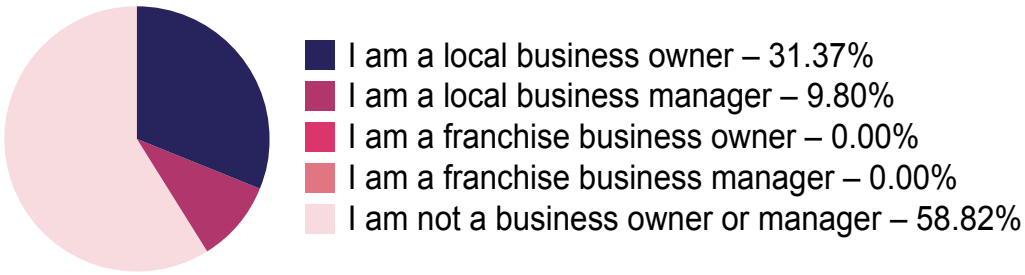
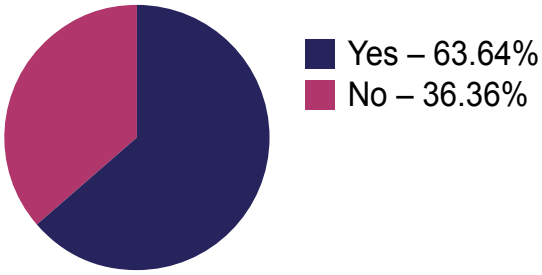
# SURVEY 3 – SUMMARY RESULTS

The Local Business Owners Survey asks respondents to give insight into the current conditions, challenges and opportunities that local businesses in Garland face. By understanding the economic landscape from those who operate within it daily, this survey will be utilized to guide important elements within the City's future Comprehensive Plan and will ultimately be used to create specific recommendations that guide decision-making, potential support programs, and strategies that bolster local businesses. A total of 51 responses were received: 51 English responses, 0 Spanish responses, and 0 Vietnamese responses.

## 1 How would you describe your role in Garland?




## 2 Do you live in Garland?




## 3 How long have you lived in Garland?

4 What city do you currently live in?

| | |
|---|---|
| Richardson | Garden Grove, CA |
| Heath | Dallas |
| Wylie | Wylie |

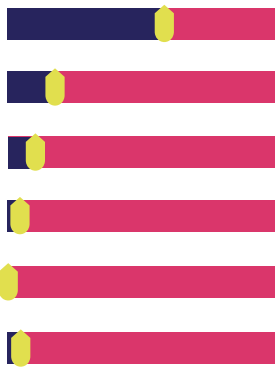
5 Please select the industry that best describes your business.

If you're unsure which your business falls under, please tell us your date industry here:

| | |
|---|---|
| Multi-family Condominiums | Industrial Design |
| Restaurant | Health and Fitness |
| Ceramic Artist | Multi-Family |

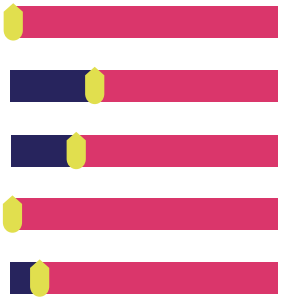
6 How long has your business been in Garland?

## 7 How many employees does your business currently have?



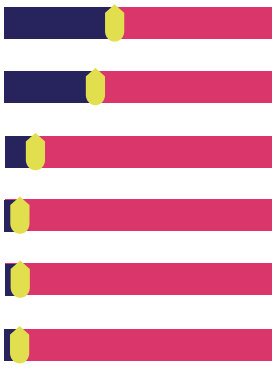
| | |
|---|---|
| **1-10** | 65.00% |
| **11-25** | 15.00% |
| **26-50** | 10.00% |
| **51-100** | 5.00% |
| **101-200** | 0.00% |
| **201+** | 5.00% |

