

DTLA Business Owner Interview Questions

Business Background

1. What originally attracted you to DTLA as a place to open or expand your business?
2. Can you talk about your customer base and how it has changed over time?

Economic Conditions & Operations

1. How has the current business climate in Downtown Los Angeles affected your business as of late?
2. In the past year, what changes have you noticed in customer traffic, spending patterns, or demand for your products/services?
3. What are the biggest challenges your business is currently facing? (rising costs, staffing, supply chain, safety, foot traffic, regulatory issues, etc.)
4. Have your personnel or hours of operation changed recently? if so, what factors influenced those decisions?
5. How have changes in wages, labor availability, or workplace expectations influenced your staffing situation?

Safety, Environment, & Community Conditions

1. How does safety and quality-of-life conditions in your area impact your business?
 - a. What kind of changes in the city environment have you seen in the past year or two that you feel might impact your business?
2. Does the presence of city services such as sanitation, LAPD, business outreach teams, etc. impact daily operations?

Costs, Policy & Regulation

1. What city policies have had the biggest impact on your business—either helpful or challenging?
2. Are there regulatory, permitting, or tax-related processes that you think could be improved? How so?
3. What barriers or administrative challenges make it hard to operate day-to-day
 - a. Have you had issues with permit process from the city?

Support, Resources & Collaboration

1. What types of support or resources – from the Neighborhood council or the City – would make the biggest difference for your business?
2. How do you currently find information about business resources, grants, regulations, or city programs?
3. Would you be interested in collaborating with other business owners or local stakeholders on improvement initiatives? Why or why not?
 - a. Could be an identifying question for business community stakeholders to invite to BIC

Closing

19. How optimistic or concerned are you about doing business in DTLA over the next few years, and why?
20. Is there anything else you would like to share about your experience doing business in Downtown Los Angeles that we haven't covered?