 - Public Safety Concerns
 - Increased Operating Costs
 - Remote Work Reducing Customer Base
 - Competition
 - Supply Chain Issues
 - Staffing Shortages
 - Access to Capital
 - Regulatory or Permitting Challenges
- How would you rate current foot traffic in your area?
 - Very Strong
 - Strong
 - Moderate
 - Weak
 - Very Weak
- How has customer spending per visit changed?
 - Increased
 - Stayed the same
 - Decreased
 - Not Sure/Not Applicable

Section 3: Operating Challenges (5-7 Mins)

- What challenges does your business currently face?
 - Crime/public safety
 - Property crime/shoplifting

- Homelessness impacts
- Increasing rent or CAM charges
- Difficulty hiring workers
- Labor costs
- Utility costs
- Permit/regulatory delays
- Access to loans/capital
- Limited parking or transit access
- Decreasing customer base
- Other:
- How safe do you feel operating in DTLA?
 - Very safe
 - Somewhat safe
 - Neutral
 - Somewhat unsafe
 - Very unsafe
- Have safety concerns impacted your business hours or operations?

Section 4: Workforce & Staffing (3 mins)

- Are you currently hiring?
- How difficult has it been to recruit and retain staff?
 - Very difficult
 - Somewhat difficult
 - Not difficult
 - Not applicable
- Do you anticipate workforce needs changing within the next year?
 - Increasing staff
 - Maintaining current staffing
 - Reducing staff
 - Unsure

Section 5: Outlook & Future plans

- How optimistic are you about business condition in DTLA over the next 12 months?
 - Very optimistic
 - Somewhat optimistic
 - Neutral
 - Somewhat pessimistic
 - Very pessimistic
- Does your business plan to:
 - Expand
 - Maintain current operations
 - Downsize
 - Relocate outside DTLA
 - Consider permanent choice
 - Unsure

- What would most improve your business operations (Select up to at least 3)
 - Increased safety & enforcement
 - More foot traffic
 - Marketing support/tourism promotion
 - Small business grants or loans
 - Clearer permitting & licensing processes
 - Lower operating costs
 - More parking availability
 - Better outreach from city agencies
 - Other:

Section 6: Support & Resources

- Which resources would be most valuable to your business?
 - Small business resource guide
 - Networking with other DTLA businesses
 - Access to small business loans/CDFI programs
 - Information on tax incentives or credits
 - Partnerships with chambers of commerce
 - Startup or innovation programs
 - Help navigating state agencies (FTB, SOS, EDD)
- What City/State agencies and/or organizations have you worked with?
 - California Franchise Tax Board
 - California Secretary of State
 - Employment Development Department
 - DTLA Chamber of Commerce
 - City Permit's office
 - Mayors Office
 - Other:
- If relevant, please talk more about your experiencing working with any of those entities

Section 7: Conclusion

- Open Feedback
- What is the most important issue affecting your business right now?
- What is one thing the City or DLANC could do to better support your business?
- Any additional comments or suggestions?