## 8 On average, how many customers does your business serve weekly?



| | |
|---|---|
| **1-10** | 0.00% |
| **21-50** | 31.58% |
| **51-100** | 26.32% |
| **101-200** | 0.00% |
| **201+** | 10.53% |

## 9 Where are the majority of your customers located?

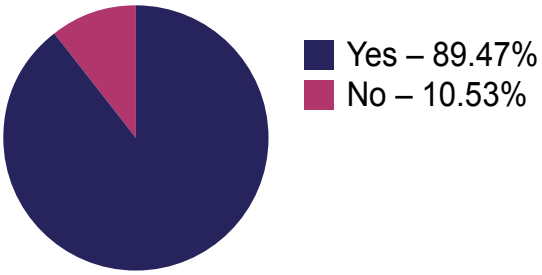


| | |
|---|---|
| **Within neighboring cities** | 40.00% |
| **Regional (other cities within the DFW Metro Area and Texas)** | 35.00% |
| **Within Garland** | 10.00% |
| **National (Outside of Texas)** | 5.00% |
| **International (Outside of the U.S.)** | 5.00% |
| **Unsure** | 5.00% |

10 Does your business experience seasonal fluctuations in sales?

| | |
|---|---|
| **SIGNIFICANTLY** | 15.79% |
| **MODERATELY** | 42.11% |
| **SLIGHTLY** | 26.32% |
| **NOT AT ALL** | 15.79% |

