

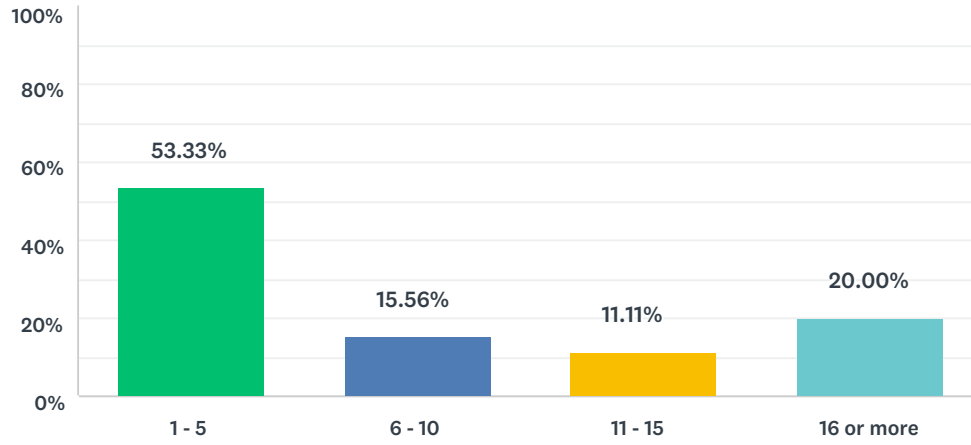
Q1 Business Name (optional):

Answered: 31 Skipped: 17

#	RESPONSES	DATE
1	Victoria's Secret	10/9/2017 9:47 AM
2	Tolson Drug	10/9/2017 9:44 AM
3	Dillards	10/6/2017 3:14 PM
4	Factory Connection	10/3/2017 1:01 PM
5	High Handsome	10/3/2017 12:57 PM
6	River City Florist	10/3/2017 12:54 PM
7	Xtreme Trendz	9/26/2017 1:33 PM
8	The Snob Shop Exchange	9/26/2017 1:27 PM
9	Capital Candy/Mr. Bulky's	9/26/2017 1:24 PM
10	GNC	9/22/2017 3:21 PM
11	Fine Mess Boutique	9/22/2017 3:14 PM
12	Downtown Book & Toy	9/22/2017 2:56 PM
13	United Landscape	8/11/2017 4:46 PM
14	Ana Maries Bridal	8/11/2017 9:08 AM
15	Spectators Bar and Grill	8/10/2017 5:17 PM
16	Smoothie King	8/10/2017 2:28 PM
17	CenturyLink Retail Store	8/10/2017 2:17 PM
18	Jefferson City Autoplex	8/10/2017 2:09 PM
19	LaBelle Cabinetry & Lighting	8/10/2017 1:30 PM
20	Kwik Kar	8/7/2017 12:02 PM
21	Best Buy	8/4/2017 6:49 PM
22	Zesto	8/3/2017 8:28 PM
23	Sylvan Learning Center, Jefferson City location	8/2/2017 12:51 PM
24	Will West Music & Sound	8/2/2017 11:07 AM
25	Tan Club	8/2/2017 10:25 AM
26	Culligan	8/2/2017 10:10 AM
27	Hy-Vee Food Store	8/2/2017 10:02 AM
28	J Street Vintage	8/2/2017 10:00 AM
29	Spyder Technologies	8/2/2017 9:53 AM
30	Classroom Connection	8/2/2017 9:40 AM
31	beautiful home interiors	8/2/2017 9:29 AM

Q2 Total number of full-time employees?

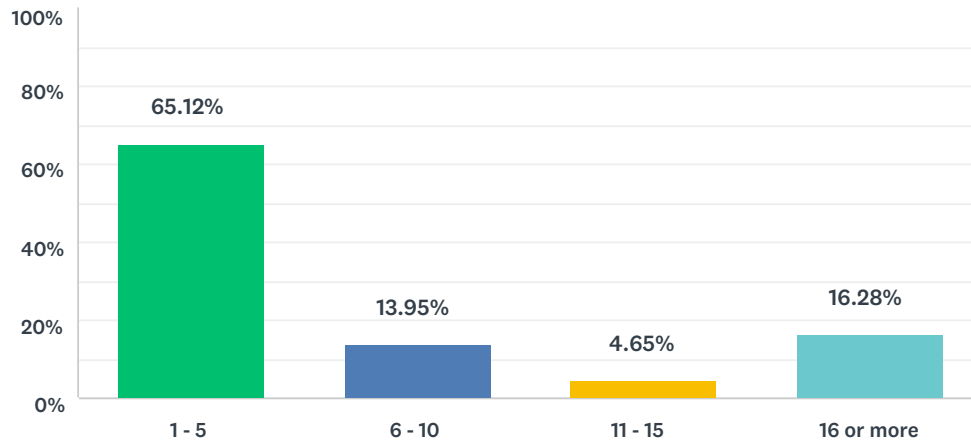
Answered: 45 Skipped: 3



ANSWER CHOICES	RESPONSES	
1 - 5	53.33%	24
6 - 10	15.56%	7
11 - 15	11.11%	5
16 or more	20.00%	9
TOTAL		45

Q3 Total number of part-time employees (less than 35 hours per week)?

Answered: 43 Skipped: 5



ANSWER CHOICES	RESPONSES	
1 - 5	65.12%	28
6 - 10	13.95%	6
11 - 15	4.65%	2
16 or more	16.28%	7
TOTAL		43

Q4 What are the store hours?

