



Economic Development Business Survey Results

December 2023

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Executive Summary

This report provides insights into how businesses owners and operators feel about their business ventures in Arvada today. In addition, it provides comparisons to the 2021 survey period to assess how attitudes may be shifting over time. That said, it is important to remember that the last survey effort took place during the COVID-19 pandemic. Vaccines were just beginning to make their way to the general population creating a sense of both optimism and trepidation. While this does not negate the ability to compare today's results with those from 2021, it does create a layer of complexity that should be kept in mind.

When looking at this year's results, many of the survey metrics indicate respondents feel less satisfied operating their businesses in the City of Arvada this year than in 2021. When asked about their relationship with the city, very few view it as poor, however, fewer believe it is managing economic growth as well as it has in the past and see it not as business-friendly as it used to be.

But underlying these more global perceptions are increased concerns surrounding crime, homelessness, and to a lesser extent, road construction (often referencing the Ralston Road project). Many say they no longer feel safe in their communities, especially when near Olde Town Arvada, the Light Rail station, the library and various parks.

Additionally, employers are finding it more difficult to hire and retain employees today than in the past. Cost of affordable housing, changes in the workplace environment post-COVID and concerns about crime and homeless all appear to be playing a role in the increased challenge of having a sufficient number of quality employees to run and grow their businesses. As a result, the desire among business owners to continue to grow is less of a priority this year than in 2021.



Background and Methodology

This is the second survey of Arvada Businesses focused on attitudes surrounding economic growth and development, the first being conducted in 2021.

This year's survey includes many of the topics used during the 2021 survey, such as satisfaction with operating a business in Arvada, perceptions about services provided by the City, and support for economic growth. Additional topics were added this year to include perceptions about crime and the City's unhoused population, as well as the ease and satisfaction of working with the City of Arvada.

A total of 327 surveys among Arvada businesses were completed, averaging 13 minutes in length. Participants were selected from a list of businesses provided by the Arvada Economic Development Association (AEDA). Data were weighted by industry classification to more accurately reflect the City's business population. The sample size of 327 for this survey has a maximum margin of sampling error of +/- 5.4 percentage points.

(See Appendix for explanation of survey research terminology.)

Topics Addressed

- Participant demographics
- Relations with the City
- Practical issues
- Employee issues
- Support for economic growth

Business Survey Participants

Participant Characteristics

- 327 Arvada businesses participated in this survey, solicited from a listing of 2,929 active businesses with email addresses, yielding a response rate of 11%.
- Nearly all survey participants are the Owners/CEOs/Presidents of their respective organizations.
- 85% of organizations surveyed are independently owned with a single location. Eight out of ten organizations have fewer than 10 employees.
- Three out of ten businesses have been in business over 20 years, while a quarter have existed for less than three years. Six out of ten have annual revenues of less than \$500K.



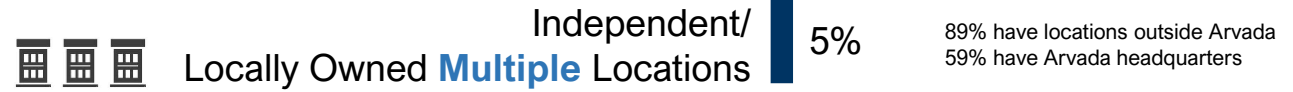
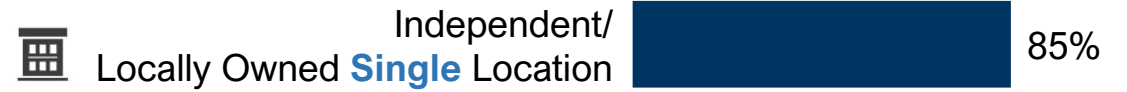
Participant Businesses

Most respondents surveyed are owners, presidents or CEOs of their Arvada-based businesses (86%), 9% were managers/administrators and 3% were accountants/bookkeepers. Six-out-of-ten respondents (62%) indicated that they are also residents of the City of Arvada.

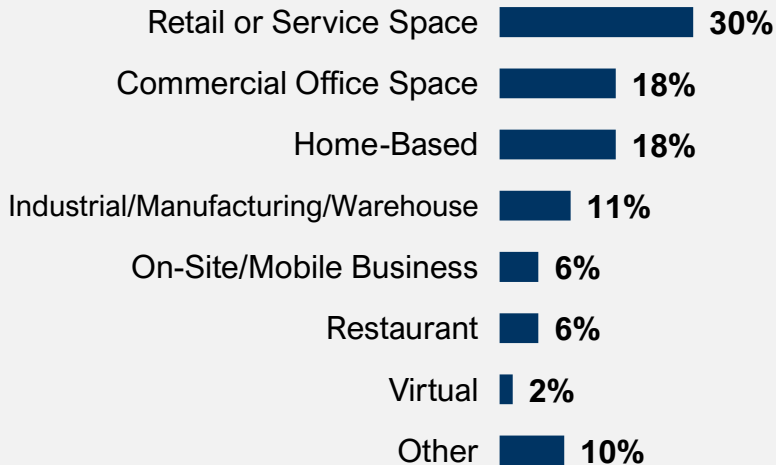
Most businesses reported having only one location (85%), while 10% had multiple locations (5% being national chains or franchises).

Most businesses were in retail/service space (30%), followed by those in commercial office buildings (18%) and home-based businesses (also 18%).

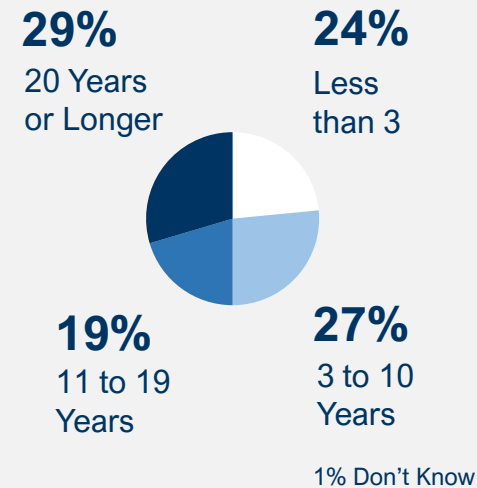
One out of four businesses (24%) have existed in Arvada for less than three years while a similar percentage have been around for 20 years or longer (29%). Most businesses surveyed have annual revenues under \$500K with fewer than 10 employees.



Physical Space



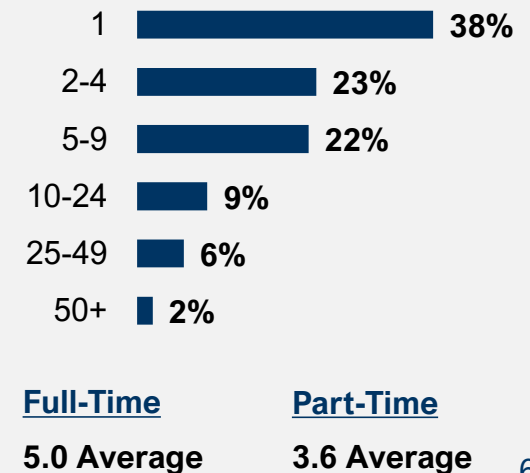
Years in Business



Annual Revenues



Number of Employees



Business Relationships with Arvada

Takeaways

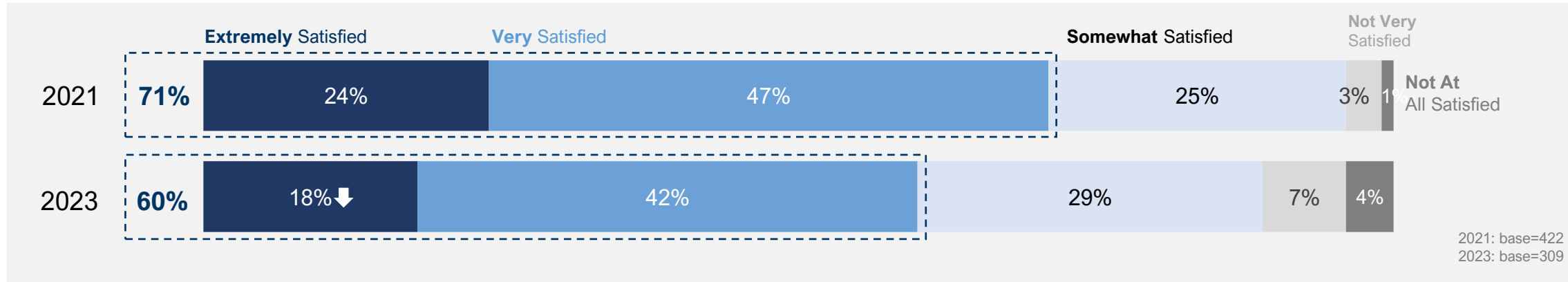
- Respondents typically reported having positive relationships with the City of Arvada. Six out of ten described their relationships as being either “excellent” or “good”, while 15% considered it to be “fair,” leaving just 6% who rated their relationship with the City as “poor.”
- When asked why they rated their relationship the way they did, those viewing their relationship in a positive manner typically did so because of positive encounters they had with City officials while those with negative views would often describe the City as being unfriendly to local business.
- Two key metrics have declined significantly since 2021: *overall satisfaction with operating a business in Arvada* and *considering Arvada an attractive place for a businesses to locate*.
- The primary areas where respondents felt the city should help surrounded perceived increases in crime and the unhoused, while performance ratings of the city regarding taxes, permits, licenses, etc. have generally held steady.
- AEDA’s ratings remain strong and those who have interacted with either the City of Arvada or AEDA were found to have more positive business relationship scores and are more likely to believe the city can help them be successful.



Overall Satisfaction

Satisfaction with operating a business in Arvada is at 60% either “extremely” or “very satisfied” this year, down from 71% in 2021, most of which declined in the “extremely satisfied” category (from 24% to 18%, statistically significant).

“Overall, how satisfied operating a business in the City of Arvada?”



By different business demographic characteristics, the largest declines in satisfaction were seen among those in the retail/service space (-20 points since 2021), newer businesses (those in business fewer than 10 years at about -18 points), those with five or more employees (down approximately 20 points) and those with annual revenues between \$500K and \$1 million (-30 points).

Business Space

Years in Business

Number of employees

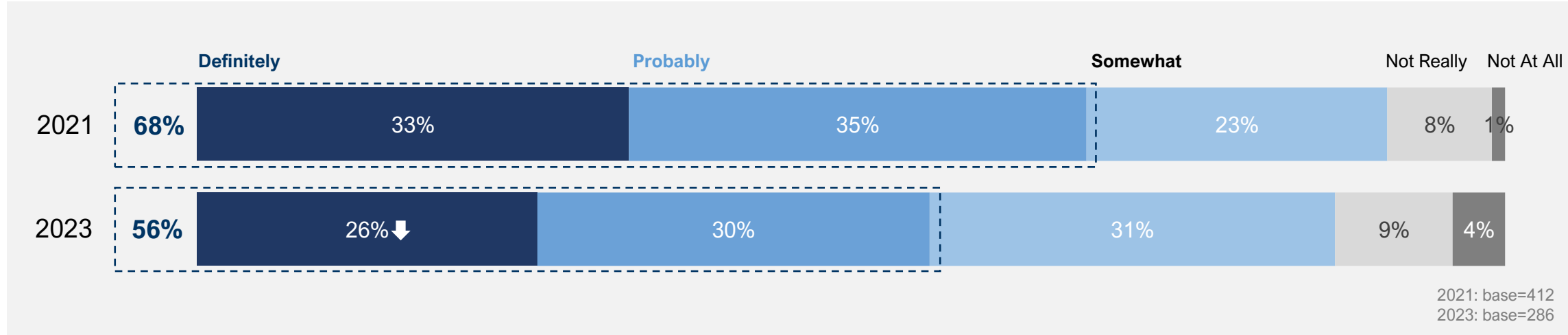
Recent Annual Revenue

2023 % (change from 2021)	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Extremely + Very	54% (-20)	57% (-9)	77% (0)	77% (+6)	60% (-20)	58% (-16)	65% (+2)	61% (-4)	73% (+1)	61% (-8)	48% (-23)	51% (-20)	65% (-8)	43% (-30)	59% (-6)
Extremely Satisfied	17% (-6)	9% (-19)	40% (+13)	15% (+7)	21% (-11)	26% (0)	15% (+2)	11% (-13)	26% (0)	18% (-3)	11% (-17)	11% (-9)	23% (-3)	11% (-10)	11% (-12)

Location Attractiveness

Similarly, the percentage of respondents who felt Arvada is an attractive place for businesses to locate slipped from 68% in 2021 to 56% this year, with about a quarter giving the top-box rating of “definitely” compared to one-third in 2021.

“Do you think the City of Arvada is an attractive place for businesses to locate?”



At the top-two box level (“definitely” + “probably”) all of the business demographic breakouts show lower ratings this year than in 2021, with a statistically significant decline of 20 points for retail/service businesses. Those in business the least amount of time (<3 years) and longest (20+ years) also posted statistically significant declines, as did those with between five and nine employees, and those with the lowest annual revenues.



Business Space



Years in Business



Number of employees



Recent Annual Revenue

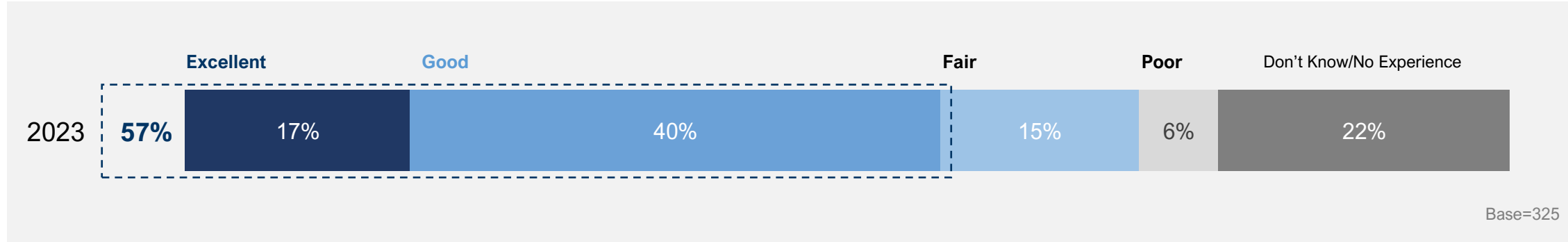
2023 % (change from 2021)

	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Definitely + Probably	50% (-20)	53% (-9)	65% (-10)	53% (-20)	64% (-15)	61% (-2)	62% (-6)	41% (-26)	61% (-6)	59% (-11)	41% (-28)	60% (-5)	57% (-12)	56% (-3)	49% (-16)
Definitely	31% (-6)	17% (-16)	38% (+3)	17% (+6)	28% (-17)	33% (0)	20% (-6)	20% (-10)	32% (+3)	28% (-7)	17% (-22)	21% (-11)	29% (-7)	14% (-11)	21% (-10)

Business Relationship

This year, several new questions were asked of respondents, including one regarding the strength of their business relationship with the City of Arvada. The most frequently-selected response option was that of “good,” chosen by 40% of participants, while 17% chose the most positive rating of “excellent.” Only one out of 20 (6%) described their relationship with the City as “poor.”

“How would you describe the business relationship you have with the City of Arvada?”



Some of the most positive business relationship ratings are from those with home-based businesses and businesses with earnings of less than \$500k (likely representing overlapping categories). Statistically significant lower scores tended to come from those that have been in business 11 to 19 years with 10 or more employees and earnings between \$500K and \$1 million per year.

Business Space

Years in Business

Number of employees

Recent Annual Revenue

2023 %

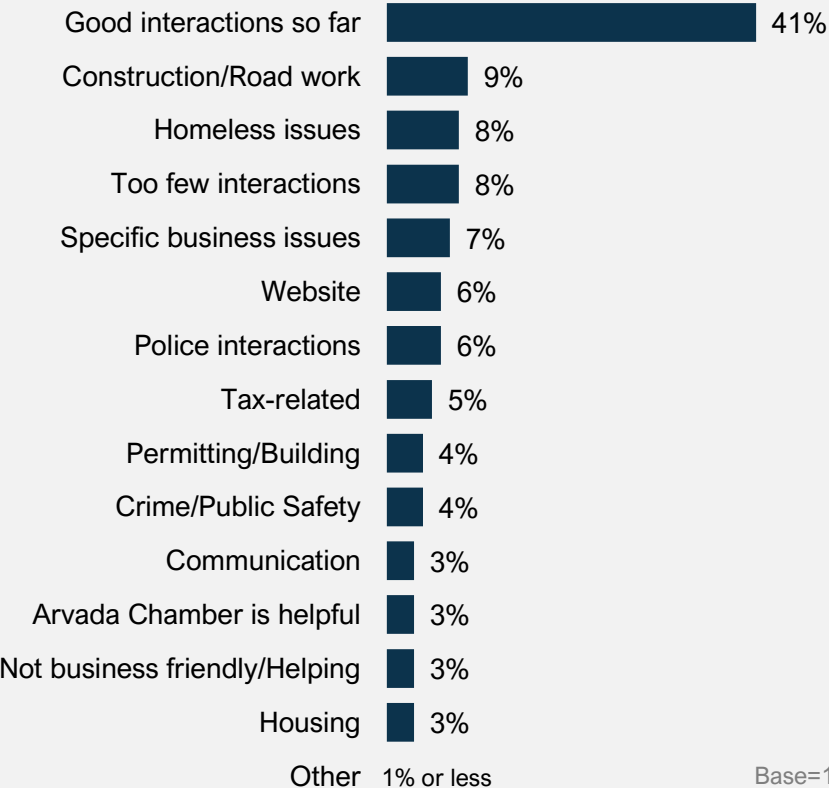
	Retail/ Service	Commercial Office	Home-Based	Industrial/ Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Excellent	23%	7%	24%	22%	19%	18%	13%	17%	20%	19%	14%	10%	18%	17%	14%
Good	40%	46%	34%	50%	40%	38%	42%	44%	38%	41%	38%	46%	41%	33%	43%
Fair	17%	17%	6%	10%	11%	20%	11%	17%	14%	14%	24%	9%	13%	24%	14%
Poor	6%	5%	0%	4%	2%	1%	15%	8%	3%	3%	8%	15%	3%	13%	11%

Relationship Drivers

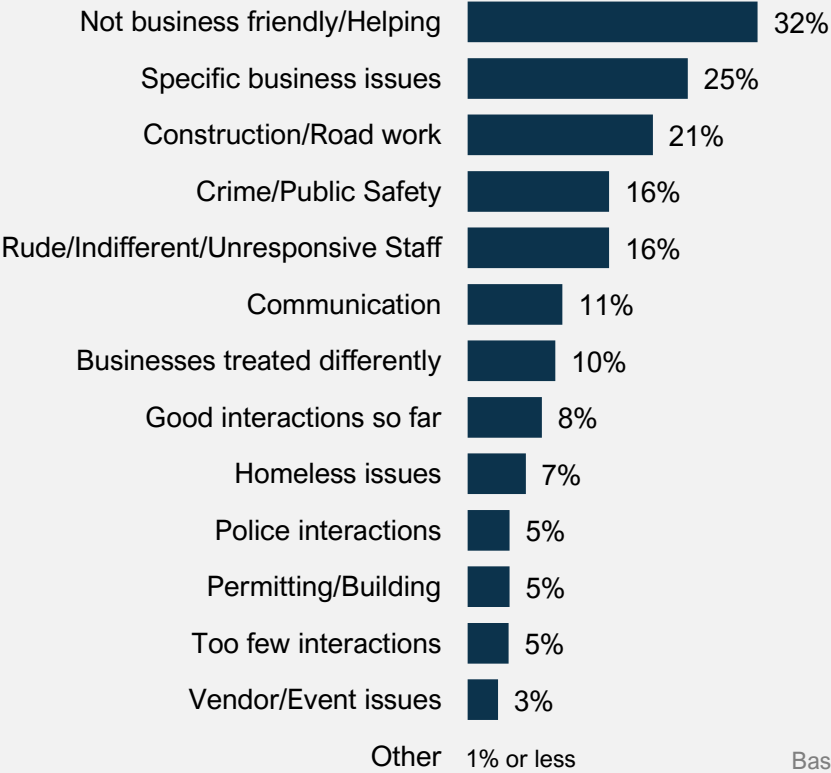
When asked to describe why they feel the way they do about their business relationships with the City, responses vary considerably depending on whether they describe their relationship as positive or negative. Among those who provide a positive rating, most say that is because of good interactions they have had with the City (a sampling of comments follow). Those who describe the relationships less positively are instead most likely to say the City is not business-friendly/not helpful (32%), and/or they will often cite specific issues/interactions they had with the City (25%), or mention issues with road construction, especially along Ralston Road (21%).

“What has contributed either positively or negatively to the relationship you have with the city?”

Those reporting an “Excellent” or “Good” relationships with the city



Those reporting “Fair” or “Poor” Relationships with the city



Specific Comments

Below are a sampling of comments relating to their business relationships with the city.

“What has contributed either positively or negatively to the relationship you have with the city?”