11 Does your business have an online presence?

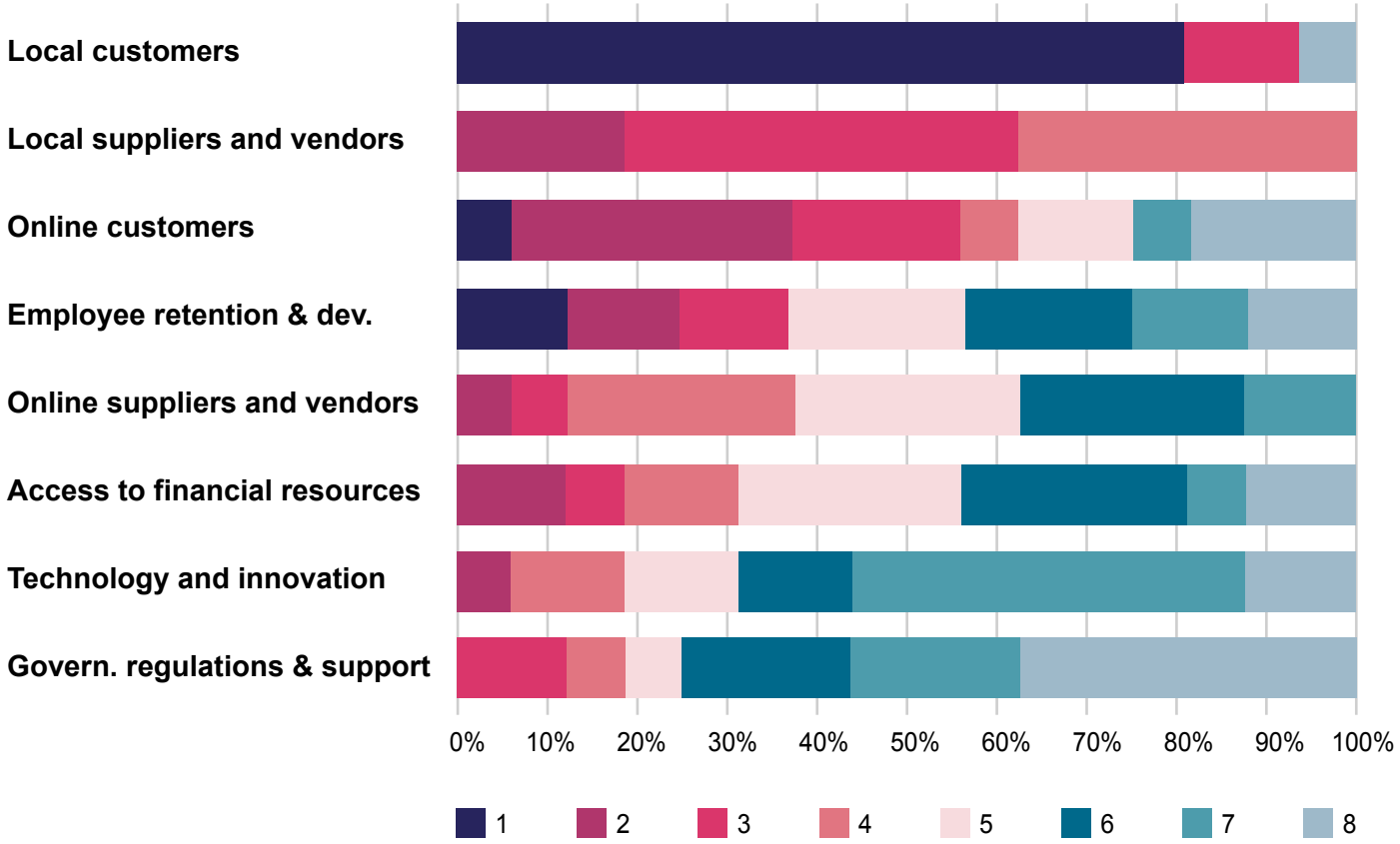



12 If you answered yes to the previous question, please select all platforms that you use (check all that apply).

| | |
|---|---|
| **WEBSITE** | 94.12% |
| **SOCIAL MEDIA** | 94.12% |
| **ONLINE MARKETPLACES** | 5.88% |
| **OTHER** | 11.76% |

**Toast - Uber** **Google Ads**

13 Please rank the following options in order of importance to your business by dragging and dropping them (where 1 = most important, 2 = second most important, etc.).




14 What is your primary method of communication with customers?

15 How often do you source products or services from other local businesses in or around Garland?

| | |
|---|---|
| **OFTEN** | 64.71% |
| **SOMETIMES** | 29.41% |
| **NEVER** | 5.88% |

16 What stops your business from sourcing local products or services?

**Better in Dallas**

17 How would you rate your business's involvement in the community?

| | |
|---|---|
| **NOT VERY INVOLVED – WE DO NOT...** | 5.56% |
| **NEUTRAL – WE OCCASIONALLY PARTICIPATE...** | 61.11% |
| **VERY INVOLVED – WE ACTIVELY PARTICIPATE...** | 33.33% |

18 What activities does your business participate in?

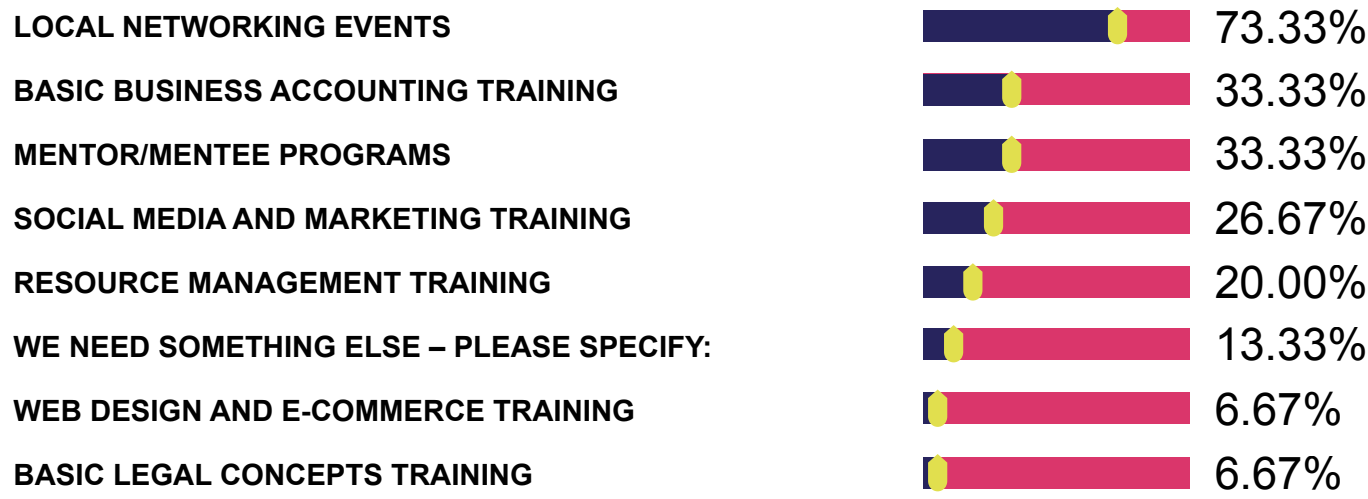
| | |
|---|---|
| **COLLABORATING WITH LOCAL ORGS/PARTNERS** | 75.00% |
| **SPONSORING LOCAL EVENTS OR INITIATIVES** | 62.50% |
| **HOSTING OR ORGANIZING EVENTS AND INITIATIVES** | 50.00% |
| **ALL OF THE ABOVE** | 37.50% |
| **OTHER** | 18.75% |