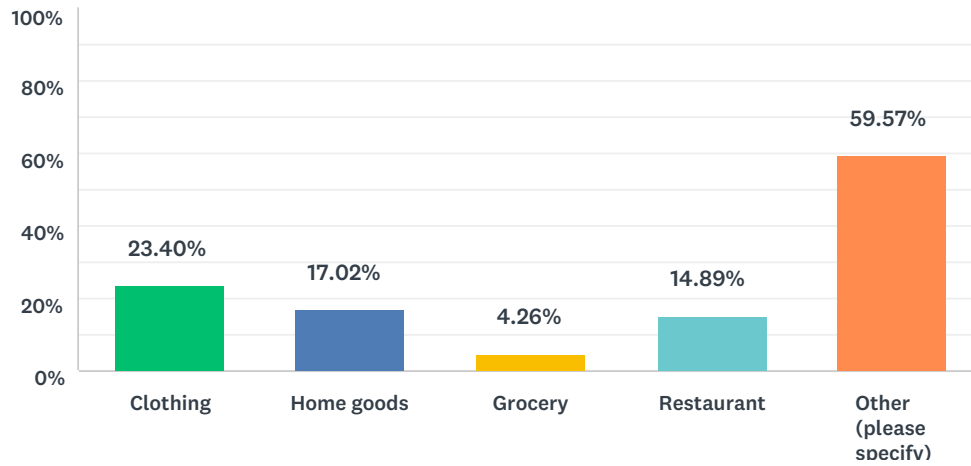
Answered: 46 Skipped: 2

#	RESPONSES	DATE
1	M - S 10am - 9pm Sun - 11am - 6pm	10/9/2017 9:47 AM
2	M - F 9am - 5:30pm Sat 9am - 2pm Sun - Closed	10/9/2017 9:44 AM
3	M - S 10am - 9pm Sun 12pm - 6pm	10/6/2017 3:14 PM
4	M-S 10am- 5pm Sun 11am - 6pm	10/3/2017 1:01 PM
5	M - F 10am - 5:30pm Sat - 10am - 4pm Sun - Closed	10/3/2017 12:57 PM
6	M-F 7:30am - 6pm Sat - 8:30am - 5pm Sun - Closed	10/3/2017 12:54 PM
7	10am - 9pm	9/26/2017 1:35 PM
8	M-F 10-8 Sat 10-6 Sun 11-6	9/26/2017 1:33 PM
9	M-S 10am - 6pm	9/26/2017 1:27 PM
10	M-Sat 10am - 9pm Sun- 11am - 6pm	9/26/2017 1:24 PM
11	M-S 10-9 Sun 10-6	9/22/2017 3:21 PM
12	M-S 10-6	9/22/2017 3:14 PM
13	M-F 9-6 Sat 9-5 Sun 9:30-1:30	9/22/2017 2:56 PM
14	8-530	8/11/2017 4:46 PM
15	varies depending on day and season.	8/11/2017 9:08 AM
16	Mon - Sat 11:00 am to 1:30 am and Sun 11:00 am to midnight	8/10/2017 5:17 PM
17	7am-10pm	8/10/2017 2:28 PM
18	8:30 AM to 6:30 PM Monday Thru Friday 10:00AM to 2:00 PM Saturday Sunday Closed	8/10/2017 2:17 PM
19	10 am - 9 pm	8/10/2017 2:14 PM
20	7am to 7pm 8am to 6pm	8/10/2017 2:09 PM
21	8-5 Monday - Friday	8/10/2017 1:30 PM
22	7a to 7p Monday thru Saturday, 9a to 4p Sunday	8/7/2017 12:02 PM
23	M-F 7:30-5 / Sat. 8-4pm / Sun. 10-3pm	8/5/2017 8:48 AM
24	7:30-5:00	8/4/2017 8:39 PM
25	Sunday 11A-8P Monday through Saturday 10A-9PM	8/4/2017 6:49 PM
26	11am to 9pm	8/3/2017 8:28 PM
27	8:00 am - 6:00 pm	8/3/2017 6:53 AM
28	24 hours	8/2/2017 10:07 PM
29	10-9 Monday-Saturday 11-6 sunday	8/2/2017 9:20 PM
30	10-5 Wednesday-Saturday	8/2/2017 1:43 PM
31	Office hours 9-6:30; Tutoring hours 4:30-7:30 Monday through Thursday, 4:30-6:30 Fridays and 9:30-12:30 Saturdays . Sundays are ACT prep 12:30-4:30	8/2/2017 12:51 PM
32	m-t 9 to 6 fri 9 to 8 sat 9 to 5	8/2/2017 12:12 PM
33	10-5	8/2/2017 11:47 AM
34	9-6 mon-foi 9-4 sat	8/2/2017 11:07 AM

35	7:00am - 5:30pm	8/2/2017 10:57 AM
36	7-6	8/2/2017 10:49 AM
37	9-8 M-F 9-5 Sat 11-5 Sunday	8/2/2017 10:25 AM
38	10-5:30	8/2/2017 10:17 AM
39	7:30 - 4:30	8/2/2017 10:13 AM
40	M-F 8-5	8/2/2017 10:10 AM
41	24 hours	8/2/2017 10:02 AM
42	Fridays 5-8 pm, Saturdays 9-4 and Sundays 1-4	8/2/2017 10:00 AM
43	9 AM to 6 PM M-F 9 AM to 1 PM Sat Closed Sundays	8/2/2017 9:53 AM
44	Mon-Fri 9-6 Sat 9-2	8/2/2017 9:40 AM
45	M-F 8-5	8/2/2017 9:33 AM
46	mon -Friday 8-5 sat 9-12	8/2/2017 9:29 AM

Q5 Type of retailer (check all that apply):

Answered: 47 Skipped: 1



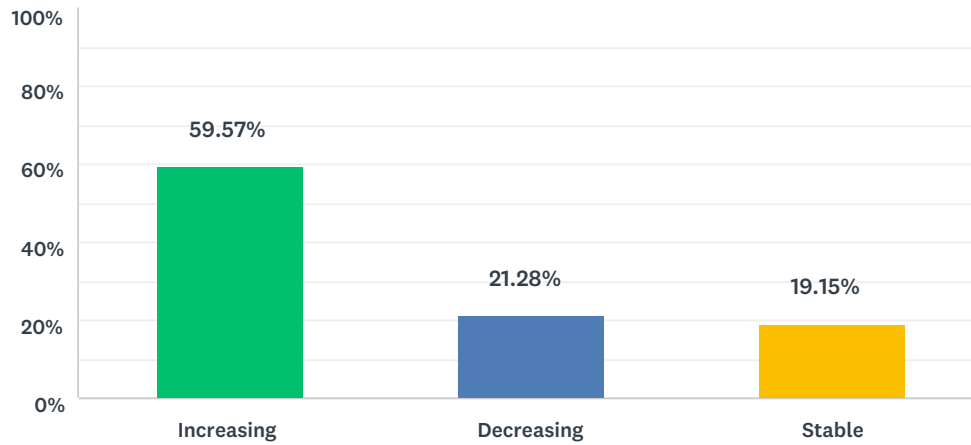
ANSWER CHOICES	RESPONSES	
Clothing	23.40%	11
Home goods	17.02%	8
Grocery	4.26%	2
Restaurant	14.89%	7
Other (please specify)	59.57%	28
Total Respondents: 47		

