

## 3.6 Business Representative Interview

### Q1 - What is the business type? - Selected Choice

Field	Choice Count
Retail	12
Food / Beverage	15

### Q2 - How many years has this location been open? - Selected Choice

Field	Choice Count
Less than 1 year	5
1-3 years	13
3-5 years	2
5+ years	7
Other	2

### Q3 - Who is your target customer? - Selected Choice

Field	Choice Count
Local residents	20
Tourists	11
Expats	11
Other	11

### Q4a\_1 - Over the next year, how do you expect your business to perform?

Field	Choice Count
Much worse	0

Slightly worse	4
About the same	6
Slightly better	13
Much better	6

## Q4b - Why do you think this?

Why do you think this?

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Not good Economic conditions

Mainly local workers and more tourists

Border opening bcp

Recovery from covid

More tourism

Recovery from covid

Recovery from covid and border opening

Business was down until COVID went byebye (people left)

Not enough people, people left, clients have left, need new people

Recovery from covid

Consistent

Because we are finally out of covid and we expect chinese customers to come back

Less COVID more tourists

He's closing his business maybe this year

Economic downturn

COVID is over and more tourists

Consistent for 20+ years

Recovery from covid

Less political problems

### Q5 - Right now, what is your business' biggest challenge? (CAN SELECT MULTIPLE) - Selected Choice

Field	Choice Count
Not enough customers	15
Not enough employees	7
Operating costs	8
Other	8

### Q6\_1 - It would bring more customers to my business if it was easier to walk in Central (for example, if sidewalks were wider and there were less cars).

Field	Choice Count
Disagree	5
Somewhat Disagree	0
Unsure	5
Somewhat Agree	6
Agree	13

### Q7 - How interested would you be in joining a business organization that does th...

Field	Not Interested	Somewhat Interested	Very Interested
Hosts events such as festivals and pop-up markets in Central, which member businesses can participate in.	8	8	13
Advertisement and promotion services	7	10	11

## Q8 - If a business organization organized these services would you be willing to pay a membership fee? - Selected Choice

Field	Choice Count
Yes	2
Maybe	20
No	5
Other	1

## Q14 - Comments

### Comments

Feels it is not worth the effort to join some sort of organization as a new business. Says there are little resources for small businesses. Believes that visibility of events is a major issue.

Has participated in small isolated collaborations.

Store experienced big success with a pop up store, but is uncertain for future events.

Used to host Christmas festival at old location, but not all businesses in the street would participate.

Has collaborated in Christmas Markets