**Attending Local Markets** **The Garland Chamber** **Volunteer**

19 What is the biggest challenge you face operating in Garland?

**Normal new location business hurdles**

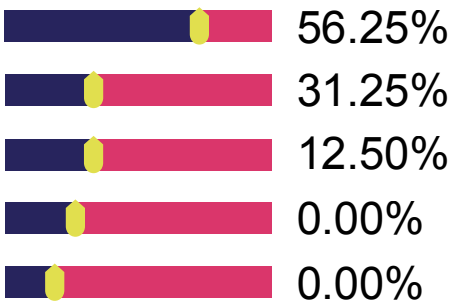
20 What resources would you find helpful as a local business owner? Select all that apply.




**Business Lending - Specific to Restaurants**

**Trade School Development**

21 How do you foresee the growth of your business in the next 5 years?




COULD YOU BRIEFLY EXPLAIN THE FACTORS INFLUENCING YOUR SELECTION?

**We are located downtown and the Revitalization efforts pay a significant role in forecasting. Would love to see focused efforts on bringing new restaurant and retail choices to the immediate area**

**New startup from July, these upcoming months production will increase significantly**

**Growth thru attrition**

**Garland has really started becoming a happening spot and being a local 3 generation Garland family owned and operated business, I see greater exposure**

**My SBA loan is holding me back. I do not make enough from my business to pay it off and grow.**

**Networking, Involving the company in the community**

**Garland having a more positive public perception, addition of new businesses and activities to do in Garland, my desire to grow my business**

22 Have you sought financial assistance through loans, grants, local investors, and/or other options in Garland?

| | |
|---|---|
| **YES** | 50.00% |
| **NO** | 50.00% |

23 Which of the following resources have you utilized?

| | |
|---|---|
| **LOANS** | 57.14% |
| **GRANTS** | 14.29% |
| **LOCAL INVESTORS** | 14.29% |
| **OTHER** | 42.86% |

**Business Advisor with SBDC office multiple lenders recommended for financial backing**

**Banking help**

**I have sought help, but not received it yet.**

24 How would you describe the ease of accessing these resources?

| | |
|---|---|
| **EASY** | 25.00% |
| **NEUTRAL** | 37.50% |
| **CHALLENGING** | 37.50% |

**Key Takeaways:**

**1. Per the results received, Garland local businesses have a wide reach as clientele from neighboring cities and other cities within the DFW metro area frequent them.**

**2. There is a desire for local businesses to meet and network with one another, which could be beneficial for business community expansion in Garland.**

**3. It appears that there is a barrier to accessing monetary resources by local businesses.**