#	OTHER (PLEASE SPECIFY)	DATE
1	Women's Lingerie	10/9/2017 9:47 AM
2	Pharmacy	10/9/2017 9:44 AM
3	Shoes, cosmetics, accessories	10/6/2017 3:14 PM
4	Floral and gifts	10/3/2017 12:54 PM
5	Action sports - clothing, shoes, skateboards, disc golf	9/26/2017 1:33 PM
6	Candy, Fudge, Coffee, Gift baskets and bags	9/26/2017 1:24 PM
7	Health supplements	9/22/2017 3:21 PM
8	Books & Toys	9/22/2017 2:56 PM
9	Landscape Nursery / Supplies	8/11/2017 4:46 PM
10	Internet, TV, Home Phone Service, and small business needs	8/10/2017 2:17 PM
11	Automotive	8/10/2017 2:09 PM
12	Cabinetry and Lighting or Building Materials	8/10/2017 1:30 PM
13	carwash, detail, oil change	8/7/2017 12:02 PM
14	Truck Equipment	8/4/2017 8:39 PM
15	Consumer Electronics	8/4/2017 6:49 PM
16	Collectibles antiques	8/2/2017 1:43 PM
17	Tutoring	8/2/2017 12:51 PM

18	Furniture	8/2/2017 12:12 PM
19	musical instruments, sound systems, projection systems, lessons, repair etc	8/2/2017 11:07 AM
20	auto parts	8/2/2017 10:57 AM
21	Retail / Salon	8/2/2017 10:25 AM
22	Fire Equipment	8/2/2017 10:13 AM
23	water treatment	8/2/2017 10:10 AM
24	Vintage goods	8/2/2017 10:00 AM
25	TV, Internet, Security	8/2/2017 9:53 AM
26	Educational Materials	8/2/2017 9:40 AM
27	Insurnace	8/2/2017 9:33 AM
28	flooring	8/2/2017 9:29 AM

Q6 Over the past 12 months, are your sales:

Answered: 47 Skipped: 1

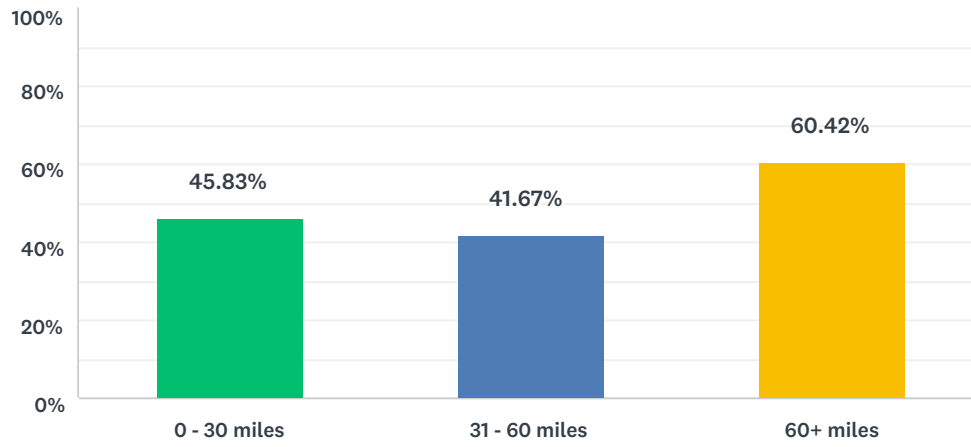


ANSWER CHOICES	RESPONSES	
Increasing	59.57%	28
Decreasing	21.28%	10
Stable	19.15%	9
TOTAL		47

#	COMMENTS:	DATE
1	We have only been open one year in October - When we first opened we were very busy - We've leveled out.	10/3/2017 1:01 PM
2	Only 2 florists in town :)	10/3/2017 12:54 PM
3	Our new management has been able to change our tactics and help increase our growth.	9/22/2017 3:21 PM
4	Seasonal	8/11/2017 4:46 PM
5	We have new management and increased inventory.	8/10/2017 2:09 PM
6	New business	8/2/2017 11:47 AM
7	Customers are more hopeful about our country it seems to me	8/2/2017 11:07 AM
8	Overall fairly stable but the climate is still very challenging and sales are not at the level that they could/should be for a recovering economy.	8/2/2017 10:00 AM
9	More and more, people shop online rather than patronizing local stores. Would be great to promote "Shop Local".	8/2/2017 9:40 AM
10	up 75%	8/2/2017 9:29 AM

Q7 Radius of customers serviced (check all that apply)?

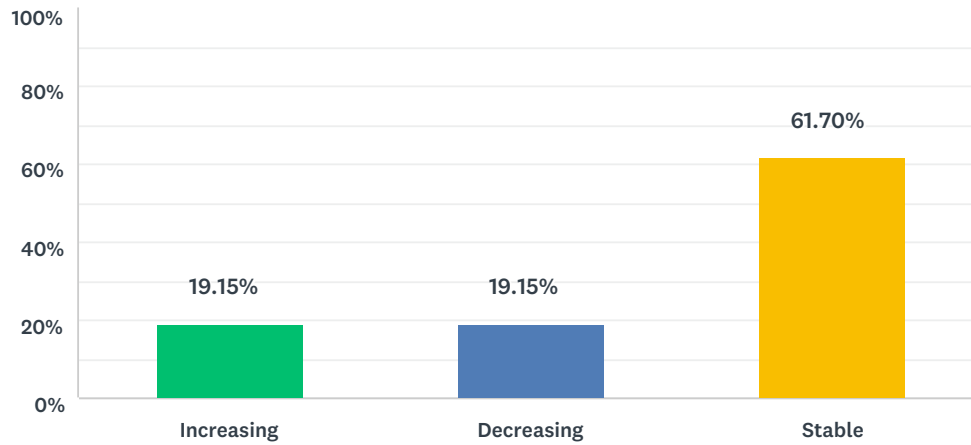
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
0 - 30 miles	45.83%	22
31 - 60 miles	41.67%	20
60+ miles	60.42%	29
Total Respondents: 48		

Q8 Is the competition within your local market:

Answered: 47 Skipped: 1

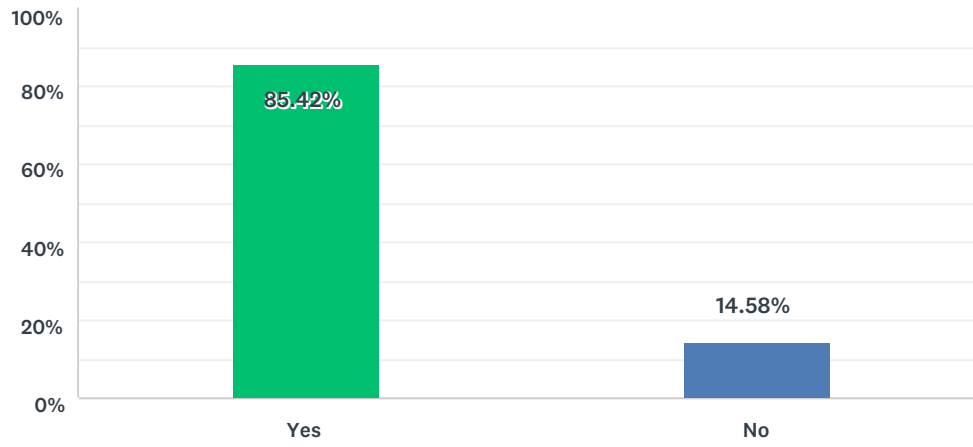


ANSWER CHOICES	RESPONSES	
Increasing	19.15%	9
Decreasing	19.15%	9
Stable	61.70%	29
TOTAL		47