Good Interactions

“We have always felt comfortable going to city employees with any questions or concerns that we have had and felt that we were listened to, and our questions or issues handled in a prompt and professional way.”

“The Mayor has been amazing! AEDA, AURA, and the Arvada Chamber, Arvada Visitor Center have also been incredible resources.”

“I’ve had a pretty good working relationship over the years. Most everyone I’ve dealt with is friendly, fair and understand the problem of owning a business.”

“It’s a newer relationship and my business doesn’t fit into the typical categories/classifications/rules but everyone I’ve spoken with has been very kind and willing to try to help figure out how to help.”

“Communication is great and business community outreach is as well! The sales tax return portal is also very user friendly.”

“As a business operating on Ralston Road, the city has done NOTHING to help me with the construction. It compensated the property owners but NOT the business owners. I have lost business and feel unheard and not important to a main business corridor. Commercial business space is not doing well, and small businesses have taken a tremendous hit in and after COVID. It would be nice to feel that a small town supports their small businesses.”

“The very long-running construction projects on the two roadways that affect our office most have been seriously negative for our business. First, there were a couple of years of construction on Carr Street in front of our office and now the work on Ralston Road seems to be endless. I have a great deal of trouble imagining why it should take so long. It seems ridiculous to me and makes me less and I’m less satisfied with how the job has been run.”

“Lack of any relationship with community leaders....we have endured two years of road construction, and the project is still unfinished. The experience we have had with the Hamon Construction crew is less than stellar...they are not a very safe company....many violations!”

“The construction on Ralston Rd has negative affected my business. My revenue has been 1/3 of what it usually has been. There hasn’t been any communication about what roads will be open on any given day...It feels like the city doesn’t care about small businesses. I have reached to see if there is any assistance available and couldn’t find any resources.”

Construction / Road Work

Specific Comments

“What has contributed either positively or negatively to the relationship you have with the city?”

Not Business Friendly

“Dealing with the planning department and permitting department has been unnecessarily difficult. It has made me slow down the growth of my company and the development of the property. It is very surprising how many other business owners have had a similar experience in a city that seems to pride itself on being business friendly.”

“City choices and rules make no sense and prohibit small businesses from thriving.”

“The permitting process is quite cumbersome. The technology that supports the process is very archaic and doesn't facilitate smooth communication. Getting approvals for simple things can be very convoluted and adherence to letter of the law rather than intent of the law makes it feel like business is stifled rather than promoted in a responsible fashion.”

“I find the city is hard to work with and hard to communicate with. When I bought my building and did my built out- the city was very difficult to work with and move the project forward in a timely fashion.”

“It has been hard to work with the city on projects in progress or to be done in Arvada. The management of the city has been about growth rather than looking at how much business is producing within the city Limits.”

“Lack of respect for businesses that have thrived and continue to thrive; with all resources and attention being given to new businesses that don't last long enough to even have a mailing address! Extremely poor communication and leadership. Very biased to any business that is not a bar or a restaurant. Would move locations however the cost to relocate far exceeds anything that this business is willing to spend.”

“I have not been able to begin remodeling my building. The building and planning department has made it so long and drawn out that I will have owned and been paying on the building to sit empty for nearly two years. I have had two loans for the build out expire and was forced to reapply after rates have doubled. My building has been vandalized and broken into more than 4 times. This experience has almost caused our original location in Louisville to go out of business.”

“City of Arvada is very difficult to work with concerning any type of new construction. Can only talk to city people in their office, they never come on site to see what the exact issues are and how the rules sometimes don't make any sense for the situation. Things like having to have a sidewalk that goes nowhere, planting trees next to a greenhouse (greenhouses - where the sun shining into the greenhouse is the sole goal) and many other really silly things.”

Interactions With Arvada

Similar to 2021, about half of all participants said they interacted with the City of Arvada in the past 12 months (46% versus 51% in 2021). Those who did so most often contacted the City for tax-related reasons (29%) followed by permit construction/zoning issues (18%) and licensing questions/issues (15%).

Satisfaction with interactions with the City were slightly less positive than in 2021, with 61% describing their experiences as “excellent” or “very good,” six points lower than 2021 (although not statistically significant).

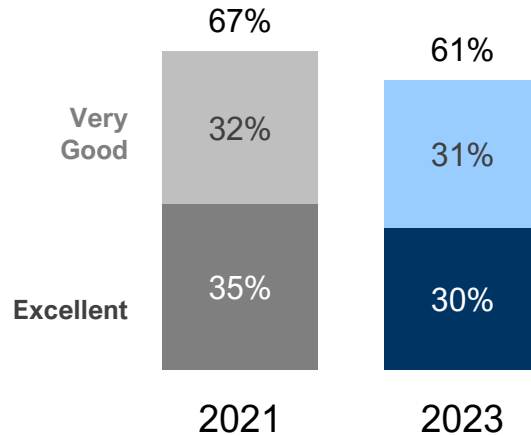
Nonetheless, having an interaction with the City appears to improve how these businesses view their relationship with the City. Those who have had any interaction within the past 12 months report stronger business relationship scores than those who did not (62% versus 51%). They also are more likely to believe the city can help their businesses (72% vs. 53%) and are more likely to consider Arvada to be an attractive place for a business to locate (62% vs. 47%).

46%

Have interacted with the City of Arvada in the past 12 months

Comparable to the 51% rating in 2021

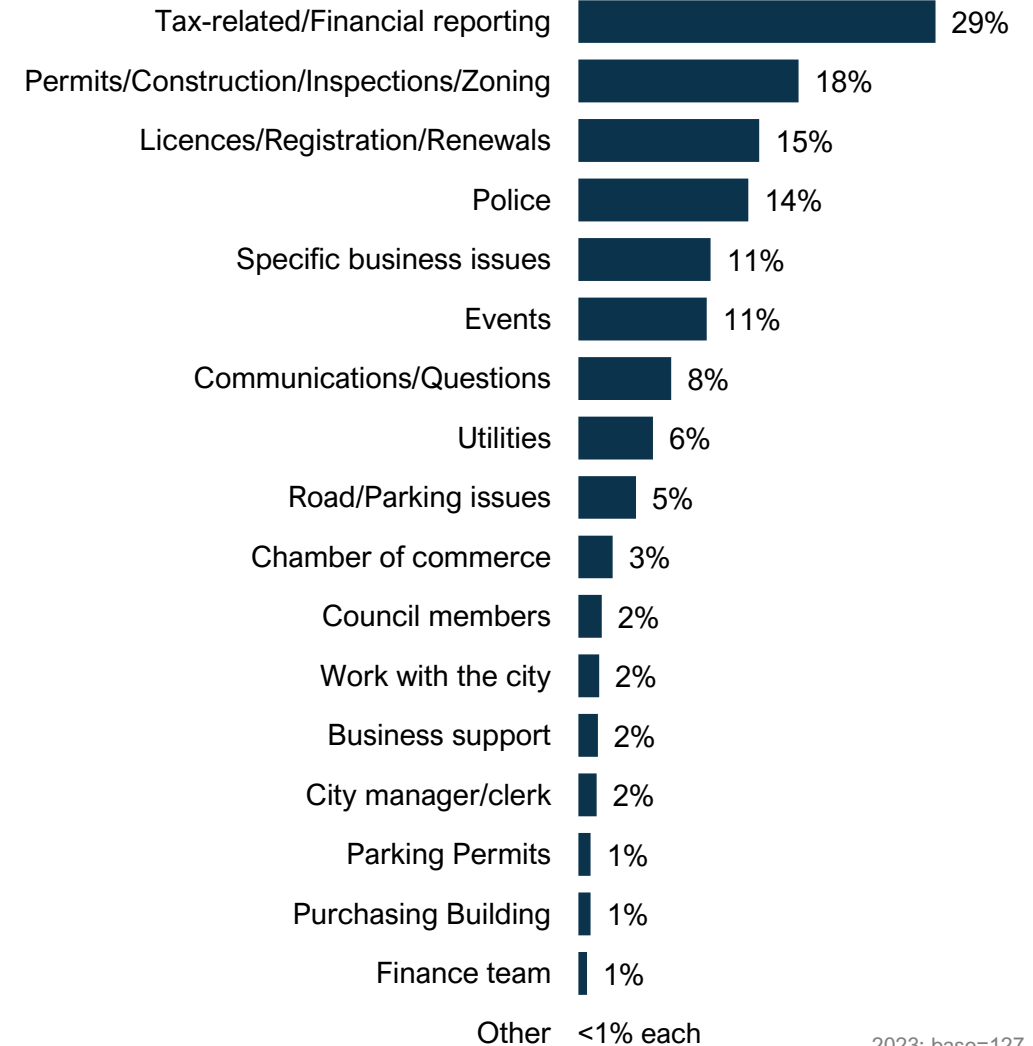
Interaction Rating



2021: base=200
2023: base=142

“In what ways have you recently interacted with the city?”

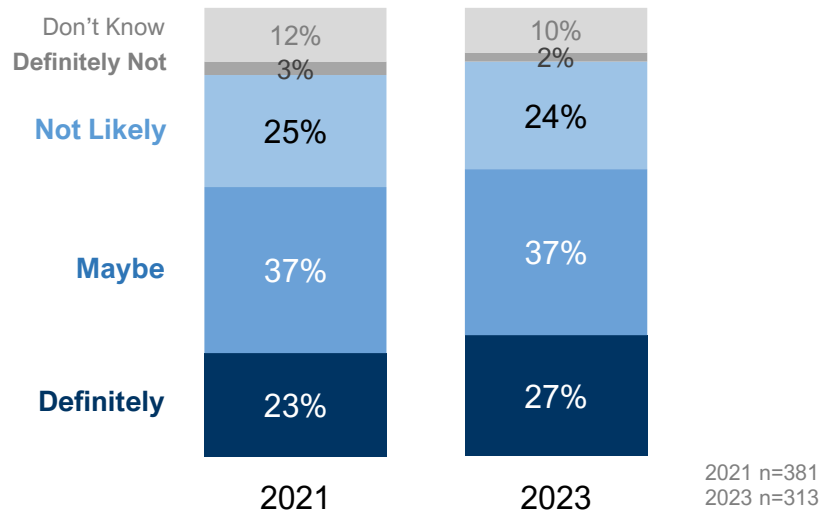
(coded from comments)



2023: base=127

Help from Arvada

“Do you believe the City of Arvada can help you and your business?”

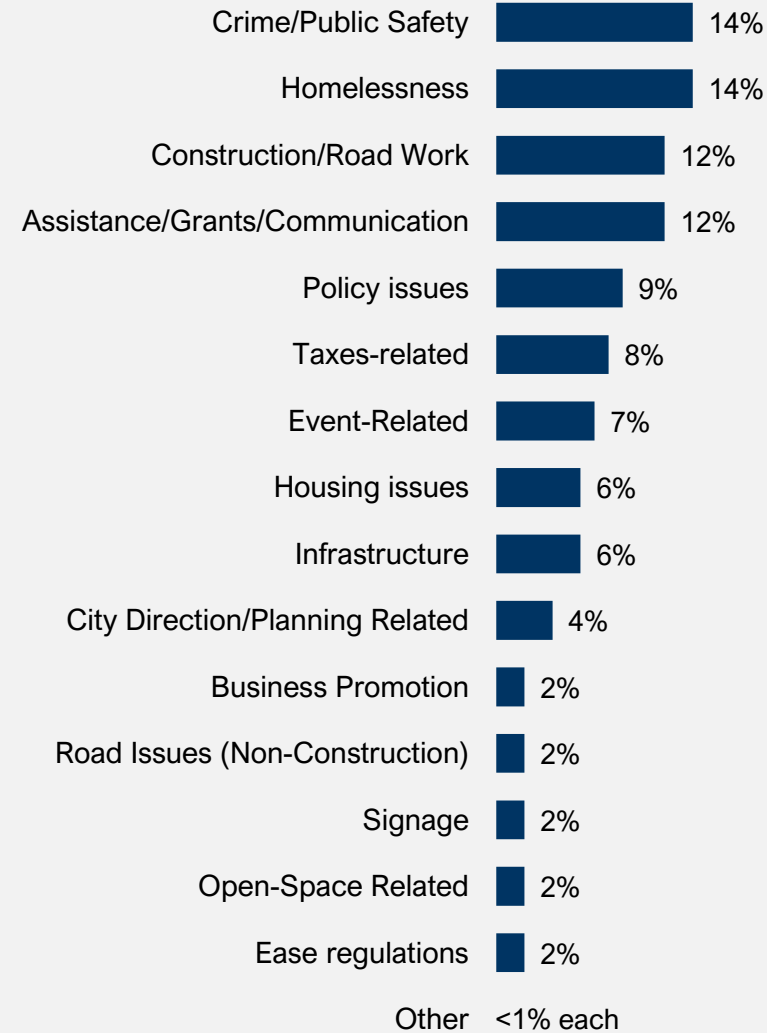


Also similar to 2021, about a quarter of respondents said they “definitely” felt the city could help them and their business, with another 37% responding with “maybe.”

When asked what they would like to see from the city to help them be more successful, the top responses were to see the City help with Crime/Public Safety and Homelessness, both mentioned by 14%, whereas the top issues mentioned in 2021 surrounded improve streets/infrastructure and general business support.

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

(Coded from comments)



“

“Crime prevention. Tougher consequences for vehicle theft/vandalism.”

“Get control of the homeless. They use the front door as a bathroom. I have bought 11 plate glass windows and 2 front doors in less than two and half years in business. Nothing is being done about it. I’m **considering selling my business because of it.**”

“Be done with road construction. It has dragged on long enough and poorly thought out and executed. My customers complain about the length nonstop. It has interfered with my business.”

”

2023: base=123

Specific Comments

Below are a sample of respondent comments about what could help them and their businesses be more successful.

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

Crime/ Public Safety

“Greater police presence with enforcement and prosecution of dug and property crimes, not just violent crimes. Homelessness, shoplifting, car thefts and break-ins, among other crimes will grow if they are not investigated and prosecuted. In the past we haven't been able to get police to even take a report when car windows are broken and items are stolen. Smaller crimes need to be taken seriously and shouldn't be ignored. Also, the homeless problem at some point needs a more hardline approach. Perhaps local laws don't allow them to be removed, but minor drug offenses by these people could be more seriously dealt with and prosecuted. Perhaps then they would move to more inviting areas.”

“Better law enforcement. Don't allow Arvada to go down the drain that Denver/Aurora/etc. are going down. Prosecute crime. CO is third highest in auto theft - the city needs to actively combat that.”

“More police presence”

Unhoused

“Hands down get this homeless issue under control in Olde Town. I don't think it is currently impacting business, but I think we may be on the verge. More and more we not only hear customers talking about it ... but we are actually seeing it. Twice in two weeks we have had to call the cops on people who were clearly under the influence. Both were removed ... one by ambulance. It is getting scary to walk the three blocks from the parking garage to our store. We basically can't make that walk anymore without encountering one or more homeless people. A year ago, you might run across a homeless person once or twice a week and they were usually just passing by. These homeless are aggressive and in your face. One came into our store and asked for money for food and when we said no ... he said we were racist and he'd f\$%# us up. He stood in the doorway yelling this. Thankfully, no one was in the store at that moment.”

“The homeless are moving in and leaving their trash, doing drugs, dealing drugs, screaming and yelling and leaving their animals unattended. It's embarrassing and disgusting. Our elected officials need to do something about it. Old town could be such a nice area and it's becoming an unsafe dump. Shame shame!! Clients comment all the time. It makes for a very uncomfortable environment!”

“I would like to see a deeper dive into dealing with our current homeless and crime here on the streets, not bringing homeless from other areas to fill the spots of new apartments.”

“Address the homeless problems!”

Specific Comments

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

Construction/ Road Work

“Finish road construction that has been going on (the same road) since 2019. Quit eliminating access for my customers. What happened to the Olde Town vibe? Nothing in the area resembles the good old days...anything new is modern looking (although it's funny because so many historical buildings had restrictions on alterations but somehow there is nothing historical about Olde Town any longer).”

“Finish Ralston Road Construction. Get rid of all the nonsense like temp traffic circles and speed bumps. Its so oppressive.”

“Detailed road work plans and dates for completion. We have received notifications for our road to be closed next week and it was closed that day. This road work in Arvada really is a joke.”

“Finish the road construction on Ralston Rd. It's offensive how long it has taken and completely unsatisfactory to small business. It's like you don't want small business to succeed on Ralston Rd.

“It would be nice to receive any possible grants or financial assistance from the city to help grow and sustain the business with the inflation we're currently experiencing.”

“Grants for solopreneurs or opportunities for networking, growth opportunities etc. At some point, I would love to get an office in Arvada, just have not found the right location.”

“Studio space for artists to share and interact with each other. Start up support with no cost or very low cost studios where the public can interact with artists.”

“More Communication! What is going on? What programs are out there?”

“A dedicated staff member who could reach out to me and tell me about programs that could help my business.”





“More business resources putting employers in connection with potential employees.”

Assistance/ Grants/ Communication

Help from Arvada

The types of businesses most likely to have interacted with the city are those in retail/service and industrial/warehouse spaces, both at 51%, with those in industrial/warehouse spaces having more favorable interactions with the City (69%, second only to home-based businesses' rating of 76% versus 55% for retail/service businesses). However, when it comes to the types of businesses that most strongly believe the City can help them, retail/service businesses, those who have been in operation for less than three years, those with just a single-employee and those earning less that \$500K annually top the list.

Among the suggestions mentioned for help, retail/service businesses were most likely to mention crime/public safety (28%), while newer businesses are more likely to mention assistance/grants, policy issues and help with taxes (each about 20%).

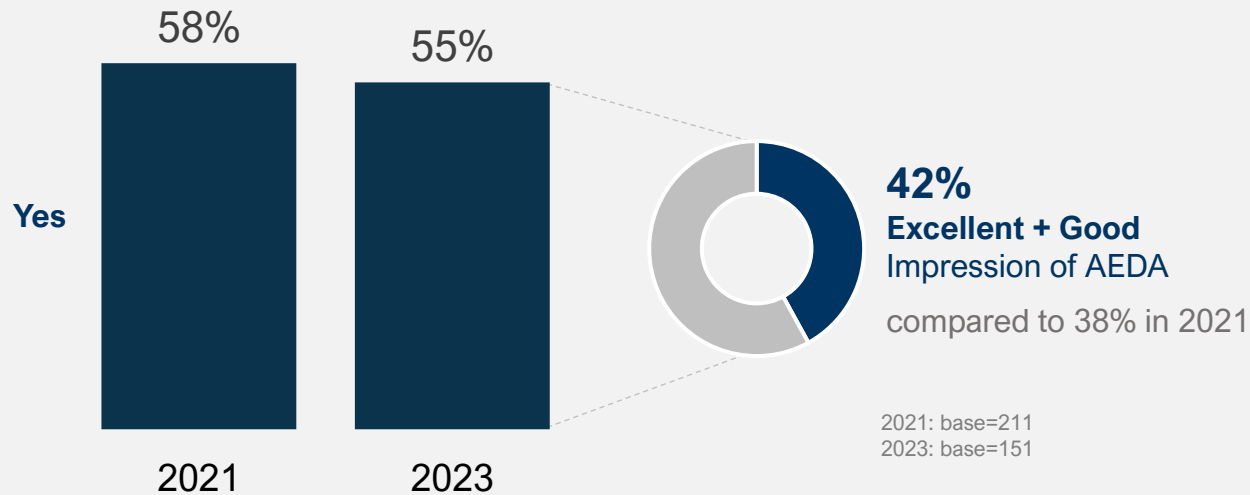
2023 %	 Business Space				 Years in Business				 Number of employees				 Recent Annual Revenue		
	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Interacted with city	51%	33%	48%	51%	60%	41%	43%	42%	42%	47%	49%	49%	43%	60%	49%
Interaction rating	55%	50%	76%	69%	73%	63%	43%	54%	71%	74%	40%	50%	70%	32%	63%
Believe city can help	72%	45%	61%	70%	78%	74%	52%	52%	72%	59%	50%	71%	69%	49%	63%
Crime/Public safety	28%	N/A	N/A	N/A	18%	14%	N/A	14%	13%	N/A	N/A	15%	15%	N/A	N/A
Homelessness	21%	N/A	N/A	N/A	12%	16%	N/A	15%	16%	N/A	N/A	16%	12%	N/A	N/A
Construction/Road work	15%	N/A	N/A	N/A	4%	14%	N/A	20%	10%	N/A	N/A	5%	13%	N/A	N/A
Assistance/Grants/Communication	10%	N/A	N/A	N/A	7%	23%	N/A	7%	9%	N/A	N/A	3%	15%	N/A	N/A
Policy issues	10%	N/A	N/A	N/A	8%	19%	N/A	5%	10%	N/A	N/A	14%	9%	N/A	N/A
Taxes-related	18%	N/A	N/A	N/A	18%	0%	N/A	14%	3%	N/A	N/A	10%	4%	N/A	N/A
Event-related	0%	N/A	N/A	N/A	9%	12%	N/A	0%	9%	N/A	N/A	0%	8%	N/A	N/A

AEDA Ratings

Impressions and awareness for AEDA have held steady over the past two years, with 55% aware of and 42% having a top-two box impression rating of the association this year (up slightly from 38% in 2021).