#	COMMENTS:	DATE
1	No new stores have opened in the holistic market since supplement super store moved into town.	9/22/2017 3:21 PM
2	Mainly online boutiques	9/22/2017 3:14 PM
3	One or more of the similar companies in the county are slowing down or changing hands	8/11/2017 4:46 PM
4	2 new resale clothing shops have opened in the past month in my general vicinity	8/2/2017 11:47 AM
5	All nearby educational stores such as Columbia, Lake, Rolla, have all closed due to decreasing sales	8/2/2017 9:40 AM

Q9 Do you have a website?

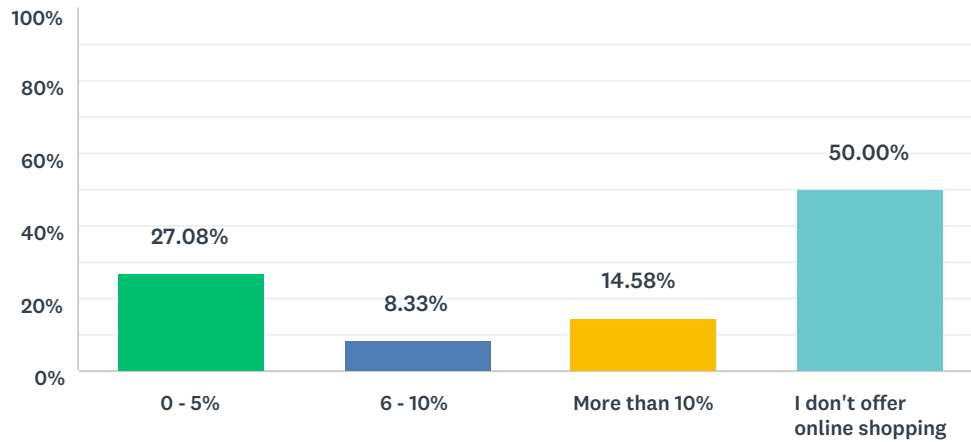
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	85.42%	41
No	14.58%	7
TOTAL		48

Q10 Do you offer online shopping? If yes, what percent of total sales?

Answered: 48 Skipped: 0

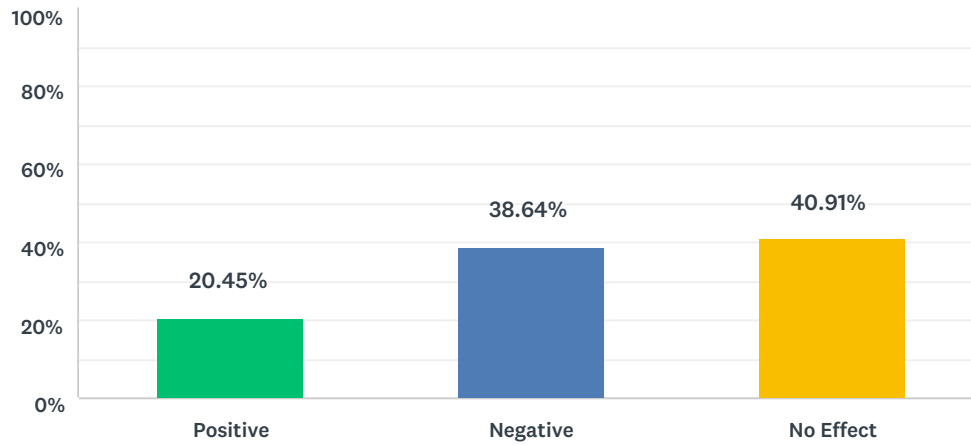


ANSWER CHOICES	RESPONSES	
0 - 5%	27.08%	13
6 - 10%	8.33%	4
More than 10%	14.58%	7
I don't offer online shopping	50.00%	24
TOTAL		48

#	COMMENTS:	DATE
1	Only online sales for product not in stock. Can ship directly to customers with free shipping rates.	9/22/2017 3:21 PM
2	We ship products nationwide.	8/4/2017 6:49 PM
3	Only our STEM and ACT are offered online.	8/2/2017 12:51 PM
4	Increasing for us	8/2/2017 11:07 AM
5	Etsy shop with only a couple items...not representative of the broad mix in-store.	8/2/2017 10:00 AM

Q11 What impact has online shopping in general had on your business?

Answered: 44 Skipped: 4

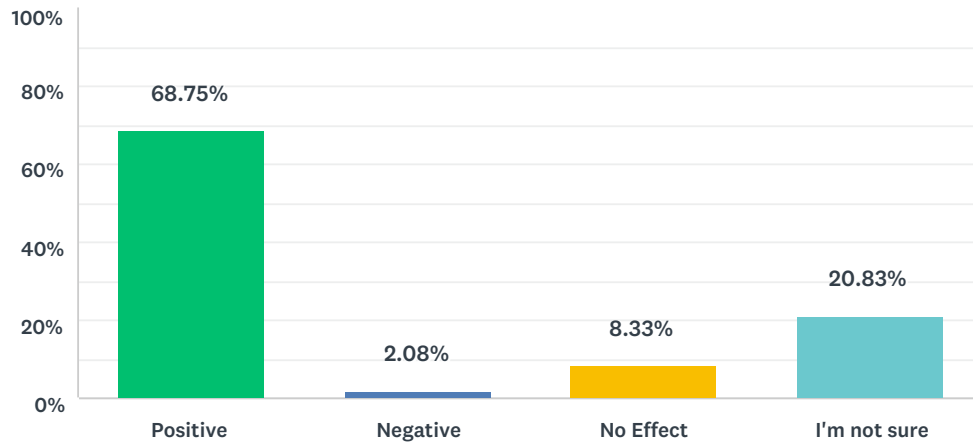


ANSWER CHOICES	RESPONSES	
Positive	20.45%	9
Negative	38.64%	17
No Effect	40.91%	18
TOTAL		44

#	COMMENTS:	DATE
1	Pictures of flowers are photo-shopped and edited. It's just not realistic.	10/3/2017 12:54 PM
2	Online shopping is hurting us as it in directly means less customers in the mall.	9/26/2017 1:24 PM
3	Places like Amazon have taken some business but the knowledge of our quality products still gives us a massive competitive advantage.	9/22/2017 3:21 PM
4	We are experiencing double digit growth in our online business.	8/4/2017 6:49 PM
5	Amazon is the 600 pound gorilla for all mom and pop/brick and mortar stores	8/2/2017 11:07 AM
6	I think you mean online consumer shopping with businesses such as Amazon rather than how my online shopping cart has impacted my business. If that is right, then Amazon and online shopping is negatively impacting our community.	8/2/2017 10:00 AM
7	As commented earlier, online shopping from large outlets such as Amazon has definitely affected storefront sales.	8/2/2017 9:40 AM
8	but we were not really in the game we are changing that	8/2/2017 9:29 AM

Q12 How would additional retail growth impact your business?

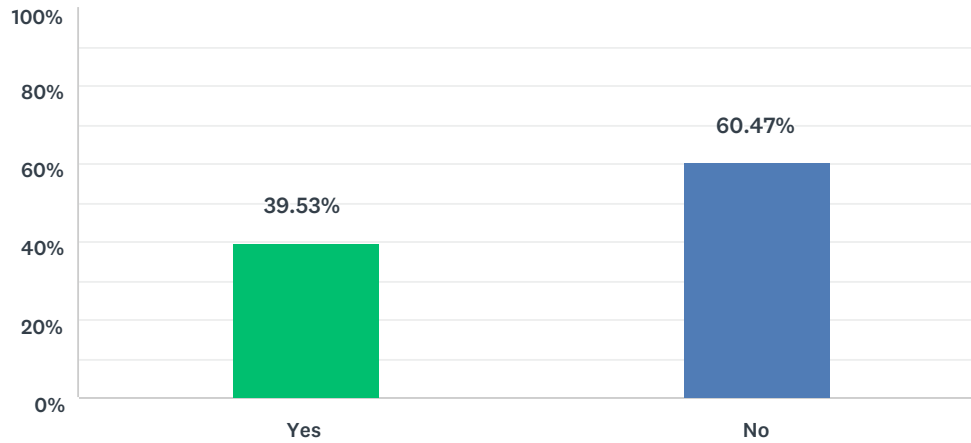
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
Positive	68.75%	33
Negative	2.08%	1
No Effect	8.33%	4
I'm not sure	20.83%	10
TOTAL		48

Q13 Do you think Jefferson City lacks retail offerings? If yes, what affect does this have on your business?

Answered: 43 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	39.53%	17
No	60.47%	26
TOTAL		43

#	COMMENTS:	DATE
1	Keep people in the community shopping and spending money local if more options in Jeff City. People have a tendency to drive to Columbia, STL and Kansas City to shop or go online.	10/6/2017 3:14 PM
2	More retail offerings mean more walk-in traffic which is good.	10/3/2017 12:57 PM
3	Children's stores	9/26/2017 1:35 PM
4	Jeff City has way to many bargain stores so customers are very frugal when they walk into a real store.	9/26/2017 1:33 PM
5	The retail stores/mall etc. are losing business to Columbia.	9/26/2017 1:24 PM
6	The mall needs stores...period.	9/22/2017 3:21 PM
7	Yes. This helps to stabilize the similar industries, and keeps my target market focused.	8/11/2017 4:46 PM
8	Several empty storefronts- if filled w retail would result in increased foot traffic to my business.	8/10/2017 5:17 PM
9	There are TONS of restaurants in town. I think that actually makes business for us more difficult, and this is our toughest store to find employees.	8/10/2017 2:28 PM
10	I think for the size of the community, JC has adequate retail offerings. More is obviously better, but there's a tipping point where new retailers may smother some of the current ones in the market.	8/10/2017 2:14 PM
11	I think there needs to be more for young people to do. Age 5 to 18. That would keep people interested at young ages to town.	8/10/2017 2:09 PM
12	Yes, but we need more manufacturing and tech jobs to attract more population.	8/7/2017 12:02 PM
13	Not enough reasons for people to come to mall.	8/2/2017 9:20 PM
14	WE have most areas covered. Sure, it would be nice to have an Olive Garden, but we have local restaurants like Madison's that cover that.	8/2/2017 11:07 AM
15	People have to drive to Columbia or the Lake, which takes business, revenue, and taxes out of our town	8/2/2017 10:02 AM

16	No, I think we have wonderful retail opportunities but don't think we promote them all that well.	8/2/2017 10:00 AM
17	Unknown	8/2/2017 9:40 AM

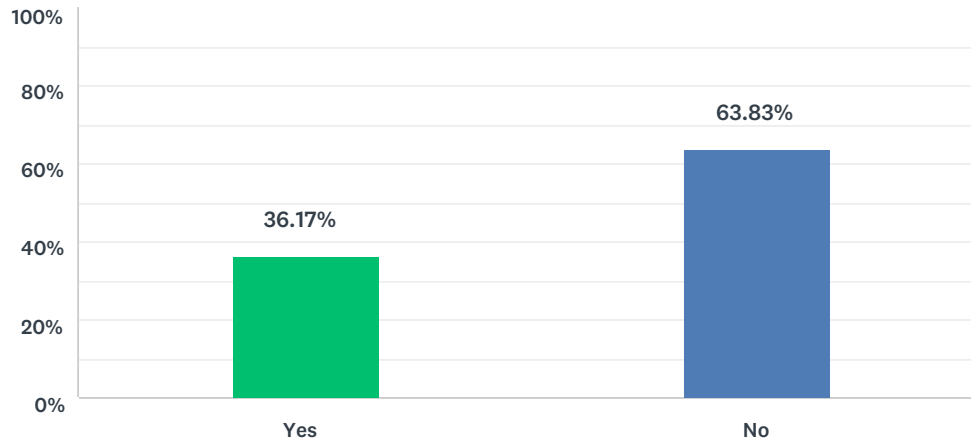
Q14 If you think Jefferson City lacks retail offerings, what retailers do you think we lack?

Answered: 11 Skipped: 37

#	RESPONSES	DATE
1	Higher end retailers. We have plenty of lower end/thrift shop retailers.	10/6/2017 3:14 PM
2	Need Aero	10/3/2017 1:01 PM
3	More retail offerings in general.	10/3/2017 12:57 PM
4	Young orientated stores such as Hot Topic, Spencers	9/26/2017 1:33 PM
5	The Mall is lacking in food service offerings	9/26/2017 1:24 PM
6	Fine Arts, Fine Dining. We have "nice" places to eat, but when I want a fabulous place to take my wife, I am very limited.	8/11/2017 4:46 PM
7	Successful ones!	8/10/2017 5:17 PM
8	Again, Children's Entertainment.	8/10/2017 2:09 PM
9	Restaurants	8/2/2017 10:13 AM
10	Clothing, teenage clothing, fine dinning	8/2/2017 10:02 AM
11	quality	8/2/2017 9:44 AM

Q15 Are you losing business to other retail markets such as Columbia, Lake Ozark, St. Louis or Kansas City?