A quarter of participants (23%) said they had interacted with AEDA in the prior 12 months, just slightly fewer than in 2021 (29%), and those who have done so are seven times more likely to have an “excellent” impression of AEDA (48% versus 7%). Those who have interacted with AEDA are also more likely to feel they have a positive relationship with the city (+10 points higher) and to believe that the City can help them (+29 points higher).

“Are you aware of the Arvada Economic Development Association (AEDA)?”

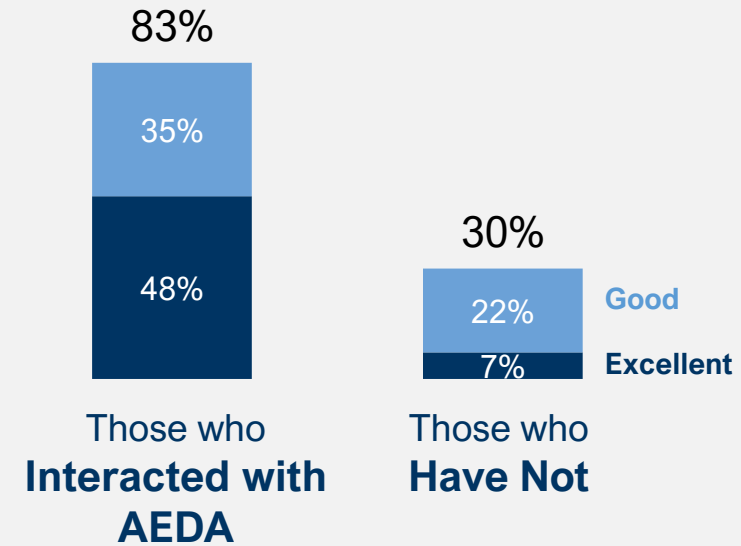


2021: base=384
2023: base=281



Impression of AEDA

23%
Interacted with AEDA
Within the past 12 Mos.
compared to 29% in 2021

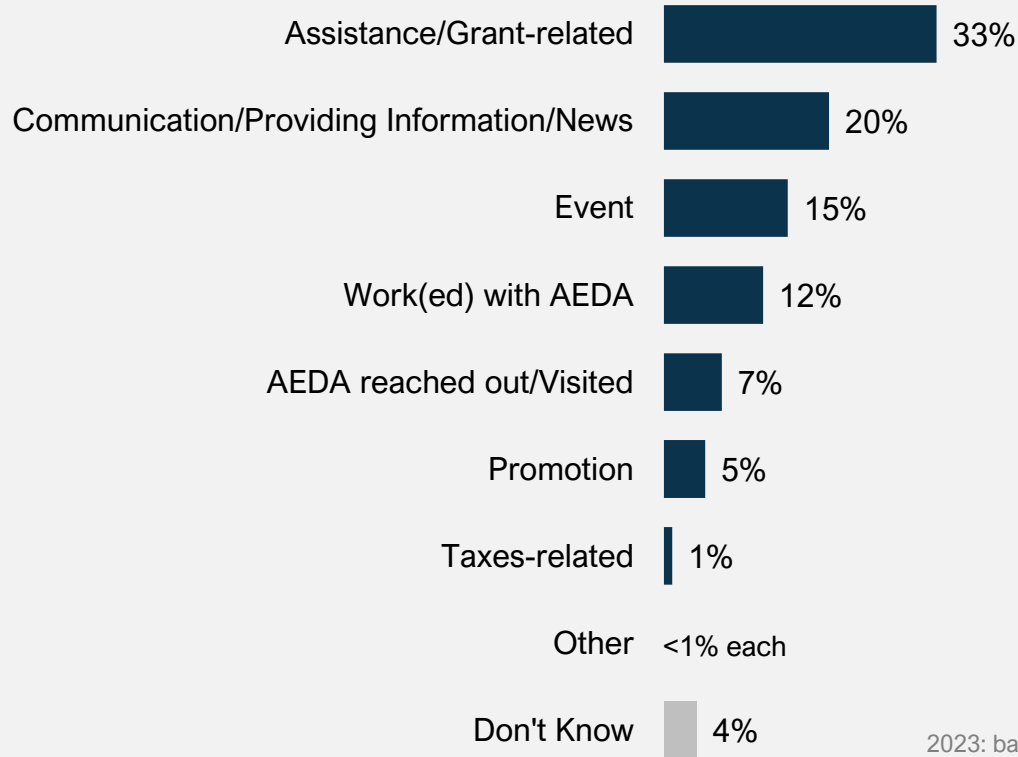


Business Relationship with City of Arvada	70% Excellent + Good	60%
Believe the City of Arvada can help them	50% Definitely	21%

Specific Interactions

When asked what led them to interact with AEDA, a third of respondents (33%) said they were seeking assistance or grants, while 20% said they were looking for information. In addition, 15% said they attended an AEDA event and another 12% worked directly with AEDA in some capacity.

“Why did you interact with AEDA?”



2023: base=42

“

“They have helped me with navigating the city and dealing with issues or lack of communication from the city. They have provided insight into opening a new business in Arvada and have helped with spreading the word since we have been open.”

“AEDA was our very first interaction when we were deciding to relocate our business from Denver to Arvada. We still keep in touch with AEDA on a regular basis to check in on future developments.”

“[They] are always giving us resources and information.”

“[They] did a business check in.”

“AEDA routinely refers possible new tenants.”

“We were looking for available commercial space.”

“I have a grant awarded from AEDA and interact with [them] and used to interact with [them] at ribbon cuttings at my shopping center, and at various Chamber events. They are exceptional.”

“AEDA held an event at our location.”

“50th anniversary celebration”

”

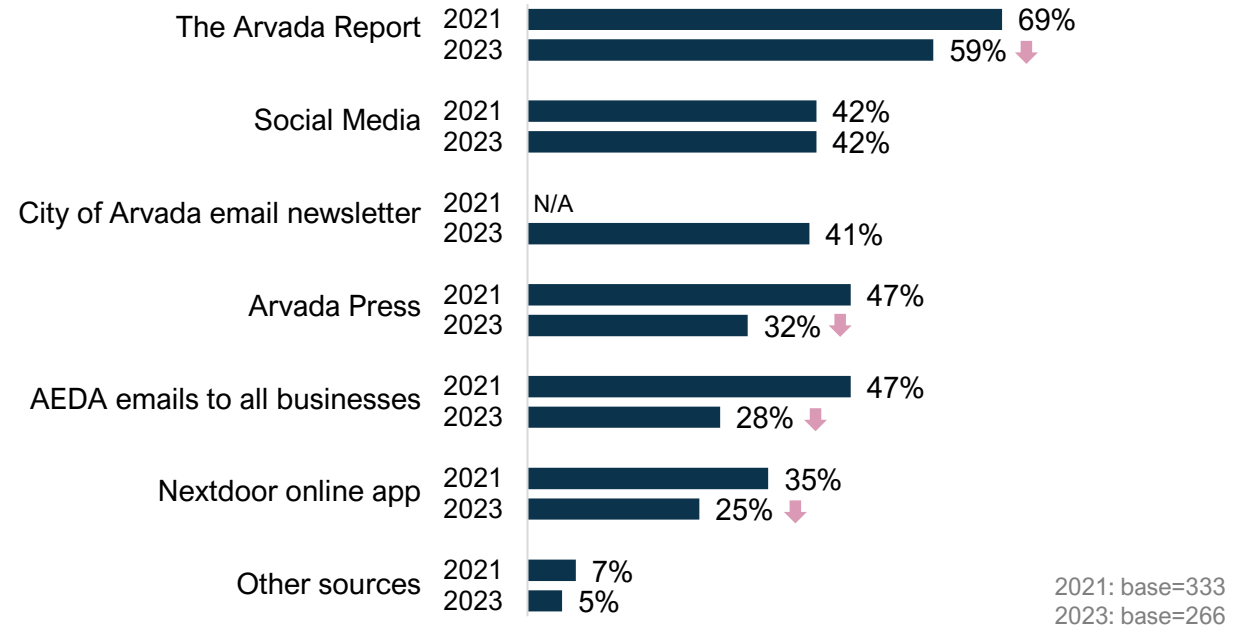


News Sources

When seeking information about Arvada, participants are most likely to use The Arvada Report (59%), followed by social media and the City of Arvada email newsletter (both about 40%).

Several news sources were mentioned less frequently than they were in 2021, with the largest decline occurring for AEDA's emails (down 19 points during this time), especially among businesses with two to nine employees (declines of at least 30 points).

“How do you get news or information about what is happening in Arvada?”



Business Space

Years in Business

Number of employees

Recent Annual Revenue

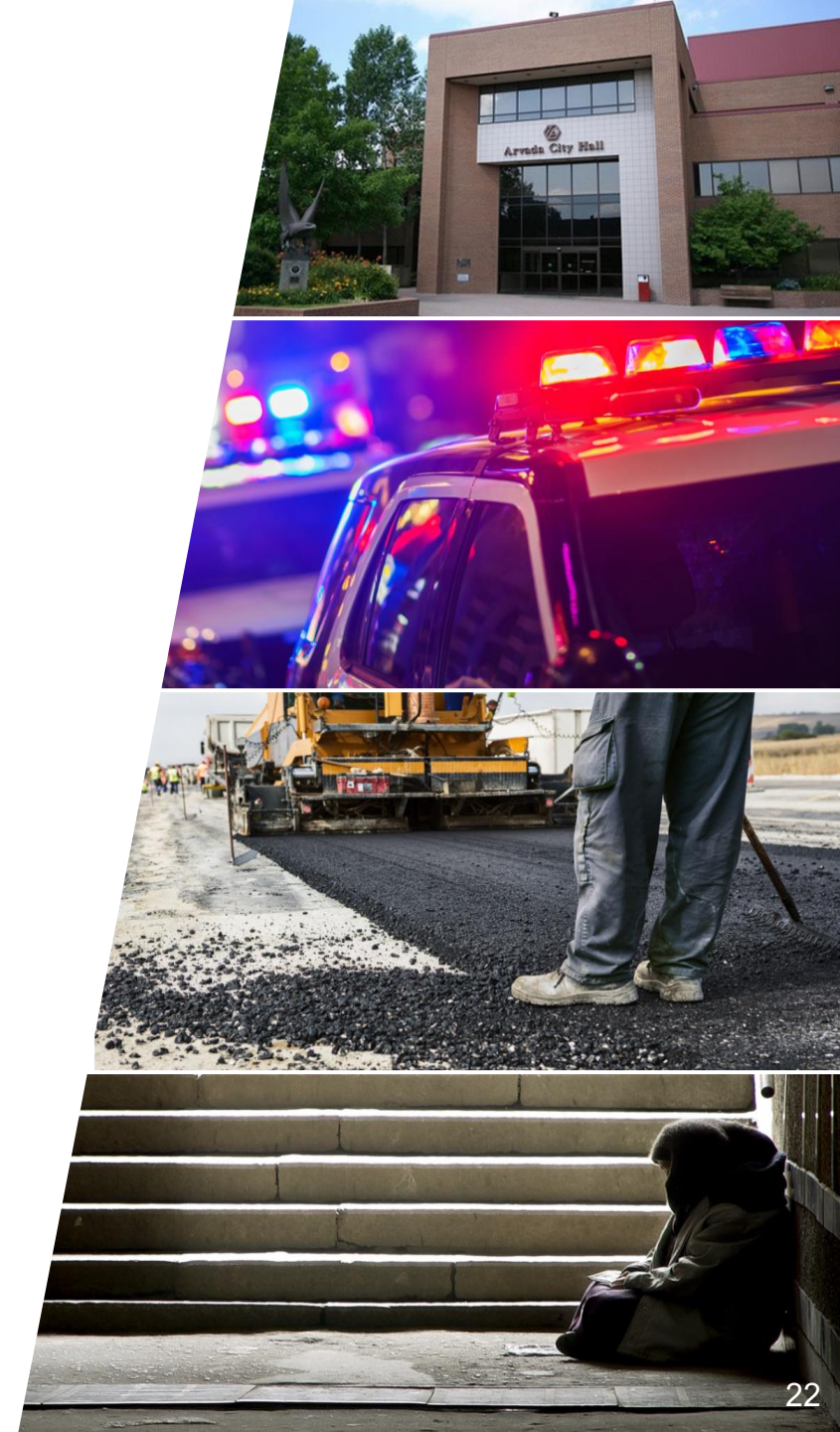
2023 % (change from 2021)

	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or more	Less than \$500K	\$500K to <\$1M	\$1M+
The Arvada Report	47% (-18)	71% (+11)	71% (-3)	64% (-11)	39% (-12)	52% (-10)	77% (-2)	72% (-4)	63% (-13)	63% (+4)	51% (-16)	56% (-11)	61% (-8)	65% (-1)	55% (-14)
Social Media	40% (+1)	35% (-15)	52% (+3)	30% (-1)	45% (-9)	41% (-2)	54% (+10)	32% (-2)	46% (+1)	43% (+8)	35% (-4)	39% (-13)	46% (1)	49% (8)	20% (-17)
City of Arvada email newsletter	44% (N/A)	34% (N/A)	36% (N/A)	51% (N/A)	37% (N/A)	54% (N/A)	26% (N/A)	43% (N/A)	40% (N/A)	34% (N/A)	54% (N/A)	36% (N/A)	38% (N/A)	42% (N/A)	51% (N/A)
Arvada Press	21% (-9)	24% (-30)	53% (-23)	35% (-21)	27% (-21)	38% (-3)	19% (-27)	42% (-14)	44% (-19)	30% (-10)	27% (-5)	18% (-22)	39% (-15)	25% (-16)	14% (-23)
AEDA emails to all businesses	35% (-25)	36% (-20)	24% (-8)	25% (-25)	24% (-18)	39% (-10)	18% (-28)	27% (-21)	28% (-3)	19% (-31)	39% (-37)	28% (-22)	26% (-17)	42% (-29)	28% (-24)
Nextdoor online community app	16% (-11)	31% (-7)	47% (-10)	17% (-13)	21% (-20)	26% (-12)	30% (-6)	24% (-4)	33% (-15)	31% (+1)	13% (-11)	12% (-13)	32% (-10)	17% (-18)	8% (-14)

Practical Issues in Arvada

Key Insights

- Respondents were significantly less likely to give top ratings to the City this year when it comes to service-oriented attributes such as crime/public safety, effectively managing transportation issues and dealing with homelessness.
- Crime and homelessness stand out as being of particular concern, with over a third of respondents saying they have been impacted by crime and half by homelessness. Those who said they have been impacted by either provide lower satisfaction ratings with the City and are less likely to consider Arvada an attractive place for businesses to operate.
- Most respondents felt that crime and homelessness in Arvada are “getting worse” and when mapping business locations that have been impacted by one or the other, Olde Town stands out the most.
- When asked to comment on these issues, respondents were most likely to talk about current policies towards crime and the unhoused, often feeling they were ineffective, and a desire to see new solutions. However, only one-fifth of respondents were aware of Arvada’s Task Force that has been created to help address issues surrounding homelessness and seven out of ten said that knowing this task force exists helps them believe the city is making strides that will help improve the situation.



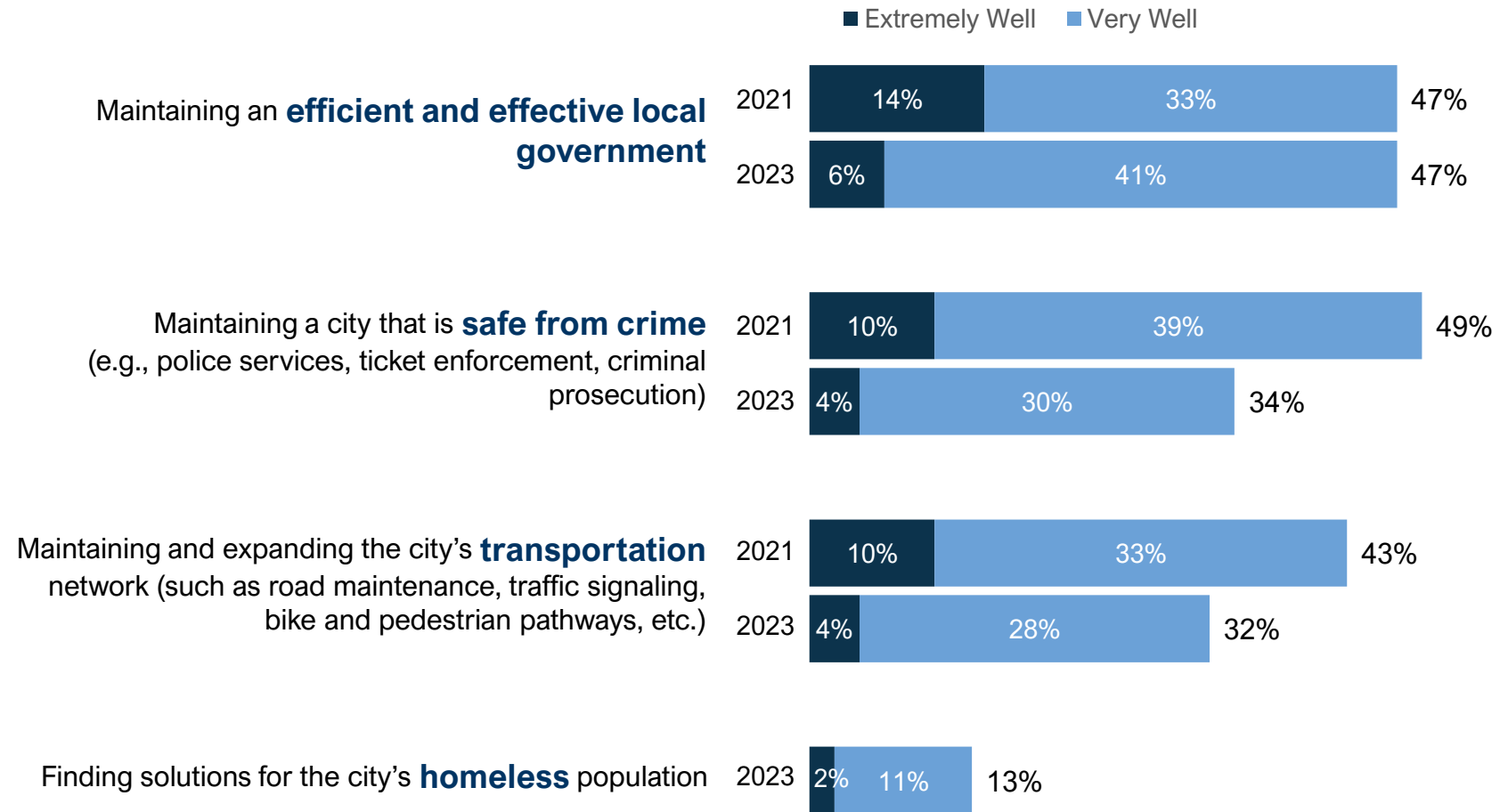
Service Ratings

Of the City services shown to the right, respondents rated all less positively at the top-box level (“extremely well”) than in 2021. About one out of twenty gave a top-box rating for *maintaining an efficient and effective local government, a city safe from crime and the transportation network*, compared to ratings of 10% or higher in 2021.

However, at the top-two box level (“extremely” + “very well”), *maintaining an efficient and effective local government* held stable with 2021, while *keeping the city safe from crime* and *managing the transportation network* declined when combining these categories.

A new service was added this year, asking how well they feel the City is providing *solutions for the city’s homeless population*, which received the lowest performance rating. Just 13% gave a top-two box rating and only 2% said the City was doing this “extremely well.”

“How well do you think the City of Arvada is providing the following services to the business community?”



2021: base=~398
2023: base=~267



Service Ratings

Businesses working in the industrial/warehouse sector were the only ones to give the City higher ratings this year than in 2021, with significantly improved scores for the way in which the City is *maintaining an efficient and effective government* and for its efforts surrounding Arvada's *transportation network*.

Lower ratings are seen from many of the smaller businesses with two to nine employees and those with annual revenues of under \$1 million per year, especially when it comes to the issues of crime and transportation.