Answered: 47 Skipped: 1

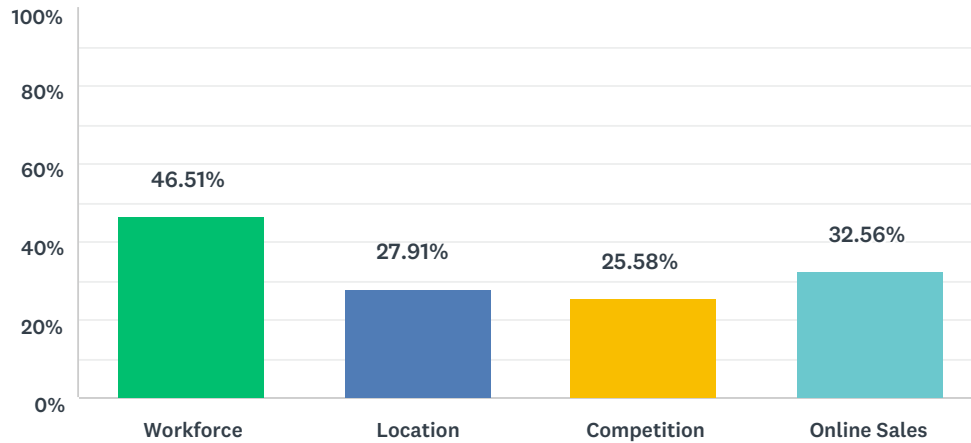


ANSWER CHOICES	RESPONSES	
Yes	36.17%	17
No	63.83%	30
TOTAL		47

#	COMMENTS:	DATE
1	Osage Beach Mall and Columbia Mall - more name brand stores	10/3/2017 1:01 PM
2	Just a little	10/3/2017 12:54 PM
3	Columbia is too far for most to travel when we can give direct shipping to them instead.	9/22/2017 3:21 PM
4	Visiting various boutiques is the nature of the business. As much as I would like to, there is now way I could have the prefect dress for every bride.	8/11/2017 9:08 AM
5	With the population in JC, we can't handle all of the options that the bigger markets can, so of course we will lose some business to the larger markets.	8/10/2017 2:14 PM
6	We always do because of people's perception of a "deal" vs. inventory and choices.	8/10/2017 2:09 PM
7	In terms of competition, Amazon is the biggest.	8/4/2017 6:49 PM
8	probably St. Louis and Kansas City, we don't carry everything, but they are not real competition for us. We are striving to increase our service sales to compensate and we are providing more service with our sales.	8/2/2017 11:07 AM
9	reall do not know	8/2/2017 9:29 AM

Q16 What are your business's greatest challenge(s) (check all that apply)?

Answered: 43 Skipped: 5

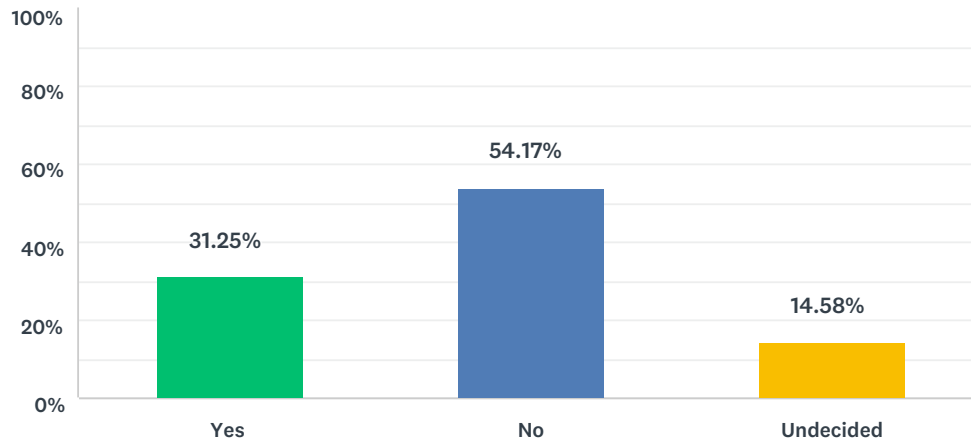


ANSWER CHOICES	RESPONSES	
Workforce	46.51%	20
Location	27.91%	12
Competition	25.58%	11
Online Sales	32.56%	14
Total Respondents: 43		

#	COMMENTS:	DATE
1	When obituaries say "In lieu of flowers".	10/3/2017 12:54 PM
2	Mall is hurting for business.	9/22/2017 3:21 PM
3	Weather, Product selection, and mostly because I am running a store that thrives on citizens with disposable income.	8/11/2017 4:46 PM
4	The cheap knock offs for designer gowns is something the bridal industry is fighting at the national level. It hurts retailers and manufactures.	8/11/2017 9:08 AM
5	Subsidized competition	8/2/2017 10:07 PM
6	Always looking for certified teachers to hire!	8/2/2017 12:51 PM
7	workforce is a challenge to keep everyone on their toes and increasing their knowledge and being able to keep employee costs inline with sales.	8/2/2017 11:07 AM
8	Hard to get good workers, competition comes in our store to see what we have, and Carrie Tergin running around town advertising for free on the cities dime.	8/2/2017 10:17 AM
9	Economy, people are still not spending at the levels they were prior to the recession and it may be a shift in values as the younger demographic collects experiences over stuff	8/2/2017 10:00 AM

Q17 Is the area's low unemployment affecting your business?

Answered: 48 Skipped: 0

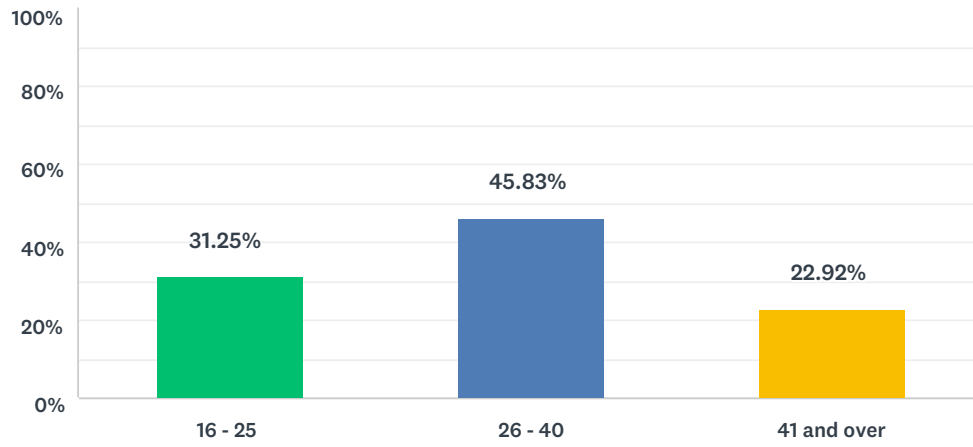


ANSWER CHOICES	RESPONSES	
Yes	31.25%	15
No	54.17%	26
Undecided	14.58%	7
TOTAL		48

#	COMMENTS:	DATE
1	I drug screen and background every employee. These measures usually filter out 95% of my potential employees that apply for the field services positions.	8/11/2017 4:46 PM
2	Entry level positions are experiencing high turnover rates, forcing us to increase wages	8/10/2017 2:14 PM
3	More difficult to find quality full time employees.	8/7/2017 12:02 PM
4	It is very difficult to find talent right now. I have numerous positions to hire for and I am willing to pay north of \$11 and I am still not seeing an uptick in quality applicants.	8/4/2017 6:49 PM
5	It should help if more people have jobs and are spending it.	8/2/2017 11:07 AM
6	I think the low unemployment helps retail because that means more people are working creating more disposable income	8/2/2017 10:02 AM
7	When the schools cut the amount of money available to teachers for classroom supplies, it affects our business.	8/2/2017 9:40 AM
8	I do not want quantity we lack quality that want to work	8/2/2017 9:29 AM

Q18 What is the age range of the majority of your employees?

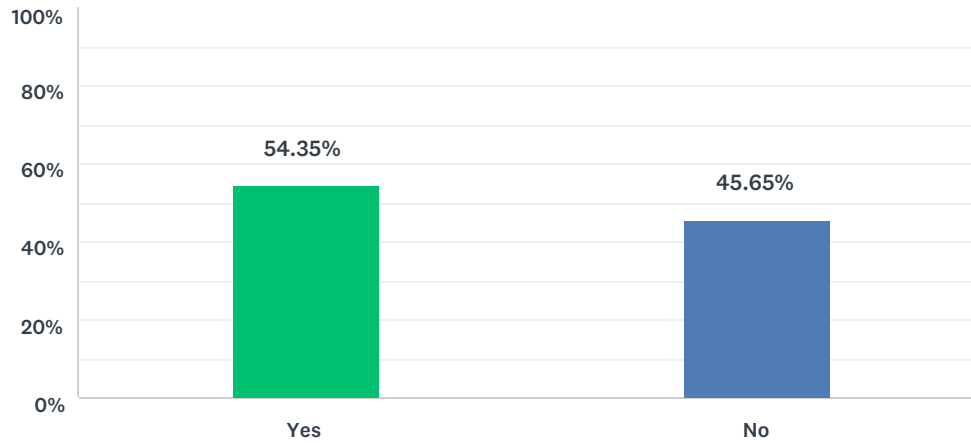
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
16 - 25	31.25%	15
26 - 40	45.83%	22
41 and over	22.92%	11
TOTAL		48

Q19 Are you experiencing a shift in shopping patterns (i.e. online, price comparing, big box vs. mom & pop)?

Answered: 46 Skipped: 2

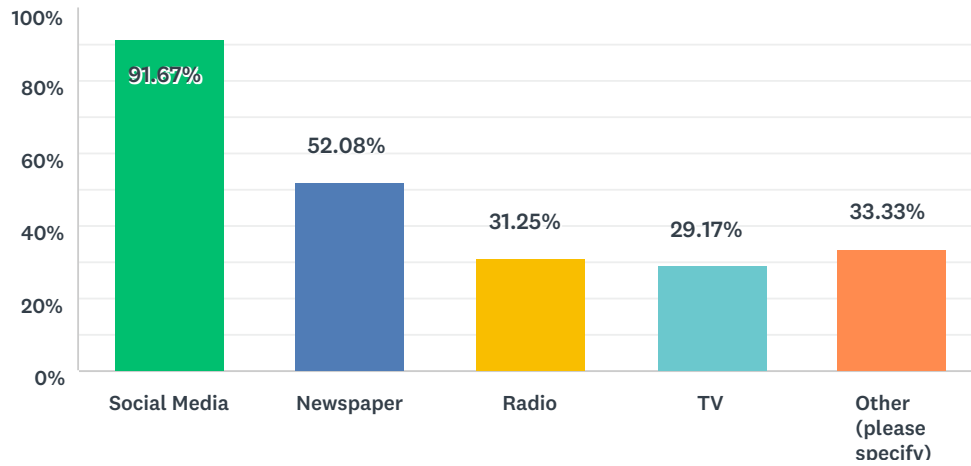


ANSWER CHOICES	RESPONSES	
Yes	54.35%	25
No	45.65%	21
TOTAL		46

#	COMMENTS:	DATE
1	Online	10/3/2017 12:57 PM
2	I feel that with so many big box failing people are starting to come back to small stores.	9/26/2017 1:33 PM
3	Things like Amazon Prime and Best Buys price match is making our customer base shift.	9/22/2017 3:21 PM
4	Jefferson City still has a lot of love for the small stores.	8/11/2017 4:46 PM
5	The phone is actually coming back. People have been shopping online then calling on the phone to set appointments or check inventory.	8/10/2017 2:09 PM
6	experience some of that but some people like to still buy local and want that customer service on line can't give them.	8/10/2017 1:30 PM
7	Customers are always changing how they shop. There is definitely a rise in online shopping. Price comparing and price matching is a part of our business, and we price match online retailers to keep the business in Jefferson City.	8/4/2017 6:49 PM
8	More online, going out of town	8/2/2017 9:20 PM
9	Many people will compare online pricing and look for reviews on items, often in front of you (which is better than leaving, at least you have a shot at a fair comparison)	8/2/2017 11:07 AM
10	online provides customers with more information and usually it is not in a good way because the information is usually skewed. price comparing is also harmful because shoppers are usually thinking lower price is better. this is also true with big box.	8/2/2017 10:10 AM
11	more and more people are using online shopping, and they want products ready to eat. Less people are cooking at home and want convenience, grab and go	8/2/2017 10:02 AM
12	Definitely online and price comparing with Amazon & big box. I think if online sales were required to collect sales tax, that would help also. Now most of the online shopping is tax exempt.	8/2/2017 9:40 AM
13	again I do not have a real read on that	8/2/2017 9:29 AM

Q20 How do you market/advertise your business (check all that apply)?