Business Space

2023 % (change from 2021) % Extremely + Very Well	Retail / Service	Commercial Office	Home-Based	Industrial / Warehouse
Safe from Crime	37% (-15)	17% (-26)	36% (-16)	43% (+7)
Efficient/Effective Gov't.	51% (0)	31% (-15)	49% (0)	75% (+42)
Transportation	30% (-18)	17% (-25)	39% (+5)	58% (+34)
Homeless solutions	17% (N/A)	9% (N/A)	14% (N/A)	13% (N/A)



Years in Business

2023 % (change from 2021) % Extremely + Very Well	Less than 3 years	3 to 10 Years	11 to 19 Years	20 or more years
Safe from Crime	34% (-27)	37% (-9)	32% (-9)	32% (-18)
Efficient/Effective Gov't.	54% (-10)	53% (+5)	39% (+1)	42% (-1)
Transportation	34% (-34)	36% (-7)	33% (+3)	26% (-9)
Homeless solutions	14% (N/A)	16% (N/A)	8% (N/A)	11% (N/A)



Number of employees

2023 % (change from 2021) % Extremely + Very Well	1	2 to 4	5 to 9	10 or More
Safe from Crime	42% (-6)	28% (-22)	24% (-27)	36% (-12)
Efficient/Effective Gov't.	54% (+16)	42% (-10)	40% (-13)	48% (-6)
Transportation	43% (+7)	30% (-15)	12% (-36)	34% (-13)
Homeless solutions	18% (N/A)	15% (N/A)	4% (N/A)	10% (N/A)



Recent Annual Revenue

2023 % (change from 2021) % Extremely + Very Well	Less than \$500K	\$500K to <\$1M	\$1M+
Safe from Crime	35% (-18)	17% (-30)	36% (-6)
Efficient/Effective Gov't.	46% (+2)	39% (-12)	54% (+1)
Transportation	32% (-14)	27% (-15)	33% (-2)
Homeless solutions	15% (N/A)	3% (N/A)	13% (N/A)

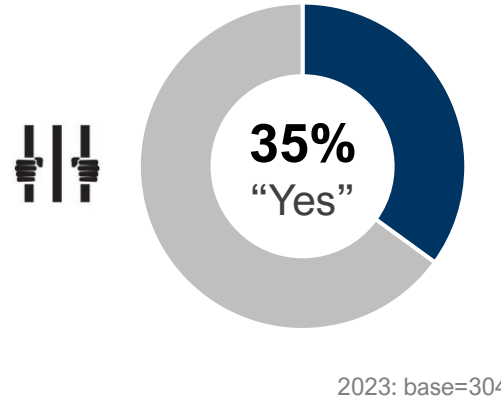
Impacts of Crime and The Unhoused

Just over one-third of participants (35%) reported that their business has been impacted recently by crime (in the past 12 months), while half (47%) said they have been impacted by homelessness in the last 12 months.

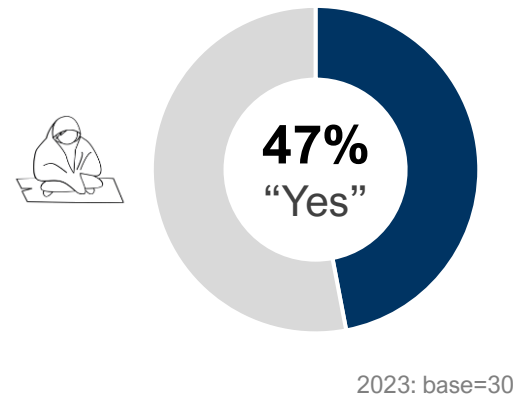
Those who have been impacted in either way have significantly lower overall satisfaction with operating a business in Arvada and are less likely to view Arvada as an attractive location for businesses to operate.



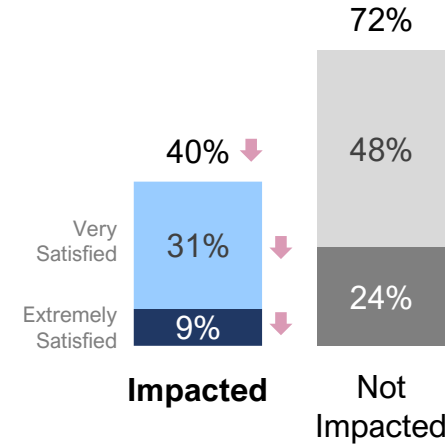
“Has your business been impacted by crime within the past 12 months?”



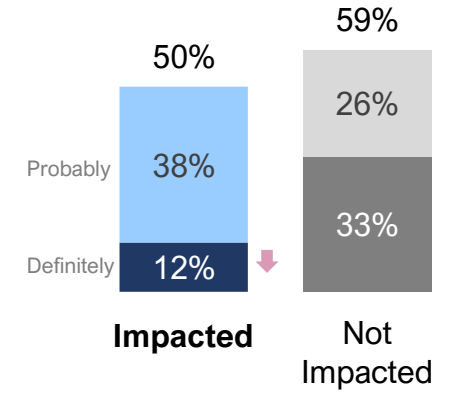
“Has your business been impacted by homelessness within the past 12 months?”



Overall satisfaction with operating a business in Arvada



Arvada is attractive for businesses

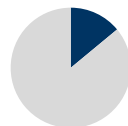
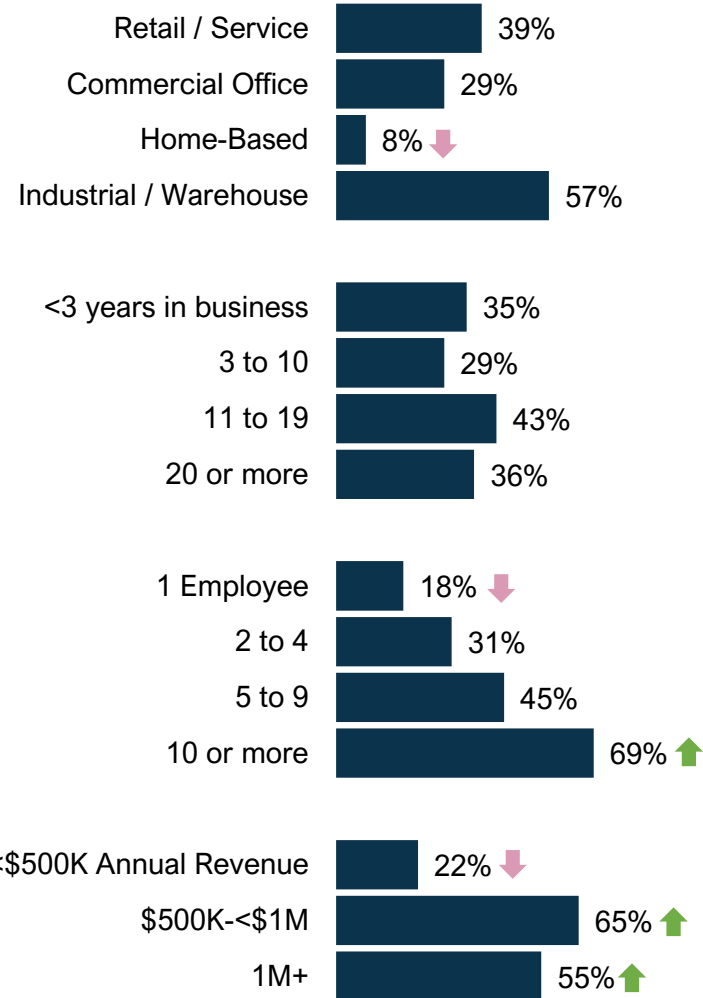


Most Impacted by Crime

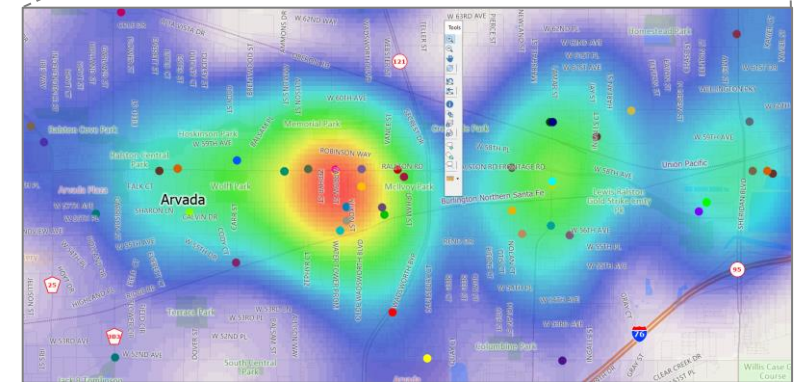
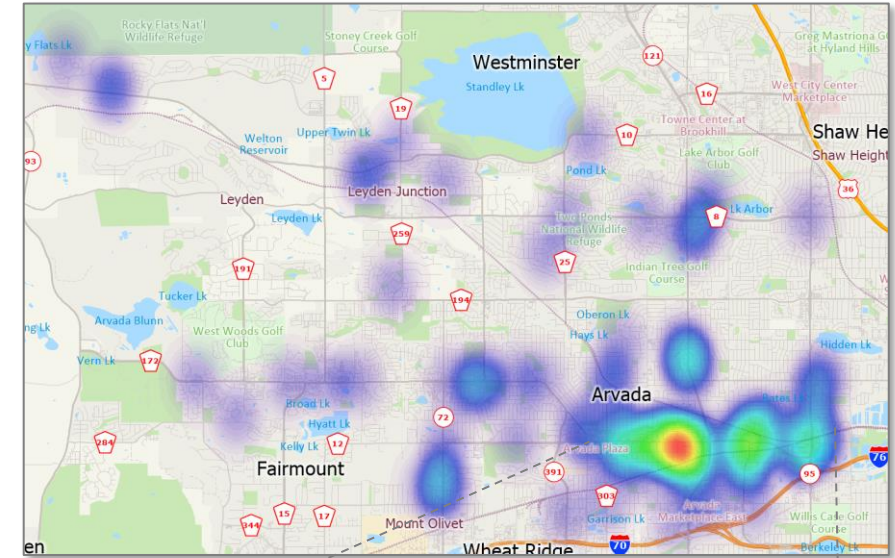


Businesses which were more likely to report being impacted by crime are ones that had more employees (10+), higher annual revenues (\$500k+) and in industrial/warehouse spaces.

When mapping the locations of those who said they had been impacted by crime, Olde Town emerges quite clearly as where businesses have most likely been impacted.



Additionally, 14% of respondents said they have personally been impacted by crime.

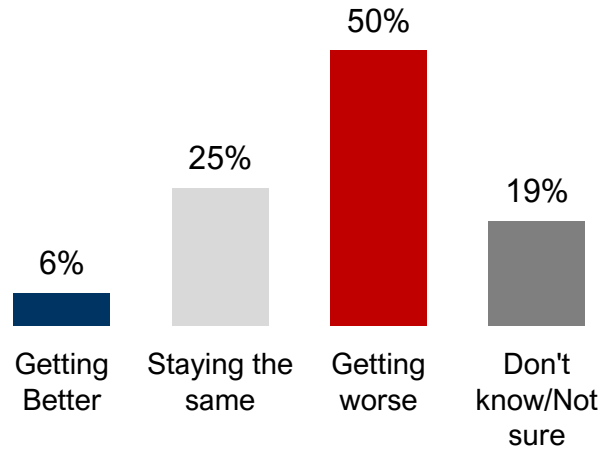


Perceived Crime Trends

When asked if they believed issues regarding crime in Arvada were getting better, worse, or staying the same, only 6% felt things were getting better whereas half (50%) believed they are getting worse, with the remaining 25% thinking it is holding steady.

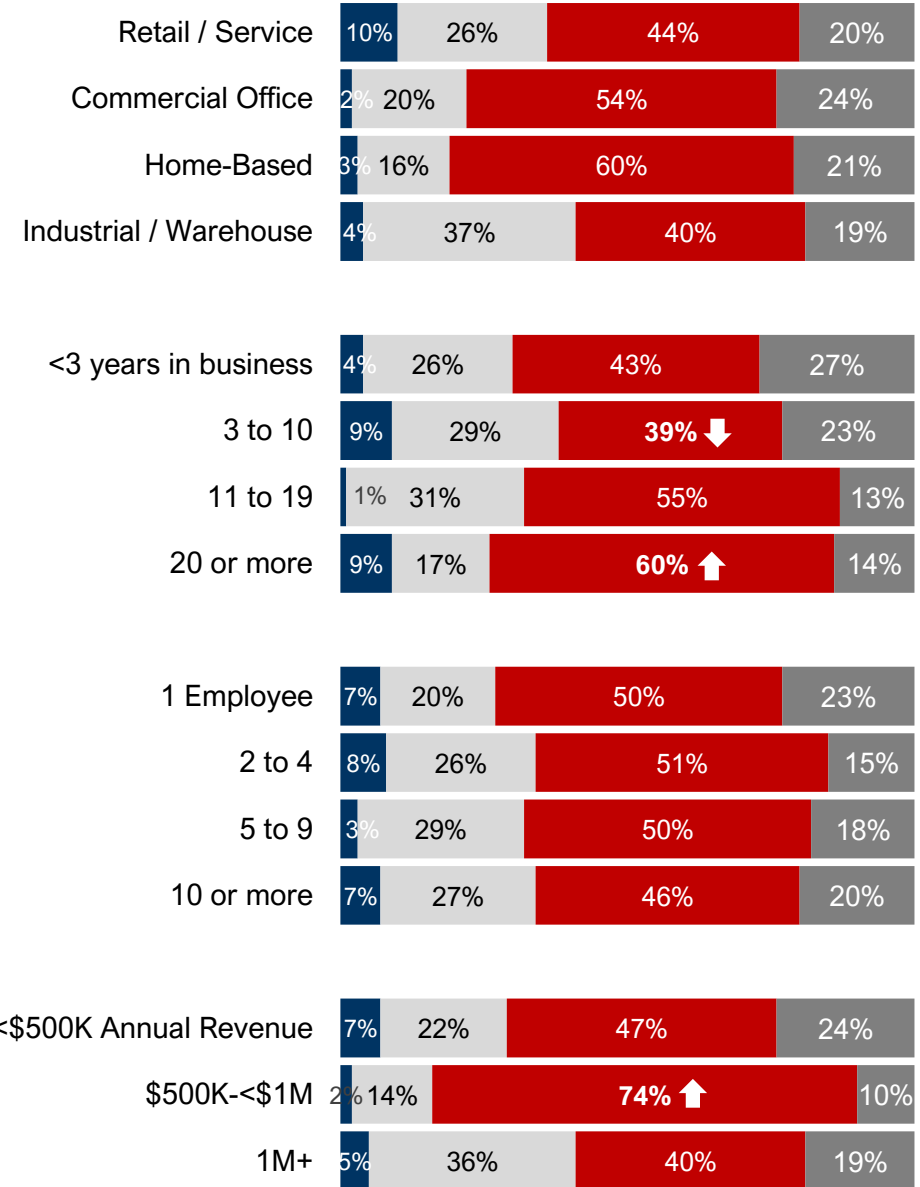
Businesses with 20 or more employees and those with annual revenues in the \$500K to \$1 million range are most likely to say crime is getting worse, at 60% and 74%, respectively. But across all business demographic segments, the most common perception is that crime in Arvada is “getting worse.”

“Do you believe that issues surrounding crime in Arvada are getting better, worse or staying the same?”



2023: base=304

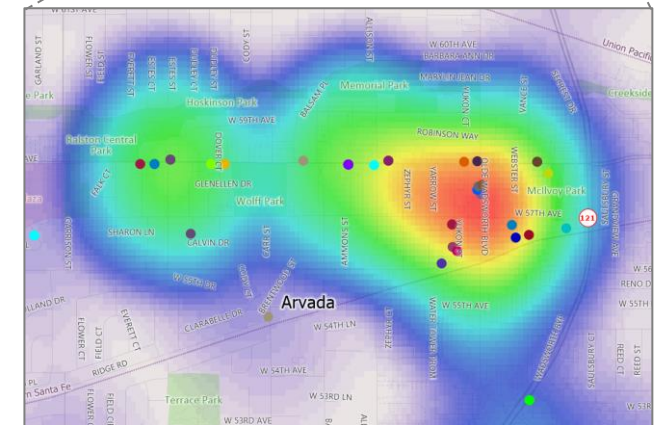
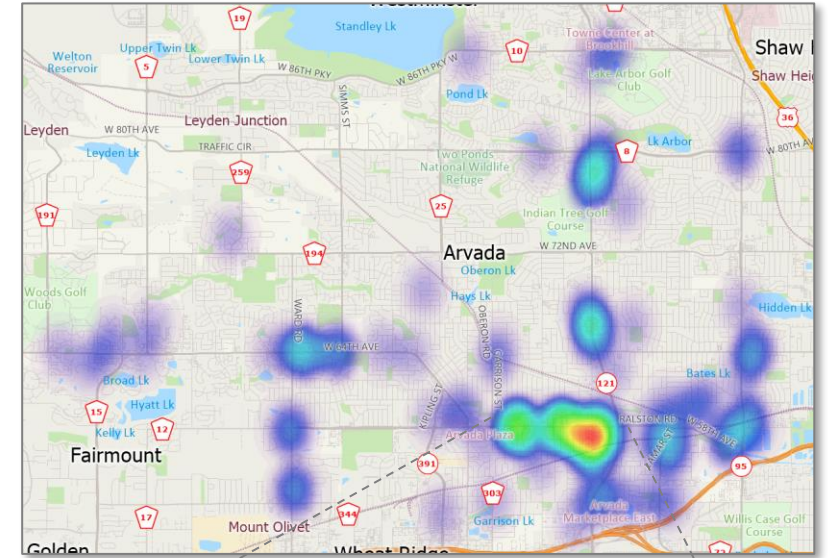
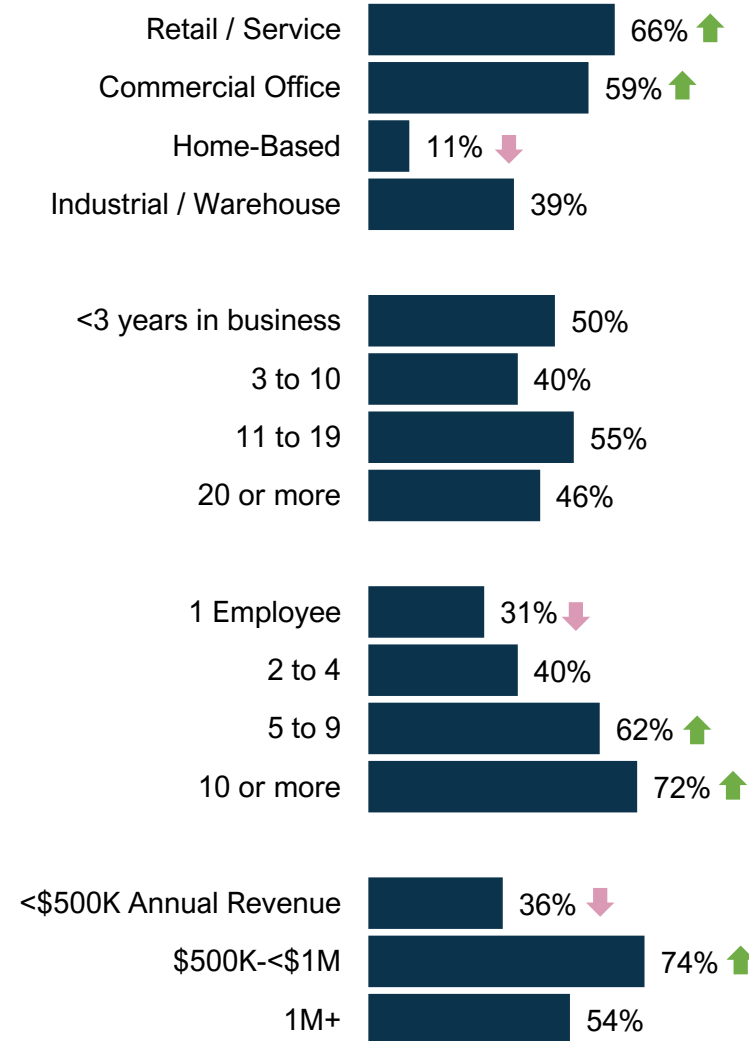
“ We long for the safety and peace of the Arvada we once knew. The constant worry about potential break-ins at our stores is exhausting. We deserve a secure community. ”



Most Impacted by the Unhoused

When looking at businesses that have been impacted by homelessness, those in the retail/service and commercial office locations are among the most likely to say they have experienced issues with homelessness, as are those with five or more employees and those with annual revenues in the \$500k to \$1 million category.

When mapping business locations which report having been impacted by issues of homelessness, a similar image emerges, with the greatest concentration being near Olde Town.

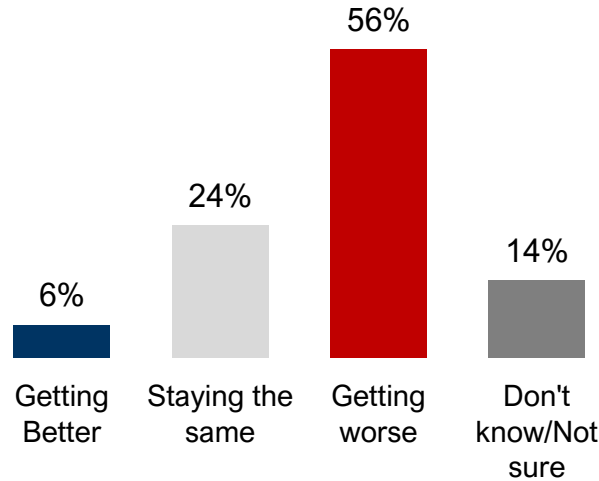


Perceived Unhoused Trends



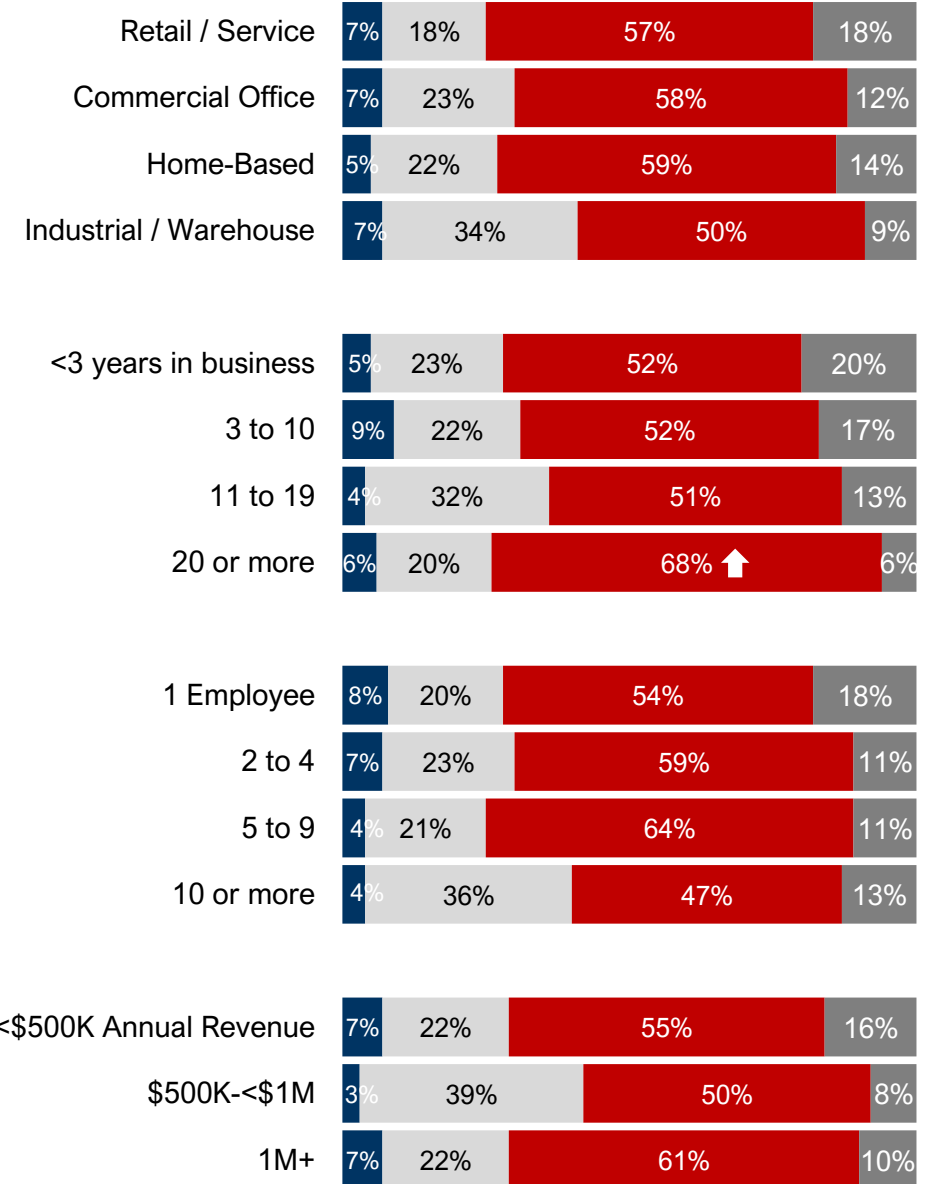
Over half of respondents said they believe issues surrounding homelessness in Arvada are getting worse (56%), with the highest negative rating coming from businesses that have 20 or more employees (68%).

“Do you believe that issues surrounding homelessness in Arvada are getting better, worse or staying the same?”



2023: base=303

“ I am witnessing more and more homelessness and drug use around Old Town Arvada and the Old Town Light Rail station. I feel this is at the heart of Arvada and is turning people away from wanting to gather in the area, especially with young families. It is a shame to see this happen to the heart of our city. ”



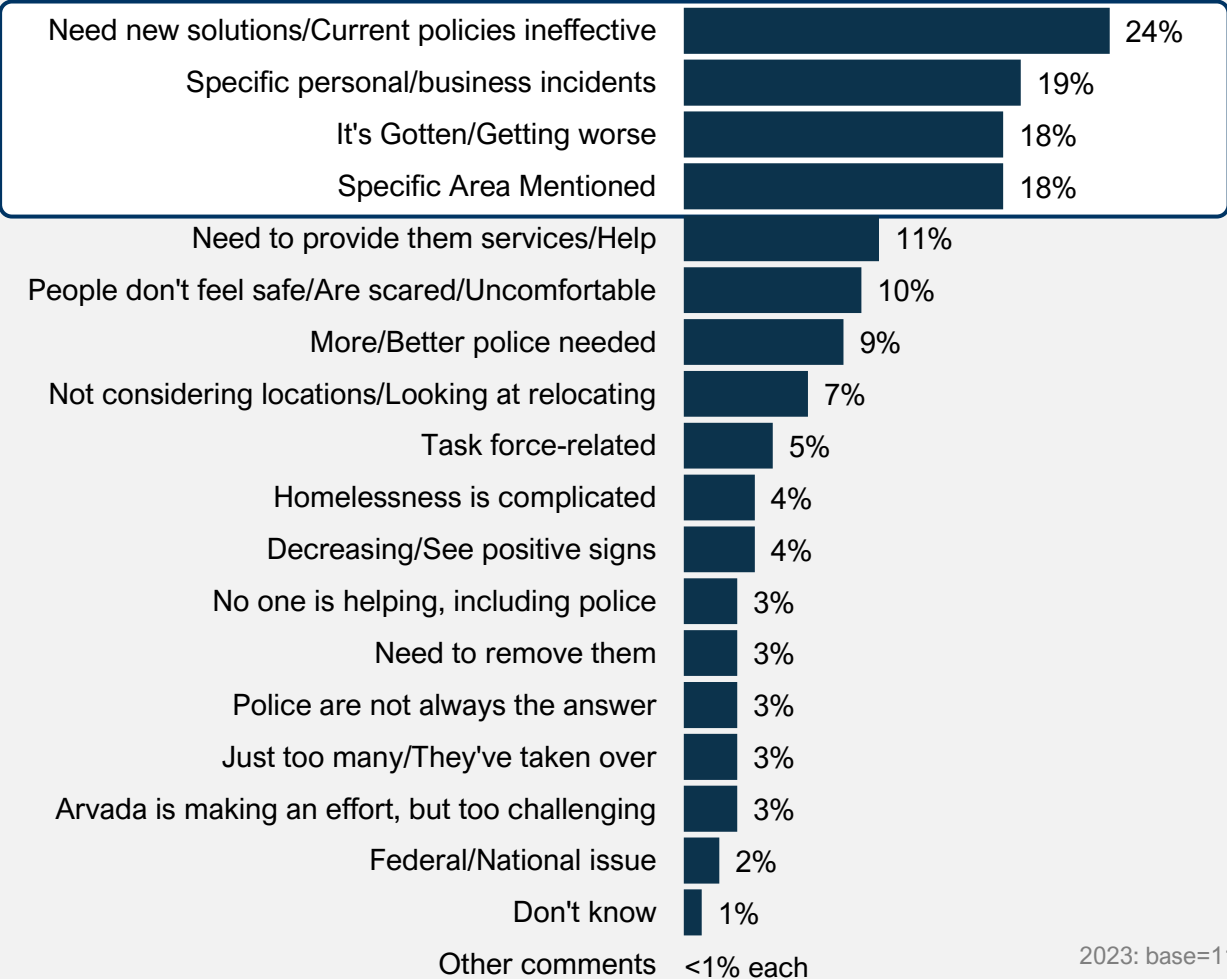
Sample sizes vary by demographic

In Participants' Own Words

When asked to share any thoughts about crime or homelessness, respondents were most likely to say they would like to see new solutions because the current policies are not working (24% of comments). Many mentioned specific incidences that directly impacted their businesses (19%), and 18% simply stated that it's getting worse or mentioned a specific area such as Olde Town, the library or the light rail station as being especially problematic.

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

(Coded from comments)



“**We can't be the hub for homeless people and expect businesses to want to conduct business. I feel sorry for the homeless and have tried to help but the fact is the homeless come here because they believe Arvada can help. You all care more about the homeless then businesses sometimes.**”

“I would like to see more solutions to provide services for the unhoused. Lockers, internet/computers to apply for government help, showers, laundry services... **while we may not be able to get them off the streets, we can provide basic human services to help make their lives more humane.**”

“Customers have talked about it. We have some who have told us **they don't like coming to our area anymore.**”

2023: base=113

Specific Comments

Below are a sample of respondent comments about respondents' thoughts on crime and the unhoused.

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

Need New Solutions

“Homelessness is an issue, but the solution is not to provide housing without requiring a path to contributing citizens. Arvada should not provide housing without a sobriety and employment requirement. Otherwise, this could wind up being a flop house with impact on local residents and businesses.”

“I want to see property owners' rights protected. I don't believe in providing things for people who don't want to work. I know we need to help the mentally handicapped and disabled but I am intolerant of the lazy and unwilling to work.”

“I understand the desire to move the homeless out of downtown Arvada, but is that solving the problem?”

“Crimes by the homeless population need to be prosecuted to the point that it will have some affect on them. Otherwise, they will just keep doing it.”

“This is a national problem that needs to be addressed. While it does impact small communities, I believe the federal gov't must change its practices immediately to fix it in the small communities.”

Specific Incidents

“We had a homeless man come into our office and steal an employee's jacket while that employee was trying to find him a dry blanket in the shop.”

“Our building has been broken into by the homeless many times, despite installing cameras and birding it up.”

“We have experienced drug use in our parking lot, theft in our salon and physical property damage from homeless individuals.”

“Police officers did nothing when we asked for help with a homeless man in our office.”

“We get theft from the homeless 24/7 and nothing is done when we call the police.”

“Have had homeless sleeping in front of my front door on numerous occasions. Have had them come into office.”

“Shoplifting and the lack of a timely response impacts our business.”

Specific Comments

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

It's Gotten/
Getting
worse

“Please address the issue promptly and refrain from providing excuses. Businesses should not have to face these challenges. I've lived in the Arvada/Wheat Ridge area for over 43 years, and the transformation over the past five years has been distressing. The city has an obligation to ensure the safety of its streets for both businesses and residents.”

“I used to want to have a possible store front or office in Downtown Arvada but with the crime there and the homelessness there in the last year, that is not a viable option anymore. If it gets back to what it used to be I might reconsider that.”

“I am witnessing more and more homelessness and drug use around Old Town Arvada and the Old Town Light Rail station. I feel this is at the heart of Arvada and is turning people away from wanting to gather in the area, especially with young families. It is a shame to see this happen to the heart of our city.”

“Vehicle theft and graffiti is becoming a regular problem.”

“We have had several homeless people around our shopping center leaving garbage, vandalism or causing outbursts. I am glad Arvada is looking to help the issues of that but having officers for that unit will not be enough unfortunately. In the last three years we have seen a large increase in our area along with vandalism.”

“I only experience homelessness when using RTD Rail from Olde Town. The situation is frustrating, and I have no tolerance for people sleeping in public parks. They should be given notices common in other jurisdictions and moved out of these areas. As to Crime, our major crime is teenagers engaged in petty theft that is annoying because when they steal our signs, we have to wait weeks to get them replaced.”

Specific
Area

“I live and operate out of Old Town Arvada, but I can no longer suggest in person meetings in Old Town Arvada due to crime, people openly doing drugs in old town and on sides of the roads, how terrible the infrastructure, road maintenance, and continued look of neglect of the area (looks more ghetto every year), so I take my business anywhere but here because my business is built on reputation and I do not want to be seen as a ghetto/cheap service, or deal with someone having an issue with crime during our coffee or in person meeting. Due to the neglect of Old Town, I will be looking to open a showroom in another city unless things turn around.”

“It is very sad to see our welcome to Arvada sign covered with homelessness. My kids are students at Shrine of St. Anne. We are very disappointed with activity that surrounds the school on a daily basis. We loved using our public library and are no longer able to. Also, we loved our park, and are no longer able to use it. My business has been stolen from. Detoured customers. And created a lot of stress for me, my safety and the safety of my employees.”

Homelessness Task Force

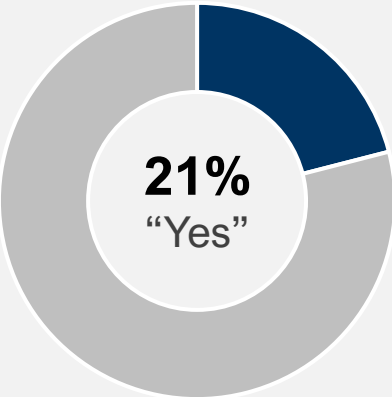
Awareness

“The task force is an overdue Band-Aid, but the problem is bigger than the resources committed to it.”

When told the City of Arvada has recently created a task force specifically focused on issues of homelessness, 21% of respondents said they were aware of the task force. However, the news was well received, with three-fourths (73%) saying that knowing this information makes them feel like the City is making positive strides toward improving the issue of homelessness in the City.

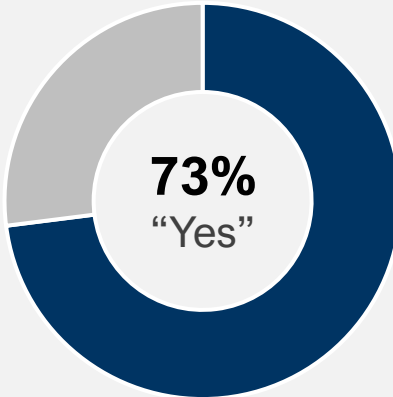
“The City of Arvada has recently created a response team of police officers who are focused specifically on issues of homelessness. This team conducts outreach efforts to connect those experiencing homelessness with resources, as well as strategic enforcement efforts when providing such resources becomes ineffective.”

“Were you aware of this new team of officers who are focused on the issue of homelessness in Arvada?”



2023: base=302

“Does knowing about this police task force help you feel the city is making positive strides toward improving the issue of homelessness?”



2023: base=301



Ongoing Challenges with Employees

Key Observations

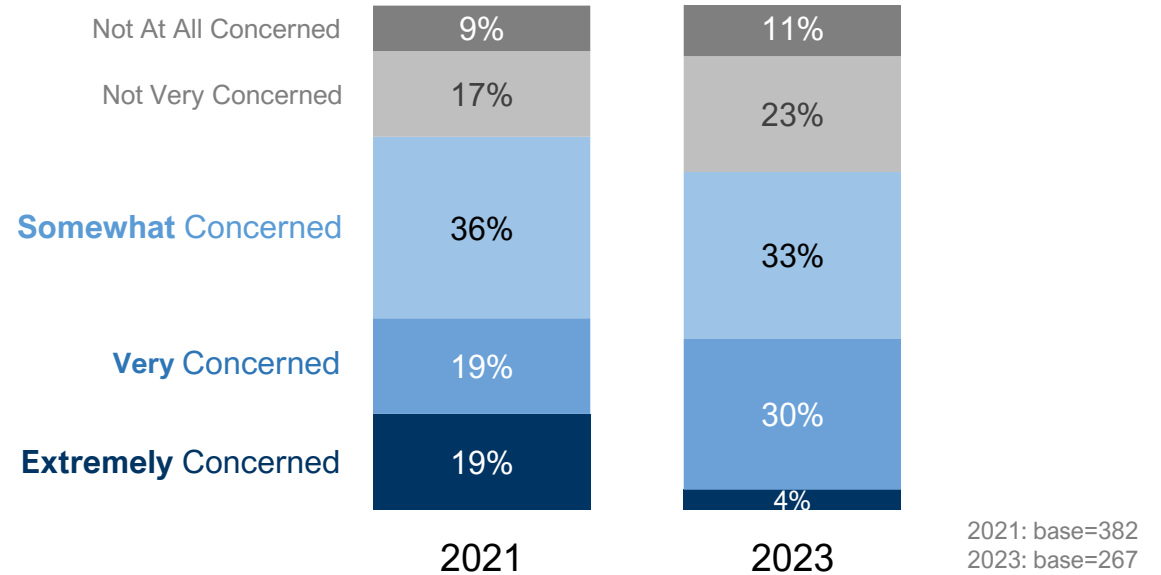
- While concern over another pandemic has waned considerably since 2021, new issues have emerged.
 - Half of respondents find it harder to find and retain employees today than they did prior to the pandemic.
 - A third of respondents said the mental health of their employees is worse today than it was prior to pandemic.
 - And four out of ten respondents believe the lack of affordable housing is contributing to their difficulties of hiring and retaining qualified employees.
- One-fourth of respondents (23%) report that at least some of their employees are working remotely, similar to what we saw in 2021 (28%).
- Of those with remote workers, four out of ten said they would like them to be on-site but worry some may leave if they make this a requirement or that it could make it more difficult to attract new talent in the future. This was especially the case among businesses who have employees who reside outside of the City.
- A quarter of respondents who have remote workers say they have considered outsourcing some of their remote work, either out of state or even out of the country.



Lingering Impacts of COVID

As one may expect, the level of concern over another pandemic such as COVID-19 has dropped considerably since 2021. While in 2021, one out of five respondents (19%) said they were “extremely” concerned about another pandemic, this has fallen to just 4% today. One-third (34%) are not concerned about another pandemic which leaves about 60% landing in the middle, expressing a limited degree of concern.

“How concerned are you about another pandemic in the future?”



According to **Gallup** (Sept 2023¹)

71% feel the COVID situation is getting better or staying the same

27% are very or somewhat worried about getting COVID

53% feel the pandemic is over

85% feel life is at least somewhat back to normal



How Managing Employees Has Changed



Little has changed with regard to remote versus on-site work since the height of the pandemic in 2021.

- Approximately three-fourths of businesses say their employees are all working on-site (77% versus 82% in 2021).

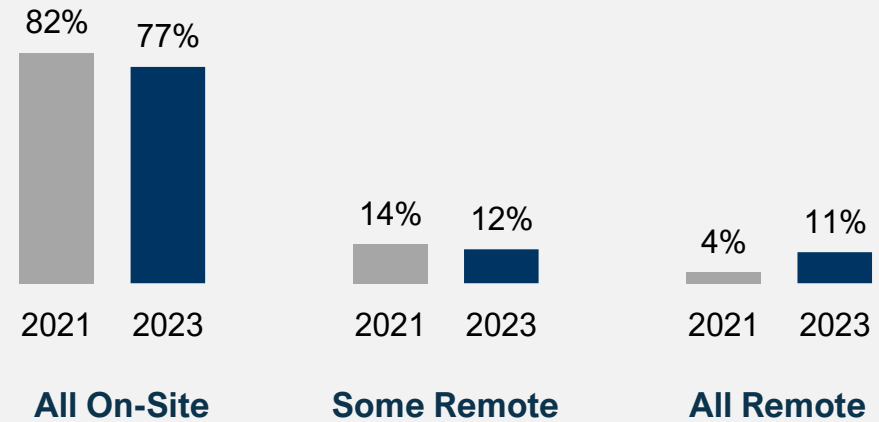
However, respondents often say that it is more difficult to find and retain employees today than it was during pre-COVID times (48% “more difficult” versus 27% “the same” or “less difficult”).

Nearly half (44%) feel that housing costs are contributing to their challenges of hiring and retaining qualified employees.

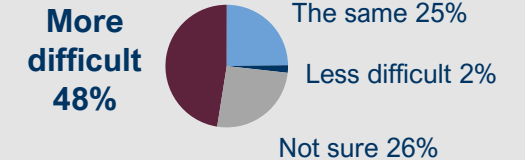
One-third of respondents also believe the mental health of their employees is worse today than it was pre-COVID (32% “worse” versus 5% saying it is “better” today and 35% saying there has been no change).



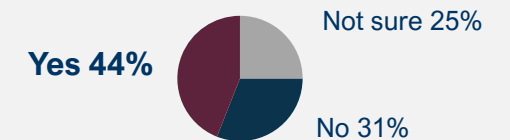
“Are your employees back to work at your office/store or are some continuing to work remotely?”



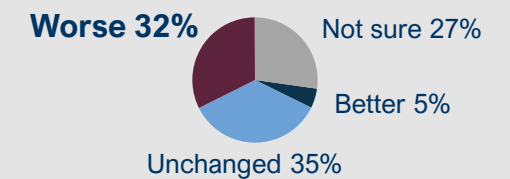
Challenge of Finding and Retaining New Employees Compared to Before COVID



Importance of affordable housing to hiring and retaining qualified employees



Perceived Mental Health of Employees Compared to Before COVID



How Managing Employees Has Changed



The types of businesses that indicate they are struggling the most to find and retain employees are those with the largest numbers of employees (10+ employees), with the highest revenues (\$1M+) that have been in business the longest (20+ years) and are in the retail/service space.

Those who feel affordable housing is most impacting their ability to hire and retain qualified employees also tend to have larger workforces (10+ employees) and higher annual revenues (\$1M+), but the impact of affordable housing is more consistent across all types of businesses.

Concerns about poorer mental health is also not confined to any particular type of business, with no statistically significant differences between any of these business demographics except for businesses with 10 or more employees, where the highest percentage say their employee's mental wellbeing is worse than it was prior to the pandemic (57%).