Answered: 48 Skipped: 0

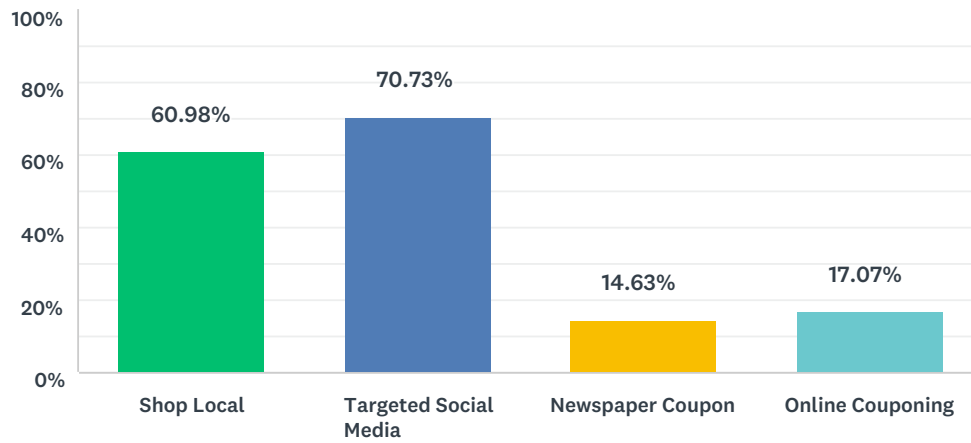


ANSWER CHOICES	RESPONSES	
Social Media	91.67%	44
Newspaper	52.08%	25
Radio	31.25%	15
TV	29.17%	14
Other (please specify)	33.33%	16
Total Respondents: 48		

#	OTHER (PLEASE SPECIFY)	DATE
1	Billboards and magazines	10/9/2017 9:47 AM
2	Word of mouth	10/6/2017 3:14 PM
3	Word of mouth	10/3/2017 12:57 PM
4	We call and email customers based on their specific needs.	9/26/2017 1:35 PM
5	Supporting and sponsoring local disc golf and skate.	9/26/2017 1:33 PM
6	HBA, Chamber, Network groups, Church, School	8/11/2017 4:46 PM
7	Local magazines	8/11/2017 9:08 AM
8	City Magazine and Capital Lifestyles my biggest other than word of mouth.	8/10/2017 1:30 PM
9	In person	8/2/2017 10:07 PM
10	Direct mailings	8/2/2017 9:20 PM
11	Word of mouth estate sales	8/2/2017 1:43 PM
12	Corporate generated advertising	8/2/2017 12:51 PM
13	mostly word of mouth, internet (Google ads) always seem to be a little untrustworthy to me.	8/2/2017 11:07 AM
14	seo and sem as well as email marketing	8/2/2017 10:10 AM
15	Local sponsorship, publications, networking, etc.	8/2/2017 9:53 AM
16	Other Businesses	8/2/2017 9:33 AM

Q21 Identify promotional programs that have a positive impact on your business (check all that apply).

Answered: 41 Skipped: 7



ANSWER CHOICES	RESPONSES
Shop Local	60.98% 25
Targeted Social Media	70.73% 29
Newspaper Coupon	14.63% 6
Online Couponing	17.07% 7
Total Respondents: 41	

#	COMMENTS:	DATE
1	Special events like small business saturday	8/2/2017 1:43 PM
2	Don't know. I know I see a lot of customers at Charity events, etc. So we try and keep a top of mind awareness that way also. Lots of donations.	8/2/2017 11:07 AM
3	Offering a sales discount.	8/2/2017 9:40 AM
4	na	8/2/2017 9:29 AM

Q22 Please share additional comments regarding the Retail Climate in the Jefferson City area.

Answered: 17 Skipped: 31

#	RESPONSES	DATE
1	It would be nice if more downtown businesses were open on the weekends.	10/3/2017 12:54 PM
2	I feel that even though we have lost some chain stores the local retail is still pretty strong. Jeff City should try to bring in things such as concerts (major act) to bring people here to spend weekends instead of just assuming everyone is going to the Lake anyway.	9/26/2017 1:33 PM
3	The perception is the Jefferson City doesn't have what they are looking for so they must go the Columbia or the cities to find what they are looking for. I get comments that they are surprised they found top designers local.	8/11/2017 9:08 AM
4	I realize it's not a Columbia on retail offerings, but I don't like to shop much in Columbia either....too crowded and not the personal service I see here in Jefferson City!!	8/10/2017 1:30 PM
5	A better retail environment will happen if we have better employment opportunities to bring more population to Jefferson City.	8/7/2017 12:02 PM
6	I am filling out this survey on MO Tax Free Weekend. There are areas in STL and KC that are zero tax and see huge revenue gains from this weekend. Jefferson City and Cole County should really consider adopting a zero tax for next year. This would bring consumers from Columbia and the Lake area and in theory should help other businesses such as restaurants.	8/4/2017 6:49 PM
7	Retail is challenging. Our company has been changing promos frequently just trying to find what will drive our business, as well as offering instore events	8/2/2017 9:20 PM
8	Need more group advertising for small businesses and more promotion of small businesses by chamber rather than focus on just large employers	8/2/2017 1:43 PM
9	Although a lot of the downtown events are fun for the community, it actually has a negative impact on my shop. The streets are normally closed off early in the day, and sometimes for days at a time, therefore parking is an issue. A lot of these events are also not beneficial to retail shops as most people don't want to carry around shopping bags of clothing, or make the 2-3 block trip to put it in their vehicle.	8/2/2017 11:47 AM
10	I think the state cutting some jobs, and Lincoln cutting jobs and lowering pay has had a negative effect on some spending. Also MU cuts.	8/2/2017 11:07 AM
11	Love our community. The complaint social pages are harmful. One negative comment is sometimes difficult to overcome. Wish something could be done. Maybe an educational psa. About if you have had a bad experience talk to the business verses broadcasting in social media.	8/2/2017 10:25 AM
12	It's frustrating when we lose retailers because they are priced out of the market, i.e. Barnes and Noble and Petco.	8/2/2017 10:10 AM
13	We are the Capital City we should embrace change and be more progressive. I feel a majority of people in town resist change and want Jeff City to stay the way it has been for 100 years. This is why all of are younger population is leaving to go to a more progressive town were things are happening.	8/2/2017 10:02 AM
14	Low unemployment rate is killing me, and competition increasing wages is hurting my bottom line, as I am forced to be competitive.	8/2/2017 9:59 AM
15	not sophisticated	8/2/2017 9:44 AM
16	Promoting "Shop Local to keep local businesses in business" could have a positive effect. Too many businesses have left our city due to non support of the shoppers.	8/2/2017 9:40 AM
17	becoming more positive	8/2/2017 9:29 AM