Business Space

2023 % (change from 2021, if shown) Top-Two Box	Retail / Service	Commercial Office	Home-Based	Industrial / Warehouse
All + Some Remote	12% (+3)	28% (+5)	46% (+12)	15% (+5)
More Difficult to find/retain	60%	47%	24%	35%
Mental Health is worse	33%	30%	30%	22%
Housing importance	52%	39%	38%	44%



Years in Business

2023 % (change from 2021, if shown) Top-Two Box	Less than 3 years	3 to 10 Years	11 to 19 Years	20 or more years
All + Some Remote	21% (+3)	24% (+9)	23% (+3)	24% (+3)
More Difficult to find/retain	36%	43%	51%	62%
Mental Health is worse	34%	31%	33%	32%
Housing importance	48%	44%	40%	44%



Number of employees

2023 % (change from 2021, if shown) Top-Two Box	1	2 to 4	5 to 9	10 or More
All + Some Remote	32% (+7)	20% (0)	14% (+4)	22% (+4)
More Difficult to find/retain	26%	42%	63%	78%
Mental Health is worse	27%	24%	30%	57%
Housing importance	27%	42%	56%	66%



Recent Annual Revenue

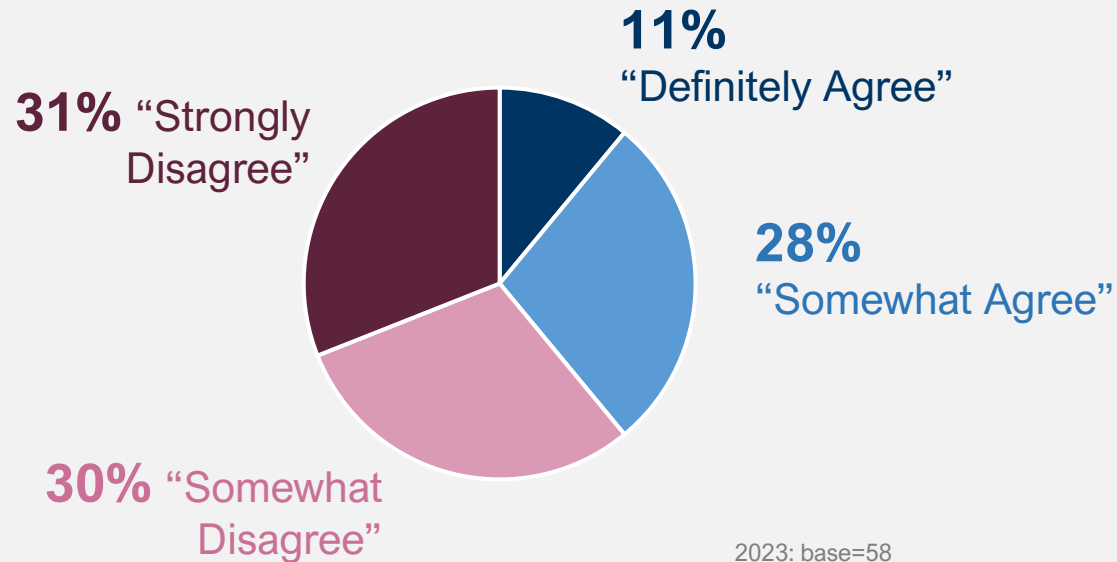
2023 % (change from 2021, if shown) Top-Two Box	Less than \$500K	\$500K to <\$1M	\$1M+
All + Some Remote	26% (+6)	12% (+1)	25% (0)
More Difficult to find/retain	34%	60%	83%
Mental Health is worse	30%	35%	43%
Housing importance	38%	48%	59%

Looking for Help Outside Arvada

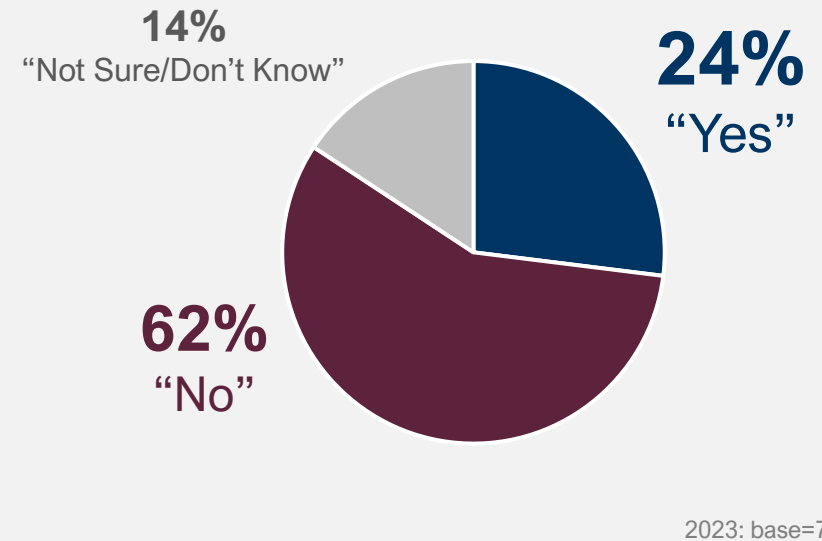
Among the 23% of respondents who have remote employees, 39% agree that they would require more employees to work on-site but are concerned doing so may cause some to leave as well as make it more difficult to attract new employees.

When asked if they were considering outsourcing some of their remote work, either out of state or even out of the country, one-fourth said they were giving that thought consideration.

“Do you agree or disagree with the following statement: I would require more of my employees to work at the office/store, but I am concerned that requiring them to do so may cause some to leave or make it difficult to attract new employees?”



“Have you considered outsourcing some of your remote work either out of state or even out of the country?”

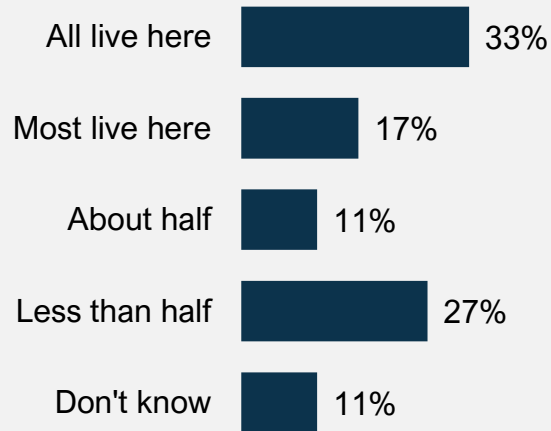


Looking for Help Outside Arvada

Most employers are having to bring in some of their workforce from outside the city limits, with only one-third (33%) saying all their employees live in Arvada, which is even lower among employers in retail/service (21%) and industrial/warehouse spaces (9%). Those with more employees and higher annual revenues are also more likely to have employees who live outside of Arvada.

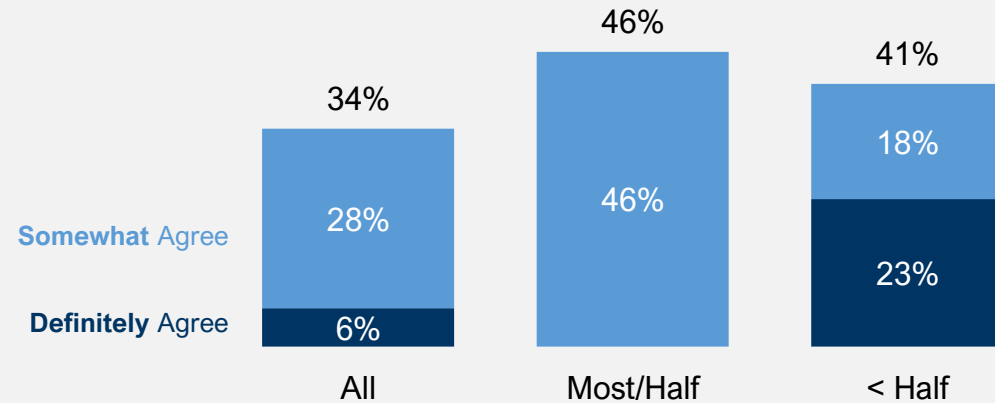
Businesses with less than half their employees living in Arvada are more tentative when it comes to requiring on-site work, with 23% “definitely” agreeing that this is something they would like to do but are unable to due to concerns about employees leaving or concerns with new employee acquisition.

“Do your employees live in Arvada, or do at least some commute to the city?”



2023: base=270

Would require working On-Site, but concerned about attracting/ retaining employees



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2023 %	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
All	21%	31%	75%	9%	30%	31%	38%	34%	60%	35%	9%	13%	44%	23%	11%
Half/Most	37%	38%	5%	26%	29%	28%	25%	34%	8%	37%	38%	44%	23%	44%	38%
Less than Half	31%	30%	5%	51%	26%	32%	27%	22%	14%	21%	45%	35%	18%	33%	41%

Support for Business Economic Growth

Key Insights

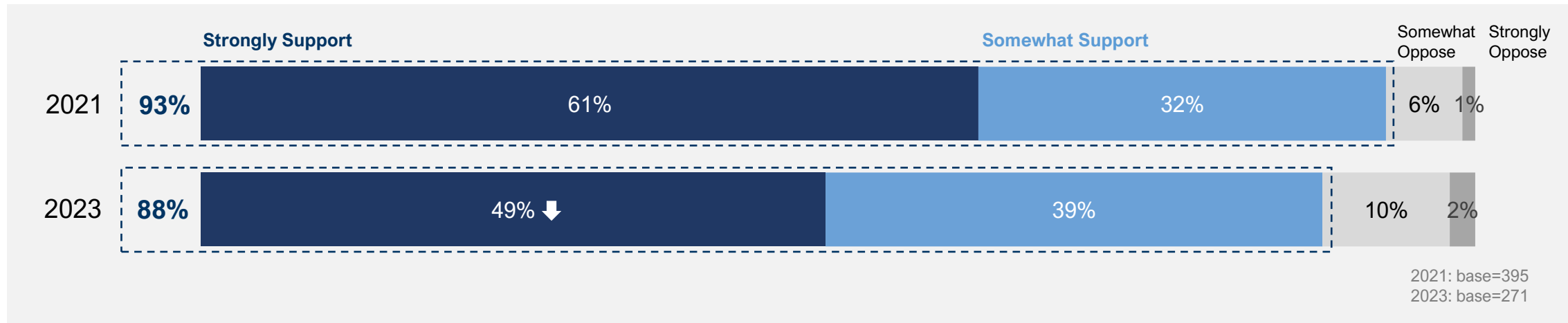
- Support for economic growth in the City of Arvada has fallen since 2021, as have perceptions for how well participants feel the City is managing economic growth.
- Despite businesses feeling as optimistic about their future survival as they did in 2021, they are less likely to desire growth for their business.
- Declines in support for economic growth are greatest among businesses in the retail/service and commercial office sectors, among Arvada's newest and oldest establishments as well as those with the lowest annual revenues.
- Among potential barriers that respondents indicated may hinder their growth, only one was stood out more prominently this year than in 2021: *lack of sufficient public safety for my staff and/or customers.*



Supporting Economic Growth

Significantly fewer respondents today said they “strongly support” economic growth in the City of Arvada, at 49% versus 61% in 2021. In turn, nearly twice as many respondents today say they oppose economic growth this year, albeit at just 12% (versus 7% in 2021).

“How much do you support or oppose economic growth in the City of Arvada?”



Lower levels of support for economic growth are more likely to come from businesses in the retail/service (-15 points versus 2021) and commercial office categories (-28 points), along with newer businesses (<3 years in business at -25) and those earning less the \$500K annually (-15).



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2023 % (change from 2021)

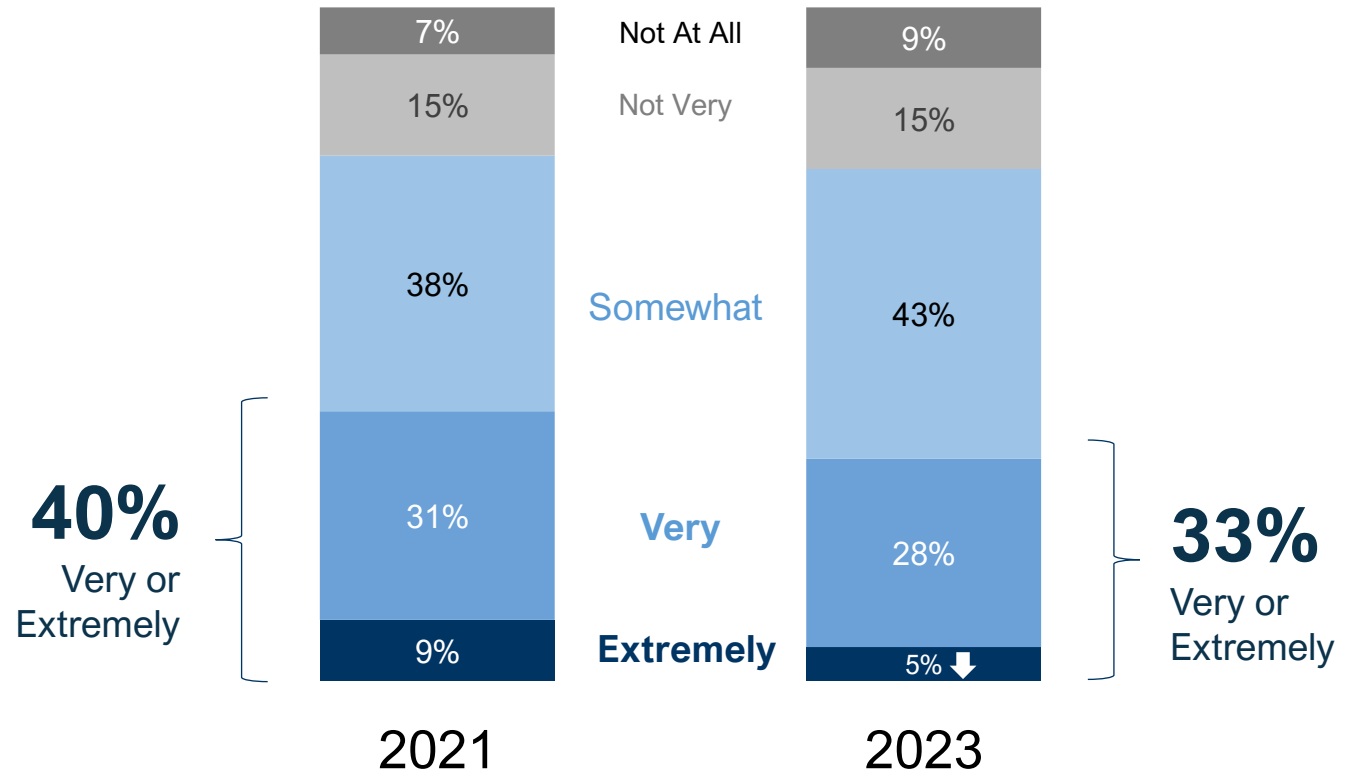
	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Strongly/Somewhat	91% (-7)	86% (-12)	93% (+5)	83% (-12)	89% (-7)	92% (-7)	88% (-2)	84% (-4)	88% (0)	89% (-9)	85% (-9)	91% (-6)	88% (-4)	92% (-6)	86% (-9)
Strongly	54% (-15)	40% (-28)	26% (-17)	68% (+13)	55% (-25)	65% (-1)	43% (-6)	31% (-19)	38% (-11)	51% (-9)	49% (-22)	71% (-7)	43% (-15)	62% (-4)	59% (-10)

Growth Management

About half as many respondents today said they are “extremely satisfied” with the way in which the City is managing economic growth compared to 2021 (5% versus 9%) and at the top-two box level (“Extremely” + “Very Satisfied”) ratings are lower as well, at 33% this year versus 40% in 2021.

The lowest ratings are once again seen among businesses in the retail/service space and newer businesses.

“How satisfied are you with the way in which the city is managing economic growth?”



2021: base=395
2023: base=271

Business Space

Years in Business

Number of employees

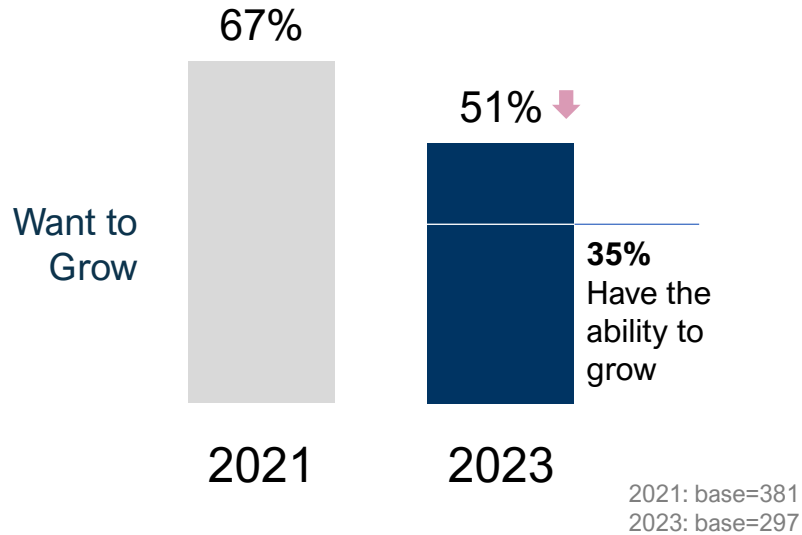
Recent Annual Revenue

2023 % (change from 2021)

	Retail/Service	Commercial Office	Home-Based	Industrial/Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Extremely + Very	32% (-18)	22% (-3)	24% (-9)	47% (+21)	46% (-16)	42% (-3)	18% (-12)	24% (-6)	36% (+8)	34% (-11)	22% (-31)	36% (-11)	34% (-8)	25% (-18)	37% (-3)
Extremely Satisfied	5% (-9)	2% (-1)	5% (+3)	7% (+4)	3% (-17)	9% (+2)	2% (-1)	5% (-4)	8% (+3)	7% (-3)	2% (-11)	2% (-9)	6% (-3)	2% (-7)	5% (-6)

Desire to Grow

“Do you want to grow your business or are you happy with the size you are at now?”

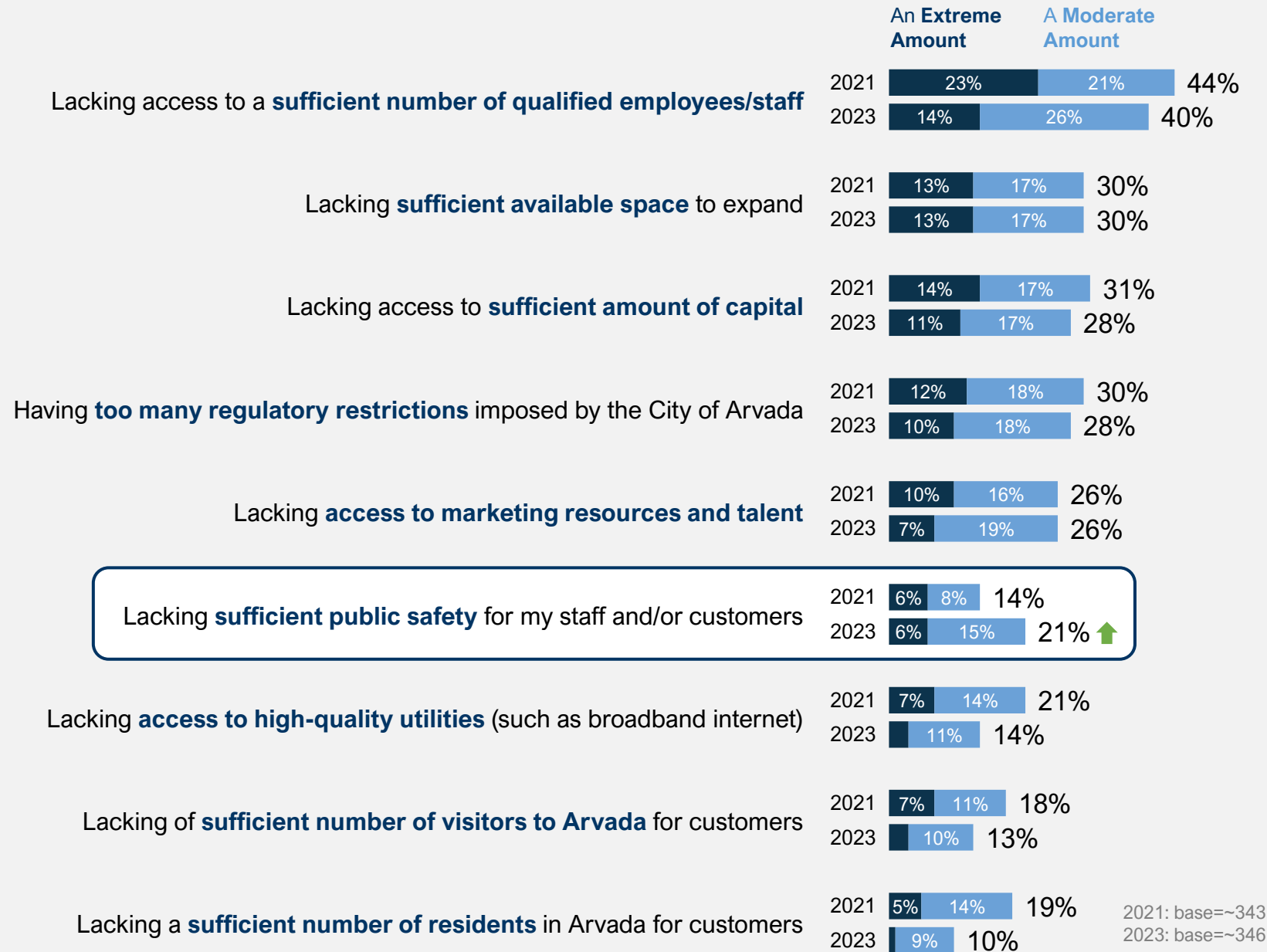


Desire to grow is also less of a priority this year than in 2021 (down significantly from 67% desiring to grow their business to now 51%).

When asked what barriers are holding them back from wanting to expand, most of the reasons held statistically stable with 2021 results save one:





- Significantly more respondents this year mentioned a *lack of sufficient public safety* as an issue that was holding them back from expanding (21% this year compared to 14% in 2021).

“How much are the following holding you back from expanding?”



Growth and Barriers to Expansion

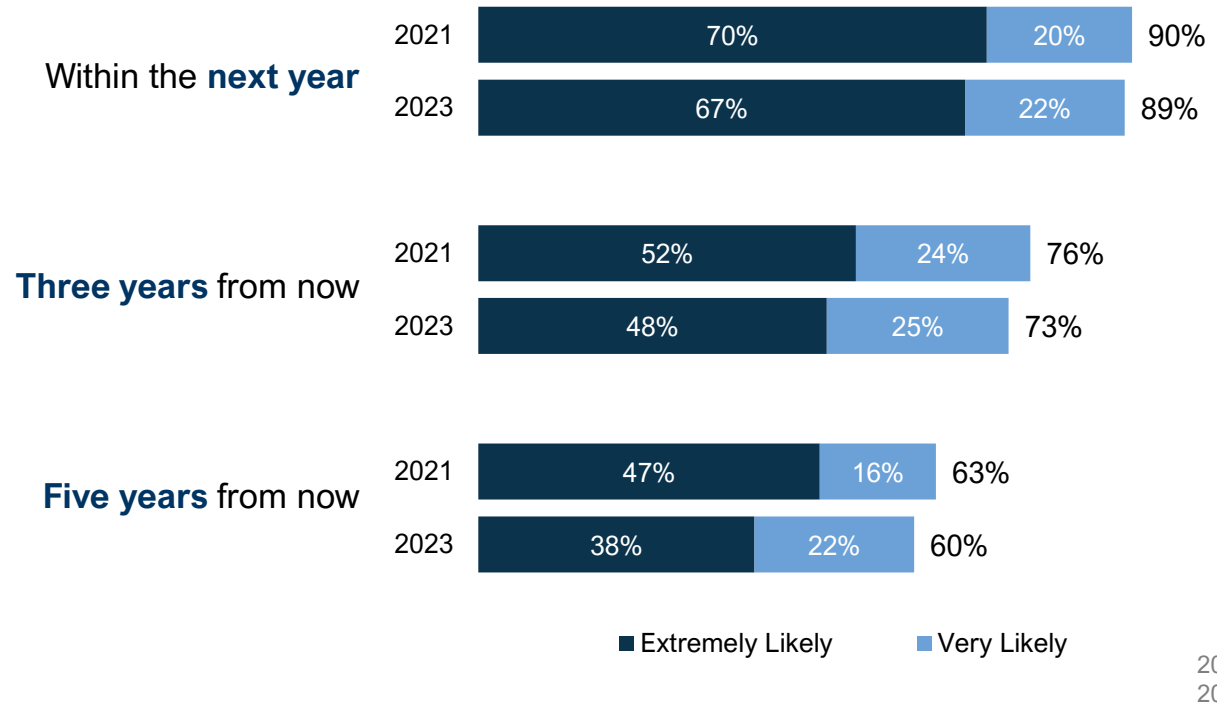
Retail/service industry businesses, those in business over 10 years, those with two to nine employees and those with annual revenues of less than \$500K per year are significantly less likely to say they want to grow this year than in 2021. Among the barriers, only *Lacking sufficient public safety for my staff and/or customers* had statistically significant increases this year, seen for businesses with 10 or more employees and those with revenues between \$500K and \$1 million.

% Want to Grow/ % Extreme + Moderate Amount	 Business Space				 Years in Business				 Number of employees				 Recent Annual Revenue		
	Retail/ Service	Commercial Office	Home- Based	Industrial/ Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or more	Less than \$500K	\$500K to <\$1M	\$1M+
Want to Grow	57% (-16)	48% (-11)	35% (-14)	65% (-10)	74% (-10)	62% (-7)	29% (-35)	37% (-16)	40% (-11)	52% (-18)	53% (-29)	71% (-6)	45% (-17)	69% (-3)	65% (-15)
Lacking access to a sufficient number of qualified employees/staff	42% (-13)	45% (0)	31% (+11)	25% (-18)	28% (-11)	36% (-9)	53% (+10)	47% (0)	17% (-6)	33% (-6)	57% (0)	61% (-13)	32% (-1)	41% (-5)	61% (-11)
Lacking sufficient available space to expand	29% (-4)	30% (+3)	20% (-3)	36% (-1)	35% (+5)	40% (+5)	12% (-16)	24% (0)	23% (+4)	33% (-5)	33% (+4)	35% (-3)	27% (-2)	24% (-7)	37% (+5)
Lacking access to sufficient amount of capital	42% (+8)	16% (-10)	16% (-7)	28% (-8)	41% (+8)	34% (-5)	12% (-12)	21% (-3)	25% (+3)	20% (-21)	39% (+5)	30% (+2)	32% (-2)	25% (-4)	22% (+1)
Having too many regulatory restrictions imposed by the City of Arvada	31% (+4)	20% (-3)	2% (-15)	33% (-10)	30% (+8)	27% (0)	17% (-9)	34% (-4)	15% (-11)	32% (+6)	35% (+3)	36% (-1)	24% (+1)	30% (-1)	40% (-3)
Lacking access to marketing resources and talent	34% (+1)	8% (-25)	18% (-2)	7% (-12)	20% (-14)	39% (+9)	23% (+5)	18% (-6)	24% (+4)	17% (-16)	32% (+7)	31% (-2)	26% (-5)	30% (+15)	25% (-2)
Lacking sufficient public safety for my staff and/or customers	23% (+8)	15% (+1)	21% (+14)	16% (-2)	23% (11)	14% (0)	28% (+10)	22% (+8)	15% (+3)	12% (-3)	28% (+13)	35% (+20)	16% (+1)	33% (+22)	25% (+9)
Lacking access to high-quality utilities (such as broadband internet)	17% (-3)	12% (0)	6% (-21)	6% (-26)	10% (-9)	15% (-4)	21% (0)	10% (-15)	8% (-14)	13% (-10)	15% (-4)	25% (+8)	11% (-10)	25% (+5)	17% (-6)
Lacking a sufficient number of visitors to Arvada for customers	15% (-6)	2% (-6)	14% (+6)	5% (+2)	21% (-14)	16% (-2)	5% (-7)	7% (-2)	10% (-3)	13% (-3)	17% (-6)	13% (-13)	14% (-3)	2% (-20)	17% (0)
Lacking a sufficient number of residents in Arvada for customers	9% (-13)	6% (-13)	11% (+7)	9% (+3)	15% (-17)	15% (-9)	4% (-8)	3% (-7)	10% (-2)	7% (-14)	9% (-17)	13% (-9)	10% (-8)	7% (-21)	13% (-2)

Business Outlook

When asked the likelihood that they think their businesses will survive into the future, little has changed since 2021 (no changes are statistically significant), indicating that despite the lower ratings on several of the metrics, most respondents do not seem to think this will impact the survival of their businesses.

“How likely do you think you will continue to be in business here in Arvada...?”



Business Space

Years in Business

Number of employees

Recent Annual Revenue

Extremely + Likely

	Retail/ Service	Commercial Office	Home-Based	Industrial/ Warehouse	Less than 3 years	3 to 10 years	11 to 19 years	20 or more years	1	2 to 4	5 to 9	10 or More	Less than \$500K	\$500K to <\$1M	\$1M+
Next Year	90% (-5)	91% (+1)	89% (+1)	94% (+6)	93% (0)	89% (-1)	95% (+3)	81% (-4)	91% (+7)	86% (-9)	84% (-11)	94% (+6)	87% (-3)	94% (-2)	91% (+3)
Three Years	77% (-2)	76% (-1)	81% (+7)	81% (+11)	83% (+3)	75% (-6)	64% (-10)	70% (0)	74% (+4)	75% (0)	70% (-13)	76% (-9)	74% (+2)	65% (-15)	79% (-6)
Five years	68% (-1)	62% (4)	69% (+17)	50% (-3)	70% (-1)	56% (-3)	55% (-9)	58% (-2)	64% (+2)	55% (+1)	58% (-11)	61% (-11)	59% (+2)	49% (-27)	68% (0)

Appendix

Data Tables



Explanation of Terminology



This report uses terminology that is somewhat unique to survey research:

Top-Box Responses

Several survey questions provide respondents with different options to choose from, such as “Strongly Agree,” “Agree,” etc. When we refer to the “Top-Box,” this is in reference to the highest level of agreement on any of these types of scales, such as the percentage of respondents who said, “Strongly Agree.”

Top-Two Box Responses

The “Top-Two Box” response includes the second-highest response along with the top-box response. For example, on a question with an agreement scale, participants who answered, “Strongly Agree” are combined with those who answered, “Somewhat Agree,” and the percentage of these respondents represents the top-two box response.

Statistical Significance Testing

Statistical tests (typically t-tests of proportions) are used throughout the analysis to indicate which results are most likely to represent real differences in the data (as opposed to differences which fall within the margin of sampling error). Significance testing is performed only when the sample size is at or greater than 30. The level of confidence used for all statistical significance testing in this document is 95%. When a difference is said to be statistically significant, it is notated by either an arrow (in charts) or a shaded cell (in tables).

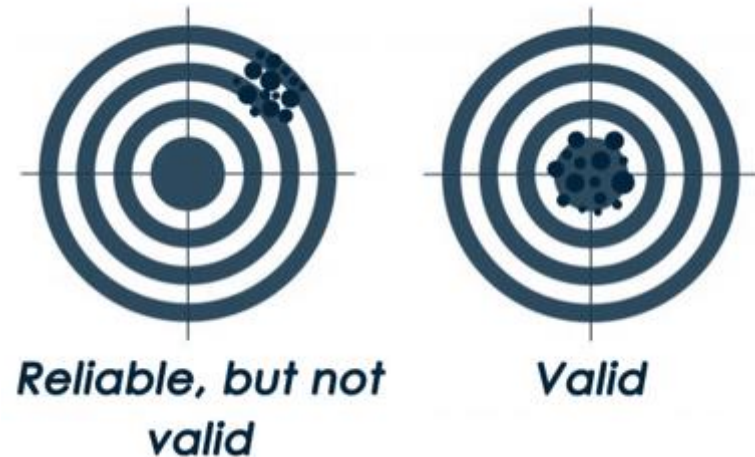
Research

Reliability & Validity

When gathering survey data, thought must be given to the representativeness of the results. While many believe that good data is achieved by simply gathering more of it, larger sample sizes only serve to reduce sampling error, or the reliability of the results, but do not necessarily relate to whether the results are representative of the population, which is an assessment of the validity of the data.

Validity From a data collection standpoint, validity considers the extent to which the sampling method is able to produce results which are representative of the population of interest. For this assessment, a random sampling of residents was employed rather than convenience sampling (e.g., social media recruitment or posting a link to the survey in newsletters). Multiple attempts were made to encourage respondents to participate and statistical adjustments (i.e., data weighting) were applied to further refine the representativeness of the data.

Reliability Reliability refers to the reproducibility of the data, meaning the extent to which similar results would be obtained if the study were to be repeated in the same manner. Larger sample sizes create more reliable data due to their smaller margin of sampling error. However, consistency does not equate to validity, making it necessary to strive for both reliability and validity.



Data Tables

Overall Satisfaction

“Overall, how satisfied operating a business in the City of Arvada?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	309	99	63	48	33	66	84	64	92	119	79	62	49
Overall Satisfaction (extremely + very)	61%	54%	57%	77%	77%	60%	58%	65%	61%	73%	60%	48%	51%
extremely	18%	17%	9%	40%	15%	21%	26%	15%	11%	26%	18%	11%	11%

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	309	193	43	54	268	37	198	111
Overall Satisfaction (extremely + very)	61%	65%	43%	59%	58%	78%	68%	50%
extremely	18%	23%	11%	11%	19%	14%	25%	8%



Data Tables

Business Relationship with City of Arvada

“How would you describe the business relationship you have with the City of Arvada?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	325	102	64	56	33	74	86	67	94	127	82	65	51
Relationship with city (excellent + good)	57%	63%	53%	58%	72%	59%	55%	54%	60%	59%	60%	52%	56%
excellent	17%	23%	7%	24%	22%	19%	18%	13%	17%	20%	19%	14%	10%

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	325	205	43	56	277	44	207	118
Overall Satisfaction (extremely + very)	57%	59%	49%	57%	54%	72%	60%	52%
extremely	17%	18%	17%	14%	17%	12%	21%	11%



Data Tables

Arvada is attractive place for businesses to locate

“Do you think the City of Arvada is an attractive place for businesses to locate?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	286	87	56	51	30	64	79	56	86	109	74	57	46
Arvada is attractive (definitely + probably)	56%	50%	53%	65%	53%	64%	61%	62%	41%	61%	59%	41%	60%
definitely	26%	31%	17%	38%	17%	28%	33%	20%	20%	32%	28%	17%	21%

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	286	179	39	53	246	38	185	101
Arvada is attractive (definitely + probably)	56%	57%	56%	49%	53%	76%	61%	48%
definitely	26%	29%	14%	21%	25%	30%	32%	16%



Data Tables

Business Relationship with City of Arvada

“What has contributed either positively or negatively to the relationship you have with the City?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	149	52	28	19	12	34	37	32	46	54	34	38	23
Good interactions so far	30%	36%	N/A	N/A	N/A	37%	30%	38%	18%	42%	27%	21%	N/A
Construction/Road work	13%	17%	N/A	N/A	N/A	0%	14%	12%	22%	7%	17%	24%	N/A
Specific business issues	13%	16%	N/A	N/A	N/A	10%	9%	16%	15%	10%	12%	17%	N/A
Not business friendly/Helping	12%	6%	N/A	N/A	N/A	7%	1%	24%	17%	9%	3%	12%	N/A
Crime/Public Safety	8%	8%	N/A	N/A	N/A	2%	2%	2%	21%	5%	2%	18%	N/A
Homeless issues	7%	10%	N/A	N/A	N/A	6%	9%	2%	11%	3%	10%	13%	N/A
Too few interactions	7%	0%	N/A	N/A	N/A	7%	3%	7%	10%	3%	3%	15%	N/A
Communication	6%	5%	N/A	N/A	N/A	5%	7%	4%	6%	11%	4%	2%	N/A
Rude/Indifferent/Unresponsive Staff	5%	1%	N/A	N/A	N/A	0%	0%	20%	2%	1%	3%	0%	N/A
Police interactions	5%	5%	N/A	N/A	N/A	7%	5%	4%	5%	2%	7%	8%	N/A
Permitting/Building	4%	6%	N/A	N/A	N/A	10%	2%	2%	4%	0%	0%	8%	N/A
Website	4%	0%	N/A	N/A	N/A	12%	2%	3%	1%	12%	0%	0%	N/A
Tax-related	3%	6%	N/A	N/A	N/A	9%	5%	0%	0%	3%	0%	8%	N/A
Businesses treated differently	3%	7%	N/A	N/A	N/A	0%	0%	0%	11%	0%	0%	7%	N/A
Arvada Chamber is helpful	2%	4%	N/A	N/A	N/A	4%	4%	1%	0%	4%	0%	2%	N/A
Housing	2%	2%	N/A	N/A	N/A	3%	0%	0%	3%	0%	3%	4%	N/A

Others 1% or less each

N/A indicates a sample size below n=30 and exclusion of that rating
 Ratings of zero not included in significance ratings to reduce clutter



Data Tables

Business Relationship with City of Arvada

“What has contributed either positively or negatively to the relationship you have with the City?”

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	149	89	22	31	132	14	91	58
Good interactions so far	30%	30%	N/A	25%	29%	N/A	34%	24%
Construction/Road work	13%	12%	N/A	6%	14%	N/A	10%	16%
Specific business issues	13%	9%	N/A	23%	12%	N/A	9%	19%
Not business friendly/Helping	12%	7%	N/A	12%	14%	N/A	8%	19%
Crime/Public Safety	8%	7%	N/A	11%	9%	N/A	11%	4%
Homeless issues	7%	11%	N/A	3%	8%	N/A	8%	7%
Too few interactions	7%	4%	N/A	15%	5%	N/A	6%	7%
Communication	6%	7%	N/A	0%	6%	N/A	7%	4%
Rude/Indifferent/Unresponsive Staff	5%	2%	N/A	1%	6%	N/A	1%	12%
Police interactions	5%	3%	N/A	16%	4%	N/A	3%	9%
Permitting/Building	4%	3%	N/A	10%	4%	N/A	2%	8%
Website	4%	8%	N/A	0%	5%	N/A	7%	0%
Tax-related	3%	6%	N/A	0%	4%	N/A	3%	4%
Businesses treated differently	3%	0%	N/A	17%	4%	N/A	5%	1%
Arvada Chamber is helpful	2%	3%	N/A	1%	2%	N/A	3%	1%
Housing	2%	1%	N/A	0%	2%	N/A	1%	2%

Others 1% or less each

N/A indicates a sample size below n=30 and exclusion of that rating
 Ratings of zero not included in significance ratings to reduce clutter



Data Tables

Interactions with the City of Arvada

“Have you interacted with the City of Arvada in the past 12 months?”

“How would you describe the interaction(s) you had with the City of Arvada?”

“In what ways have you recently interacted with the City?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	318	99	63	55	32	71	84	66	93	123	80	64	51
Interacted with city in past 12 mos. (yes)	46%	51%	33%	48%	51%	60%	41%	43%	42%	42%	47%	49%	49%
base	142	51	18	24	17	39	37	21	44	46	32	36	28
Interaction rating (excellent + good)	61%	55%	N/A	N/A	N/A	73%	63%	N/A	54%	71%	74%	40%	N/A
excellent	30%	27%	N/A	N/A	N/A	46%	31%	N/A	19%	38%	52%	13%	N/A
base	127	46	17	21	12	38	32	19	37	41	27	34	25
Tax-related/Financial reporting	29%	33%	N/A	N/A	N/A	40%	29%	N/A	24%	39%	N/A	28%	N/A
Permits/Construction/Inspections/Zoning	18%	12%	N/A	N/A	N/A	18%	21%	N/A	19%	10%	N/A	17%	N/A
Licenses/Registration/Renewals	15%	23%	N/A	N/A	N/A	32%	12%	N/A	0%	23%	N/A	10%	N/A
Police	14%	17%	N/A	N/A	N/A	8%	11%	N/A	25%	3%	N/A	26%	N/A
Specific business issues	11%	11%	N/A	N/A	N/A	7%	0%	N/A	3%	8%	N/A	8%	N/A
Events	11%	4%	N/A	N/A	N/A	11%	18%	N/A	6%	17%	N/A	7%	N/A
Communications/Questions	8%	8%	N/A	N/A	N/A	8%	8%	N/A	9%	13%	N/A	7%	N/A
Utilities	6%	2%	N/A	N/A	N/A	0%	5%	N/A	17%	11%	N/A	0%	N/A
Road/Parking issues	5%	5%	N/A	N/A	N/A	0%	0%	N/A	14%	0%	N/A	16%	N/A
Chamber of commerce	3%	2%	N/A	N/A	N/A	2%	6%	N/A	1%	2%	N/A	5%	N/A
Council members	2%	0%	N/A	N/A	N/A	0%	0%	N/A	5%	4%	N/A	2%	N/A
Work with the city	2%	2%	N/A	N/A	N/A	0%	0%	N/A	7%	0%	N/A	3%	N/A
Business support	2%	5%	N/A	N/A	N/A	4%	0%	N/A	0%	0%	N/A	0%	N/A
City manager/clerk	2%	2%	N/A	N/A	N/A	0%	3%	N/A	3%	0%	N/A	0%	N/A

Others 1% or less each

N/A indicates a sample size below n=30 and exclusion of that rating
Ratings of zero not included in significance ratings to reduce clutter on final question



Data Tables

Interactions with the City of Arvada

“Have you interacted with the City of Arvada in the past 12 months?”

“How would you describe the interaction(s) you had with the City of Arvada?”

“In what ways have you recently interacted with the City?”

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	318	198	43	56	270	44	203	115
Interacted with city in past 12 mos. (yes)	46%	43%	60%	49%	47%	38%	45%	47%
base	142	83	20	31	122	19	87	55
Interaction rating (excellent + good)	61%	70%	N/A	63%	57%	N/A	68%	49%
excellent	30%	38%	N/A	25%	29%	N/A	38%	16%
base	127	75	17	29	110	16	75	52
Tax-related/Financial reporting	29%	39%	N/A	N/A	29%	N/A	29%	29%
Permits/Construction/Inspections/Zoning	18%	15%	N/A	N/A	19%	N/A	18%	18%
Licenses/Registration/Renewals	15%	20%	N/A	N/A	16%	N/A	17%	12%
Police	14%	5%	N/A	N/A	13%	N/A	14%	13%
Specific business issues	11%	4%	N/A	N/A	9%	N/A	3%	23%
Events	11%	13%	N/A	N/A	11%	N/A	13%	7%
Communications/Questions	8%	12%	N/A	N/A	9%	N/A	11%	3%
Utilities	6%	7%	N/A	N/A	7%	N/A	9%	2%
Road/Parking issues	5%	1%	N/A	N/A	5%	N/A	4%	6%
Chamber of commerce	3%	4%	N/A	N/A	2%	N/A	2%	4%
Council members	2%	2%	N/A	N/A	2%	N/A	2%	1%
Work with the city	2%	0%	N/A	N/A	1%	N/A	0%	4%
Business support	2%	2%	N/A	N/A	2%	N/A	3%	0%
City manager/clerk	2%	0%	N/A	N/A	0%	N/A	0%	4%

Others 1% or less each

N/A indicates a sample size below n=30 and exclusion of that rating
Ratings of zero not included in significance ratings to reduce clutter on final question



Data Tables

Help from the City of Arvada

“Do you believe the City of Arvada can help you and your business be successful?”

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	313	98	61	54	32	70	84	63	93	119	79	64	51
City can help (definitely + probably/maybe)	64%	72%	45%	61%	70%	78%	74%	52%	52%	72%	59%	50%	71%
definitely	27%	28%	11%	29%	29%	37%	26%	23%	23%	28%	26%	24%	31%
base	123	40	26	15	9	33	37	23	30	41	29	28	25
Crime/Public Safety	14%	28%	N/A	N/A	N/A	18%	14%	N/A	14%	13%	N/A	N/A	N/A
Homelessness	14%	21%	N/A	N/A	N/A	12%	16%	N/A	15%	16%	N/A	N/A	N/A
Construction/Road Work	12%	15%	N/A	N/A	N/A	4%	14%	N/A	20%	10%	N/A	N/A	N/A
Assistance/Grants/Communication	12%	10%	N/A	N/A	N/A	7%	23%	N/A	7%	9%	N/A	N/A	N/A
Policy issues	9%	10%	N/A	N/A	N/A	8%	19%	N/A	5%	10%	N/A	N/A	N/A
Taxes-related	8%	18%	N/A	N/A	N/A	18%	0%	N/A	14%	3%	N/A	N/A	N/A
Event-Related	7%	0%	N/A	N/A	N/A	9%	12%	N/A	0%	9%	N/A	N/A	N/A
Housing issues	6%	11%	N/A	N/A	N/A	5%	6%	N/A	6%	9%	N/A	N/A	N/A
Infrastructure	6%	3%	N/A	N/A	N/A	6%	6%	N/A	9%	10%	N/A	N/A	N/A
City Direction/Planning Related	4%	0%	N/A	N/A	N/A	0%	1%	N/A	9%	5%	N/A	N/A	N/A
Business Promotion	2%	1%	N/A	N/A	N/A	9%	0%	N/A	0%	2%	N/A	N/A	N/A
Road Issues (Non-Construction)	2%	0%	N/A	N/A	N/A	2%	3%	N/A	5%	0%	N/A	N/A	N/A
Signage	2%	3%	N/A	N/A	N/A	4%	4%	N/A	0%	1%	N/A	N/A	N/A
Open-Space Related	2%	0%	N/A	N/A	N/A	0%	4%	N/A	0%	4%	N/A	N/A	N/A
Ease regulations	2%	0%	N/A	N/A	N/A	0%	3%	N/A	0%	0%	N/A	N/A	N/A

Others 1% or less each

N/A indicates a sample size below n=30 and exclusion of that rating
Ratings of zero not included in significance ratings to reduce clutter on final question



Data Tables

Help from the City of Arvada

“Do you believe the City of Arvada can help you and your business be successful?”

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	313	194	42	56	265	44	199	114
City can help (definitely + probably/maybe)	64%	69%	49%	63%	63%	68%	65%	62%
definitely	27%	26%	30%	33%	28%	22%	29%	24%
base	123	77	16	28	110	12	78	45
Crime/Public Safety	14%	15%	N/A	N/A	13%	N/A	9%	23%
Homelessness	14%	12%	N/A	N/A	14%	N/A	12%	18%
Construction/Road Work	12%	13%	N/A	N/A	12%	N/A	14%	10%
Assistance/Grants/Communication	12%	15%	N/A	N/A	13%	N/A	14%	9%
Policy issues	9%	9%	N/A	N/A	10%	N/A	7%	13%
Taxes-related	8%	4%	N/A	N/A	9%	N/A	5%	13%
Event-Related	7%	8%	N/A	N/A	7%	N/A	8%	4%
Housing issues	6%	9%	N/A	N/A	6%	N/A	8%	3%
Infrastructure	6%	6%	N/A	N/A	6%	N/A	7%	4%
City Direction/Planning Related	4%	3%	N/A	N/A	3%	N/A	4%	3%
Business Promotion	2%	3%	N/A	N/A	3%	N/A	2%	3%
Road Issues (Non-Construction)	2%	1%	N/A	N/A	2%	N/A	1%	5%
Signage	2%	3%	N/A	N/A	2%	N/A	2%	3%
Open-Space Related	2%	2%	N/A	N/A	1%	N/A	2%	2%
Ease regulations	2%	1%	N/A	N/A	2%	N/A	2%	2%

Others 1% or less each

N/A indicates a sample size below n=30 and exclusion of that rating



Data Tables

Arvada Service Ratings

“How well do you think the City of Arvada is providing the following services to the business community?”

(extremely + very well)	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	~267	~86	~51	~50	~26	~54	~73	~55	~85	~104	~70	~54	~45
Maintaining an efficient/effective government	47%	51%	31%	49%	N/A	54%	53%	39%	42%	54%	42%	40%	48%
Maintaining a city safe from crime	34%	37%	17%	36%	N/A	34%	37%	32%	32%	42%	28%	24%	36%
Maintaining/expanding transportation network	32%	30%	17%	39%	N/A	34%	36%	33%	26%	43%	30%	12%	34%
Finding solutions to homeless population	13%	17%	9%	14%	N/A	14%	16%	8%	11%	18%	15%	4%	10%

(extremely + very well)	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	~267	~165	~40	~51	~232	~32	~177	~92
Maintaining an efficient/effective government	47%	46%	39%	54%	44%	65%	50%	42%
Maintaining a city safe from crime	34%	35%	17%	36%	34%	34%	40%	23%
Maintaining/expanding transportation network	32%	32%	27%	33%	30%	48%	36%	24%
Finding solutions to homeless population	13%	15%	3%	13%	12%	19%	15%	8%



~ indicates approximate sample sizes shown due to multiple questions with possible variations in sample sizes included
 N/A indicates a sample size below n=30 and exclusion of that rating

Data Tables

Crime and Homelessness Impacts

“Has your business been impacted by crime within the past 12 months?”

“Have you personally been impacted by crime within the past 12 months within the City of Arvada (aside from your business)?”

“Do you believe that issues surrounding crime in Arvada are getting better, worse or staying the same?”

“Has your business been impacted by homelessness within the past 12 months?”

“Do you believe that issues surrounding HOMELESSNESS in Arvada are getting better, worse or staying the same?”

“Were you aware of this new team of officers who are focused on the issue of homelessness in Arvada?”

“Does knowing about this police task force help you feel the City is making positive strides toward improving the issue of homelessness?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	~305	~96	~59	~55	~30	~68	~80	~64	~90	~117	~78	~62	~48
Business impacted by crime (yes)	35%	39%	29%	8%	57%	35%	29%	43%	36%	18%	31%	45%	69%
Personally Impacted by crime (yes)	14%	16%	10%	16%	4%	15%	15%	2%	20%	14%	11%	20%	8%
Crime is getting worse	50%	44%	54%	60%	39%	43%	39%	56%	60%	50%	51%	51%	46%
Business impacted by homelessness (yes)	47%	66%	59%	11%	39%	50%	40%	55%	46%	31%	40%	62%	72%
Homelessness is getting worse	56%	57%	58%	59%	50%	52%	52%	51%	68%	54%	59%	64%	47%
Aware of new homeless task force (yes)	21%	20%	30%	28%	3%	13%	16%	22%	30%	26%	12%	15%	27%
Knowing about task force helps (yes)	73%	72%	58%	78%	92%	78%	80%	70%	64%	74%	64%	67%	89%

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	~305	~190	~41	~55	~259	~42	~194	~111
Business impacted by crime (yes)	35%	22%	65%	55%	33%	49%	23%	54%
Personally Impacted by crime (yes)	14%	15%	1%	19%	15%	5%	16%	10%
Crime is getting worse	50%	47%	74%	40%	53%	31%	54%	43%
Business impacted by homelessness (yes)	47%	36%	74%	54%	46%	49%	34%	67%
Homelessness is getting worse	56%	55%	50%	61%	58%	44%	59%	53%
Aware of new homeless task force (yes)	21%	21%	15%	23%	20%	21%	20%	21%
Knowing about task force helps (yes)	73%	74%	71%	74%	72%	79%	72%	73%

Data Tables

Coded comments about crime or homelessness in Arvada

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	113	34	23	23	9	22	34	24	32	49	25	20	19
Need solutions/Current policies ineffective	24%	37%	N/A	N/A	N/A	N/A	27%	N/A	29%	16%	N/A	N/A	N/A
Specific Personal/Business Incidents	19%	35%	N/A	N/A	N/A	N/A	16%	N/A	14%	14%	N/A	N/A	N/A
Has Gotten/Getting worse	18%	31%	N/A	N/A	N/A	N/A	19%	N/A	24%	14%	N/A	N/A	N/A
Specific Area Mentioned	18%	21%	N/A	N/A	N/A	N/A	29%	N/A	14%	22%	N/A	N/A	N/A
Need to provide them services/Help	11%	5%	N/A	N/A	N/A	N/A	14%	N/A	4%	18%	N/A	N/A	N/A
People don't feel safe/Are scared/Uncomfortable	10%	19%	N/A	N/A	N/A	N/A	9%	N/A	16%	11%	N/A	N/A	N/A
More/Better Police needed	9%	11%	N/A	N/A	N/A	N/A	7%	N/A	7%	11%	N/A	N/A	N/A
Not considering locations/Looking at relocating	7%	0%	N/A	N/A	N/A	N/A	10%	N/A	14%	6%	N/A	N/A	N/A
Task force-related	5%	3%	N/A	N/A	N/A	N/A	12%	N/A	3%	8%	N/A	N/A	N/A
Homelessness is complicated	4%	2%	N/A	N/A	N/A	N/A	3%	N/A	5%	2%	N/A	N/A	N/A
Decreasing/See positive signs	4%	3%	N/A	N/A	N/A	N/A	5%	N/A	4%	3%	N/A	N/A	N/A
No one is helping, including Police	3%	6%	N/A	N/A	N/A	N/A	2%	N/A	6%	2%	N/A	N/A	N/A
Need to remove them	3%	5%	N/A	N/A	N/A	N/A	3%	N/A	2%	1%	N/A	N/A	N/A
Police are not always the answer	3%	0%	N/A	N/A	N/A	N/A	0%	N/A	3%	4%	N/A	N/A	N/A
Just too many/They've taken over	3%	7%	N/A	N/A	N/A	N/A	0%	N/A	0%	5%	N/A	N/A	N/A
Arvada is making an effort, but too challenging	3%	3%	N/A	N/A	N/A	N/A	3%	N/A	5%	1%	N/A	N/A	N/A
Federal/National Issue	2%	0%	N/A	N/A	N/A	N/A	3%	N/A	0%	3%	N/A	N/A	N/A

Data Tables

Coded comments about crime or homelessness in Arvada

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	113	73	11	21	104	7	73	40
Need solutions/Current policies ineffective	24%	21%	N/A	N/A	26%	N/A	27%	18%
Specific Personal/Business Incidents	19%	19%	N/A	N/A	18%	N/A	14%	26%
Has Gotten/Getting worse	18%	17%	N/A	N/A	17%	N/A	19%	17%
Specific Area Mentioned	18%	17%	N/A	N/A	19%	N/A	17%	19%
Need to provide them services/Help	11%	16%	N/A	N/A	11%	N/A	16%	3%
People don't feel safe/Are scared/Uncomfortable	10%	9%	N/A	N/A	11%	N/A	10%	12%
More/Better Police needed	9%	11%	N/A	N/A	10%	N/A	7%	12%
Not considering locations/Looking at relocating	7%	11%	N/A	N/A	7%	N/A	9%	4%
Task force-related	5%	8%	N/A	N/A	4%	N/A	6%	3%
Homelessness is complicated	4%	5%	N/A	N/A	4%	N/A	5%	1%
Decreasing/See positive signs	4%	5%	N/A	N/A	4%	N/A	5%	2%
No one is helping, including Police	3%	4%	N/A	N/A	4%	N/A	3%	4%
Need to remove them	3%	3%	N/A	N/A	3%	N/A	2%	5%
Police are not always the answer	3%	2%	N/A	N/A	3%	N/A	5%	0%
Just too many/They've taken over	3%	0%	N/A	N/A	2%	N/A	0%	7%
Arvada is making an effort, but too challenging	3%	3%	N/A	N/A	3%	N/A	3%	2%
Federal/National Issue	2%	1%	N/A	N/A	2%	N/A	3%	0%

Data Tables

Economic Growth Opinions

“How much do you support or oppose economic growth in the City of Arvada?”

“How satisfied are you with the way in which the City of Arvada is managing economic growth and development?”

		Physical Space				Years in Business				Number of Employees				
		Total	Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base		271	83	56	47	29	62	76	53	79	101	72	54	44
Support economic growth (strongly + somewhat)		88%	91%	86%	93%	N/A	89%	92%	88%	84%	88%	89%	85%	91%
Strongly support		49%	54%	40%	26%	N/A	55%	65%	43%	31%	38%	51%	49%	71%
base		233	71	46	38	25	45	64	49	74	89	59	46	39
Satisfied with growth mgmt. (extremely + very)		33%	32%	22%	24%	N/A	46%	42%	18%	24%	36%	34%	22%	36%
Extremely satisfied		5%	5%	2%	5%	N/A	3%	9%	2%	5%	8%	7%	2%	2%

		2022 Annual Revenue			Position		Home Location		
		Total	<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base		271	171	37	51	232	36	176	95
Support economic growth (strongly + somewhat)		88%	88%	92%	86%	90%	78%	88%	88%
Strongly support		49%	43%	62%	59%	48%	53%	42%	61%
base		233	146	32	43	203	28	158	75
Satisfied with growth mgmt. (extremely + very)		33%	34%	25%	37%	31%	N/A	30%	37%
Extremely satisfied		5%	6%	2%	5%	5%	N/A	6%	3%

N/A indicates a sample size below n=30 and exclusion of that rating
Only statistically significantly higher ratings indicated on final question

Data Tables

Business Growth

“Do you want to grow your business or are you happy with the size you are at now?”

“To what extent do you currently have the ABILITY to grow your business?”

“How much are the following holding you back from expanding?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	297	91	59	54	30	67	80	61	86	114	76	60	47
Want to grow	51%	57%	48%	35%	65%	74%	62%	29%	37%	40%	52%	53%	71%
Happy with how things are now	43%	35%	51%	57%	26%	22%	37%	68%	50%	52%	43%	38%	29%
Want to downsize	1%	1%	1%	0%	2%	0%	0%	3%	3%	1%	3%	2%	0%
base	292	90	58	54	29	67	80	59	83	112	74	59	47
Able to grow (completely + mostly)	58%	56%	60%	57%	N/A	67%	53%	57%	57%	61%	46%	54%	74%
Completely	25%	27%	29%	25%	N/A	30%	23%	19%	28%	24%	22%	21%	37%
base	~231	~77	~49	~38	~25	~60	~68	~46	~64	~83	~61	~52	~45
Lacking access to a sufficient number of qualified employees/staff	40%	42%	45%	31%	N/A	28%	36%	53%	47%	17%	33%	57%	61%
Lacking sufficient available space to expand	30%	29%	30%	20%	N/A	35%	40%	12%	24%	23%	33%	33%	35%
Lacking access to sufficient amount of capital	28%	42%	16%	16%	N/A	41%	34%	12%	21%	25%	20%	39%	30%
Having too many regulatory restrictions imposed by the City of Arvada	28%	31%	20%	2%	N/A	30%	27%	17%	34%	15%	32%	35%	36%
Lacking access to marketing resources and talent	26%	34%	8%	18%	N/A	20%	39%	23%	18%	24%	17%	32%	31%
Lacking sufficient public safety for your staff and/or customers	21%	23%	15%	21%	N/A	23%	14%	28%	22%	15%	12%	28%	35%
Lacking access to high-quality utilities (such as broadband internet)	14%	17%	12%	6%	N/A	10%	15%	21%	10%	8%	13%	15%	25%
Lacking a sufficient number of visitors to Arvada for customers	13%	15%	2%	14%	N/A	21%	16%	5%	7%	10%	13%	17%	13%
Lacking a sufficient number of residents in Arvada for customers	10%	9%	6%	11%	N/A	15%	15%	4%	3%	10%	7%	9%	13%

An extreme amount + a moderate amount

N/A indicates a sample size below n=30 and exclusion of that rating
Only statistically significantly higher ratings indicated on final question

Data Tables

Business Growth

“Do you want to grow your business or are you happy with the size you are at now?”

“To what extent do you currently have the ABILITY to grow your business?”

“How much are the following holding you back from expanding?”

		2022 Annual Revenue			Position		Home Location		
		Total	<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base		297	185	40	55	252	41	190	107
Want to grow		51%	45%	69%	65%	51%	51%	46%	59%
Happy with how things are now		43%	49%	28%	31%	42%	46%	50%	31%
Want to downsize		1%	2%	3%	0%	2%	0%	2%	1%
base		292	181	39	55	247	41	186	106
Able to grow (completely + mostly)		58%	53%	76%	64%	59%	53%	56%	60%
Completely		25%	22%	25%	40%	24%	31%	25%	24%
base		~231	~144	~37	~46	~199	~32	~150	~85
Lacking access to a sufficient number of qualified employees/staff		40%	32%	41%	61%	39%	46%	33%	51%
Lacking sufficient available space to expand		30%	27%	24%	37%	28%	43%	30%	28%
Lacking access to sufficient amount of capital		28%	32%	25%	22%	30%	19%	28%	29%
Having too many regulatory restrictions imposed by the City of Arvada		28%	24%	30%	40%	26%	36%	24%	34%
Lacking access to marketing resources and talent		26%	26%	30%	25%	30%	4%	25%	28%
Lacking sufficient public safety for your staff and/or customers		21%	16%	33%	25%	21%	21%	16%	30%
Lacking access to high-quality utilities (such as broadband internet)		14%	11%	25%	17%	14%	13%	11%	19%
Lacking a sufficient number of visitors to Arvada for customers		13%	14%	2%	17%	14%	7%	12%	14%
Lacking a sufficient number of residents in Arvada for customers		10%	10%	7%	13%	10%	6%	10%	9%

An extreme amount + a moderate amount

N/A indicates a sample size below n=30 and exclusion of that rating
Only statistically significantly higher ratings indicated on final question

Data Tables

Business Optimism

“How likely do you think you will continue to be in business here in Arvada....?”

		Physical Space				Years in Business				Number of Employees			
(extremely + very likely)	Total	Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	~271	~84	~55	~49	~28	~65	~73	~55	~77	~104	~73	~52	~47
Within the next year	89%	90%	91%	89%	N/A	93%	89%	95%	81%	91%	86%	84%	94%
Three years from now	74%	77%	76%	81%	N/A	83%	75%	64%	70%	74%	75%	70%	76%
Five years from now	60%	68%	62%	69%	N/A	70%	56%	55%	58%	64%	55%	58%	61%

		2022 Annual Revenue			Position		Home Location	
(extremely + very likely)	Total	<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	~271	~175	~38	~51	~231	~38	~174	~97
Within the next year	89%	87%	94%	91%	87%	98%	89%	90%
Three years from now	74%	74%	65%	79%	71%	86%	76%	70%
Five years from now	60%	59%	49%	68%	58%	72%	62%	56%



~ indicates approximate sample sizes shown due to multiple questions with possible variations in sample sizes included
 N/A indicates a sample size below n=30 and exclusion of that rating

Data Tables

COVID-Related Ratings

“To what extent did COVID-19 impact your business?”

“How concerned are you about future waves of COVID-19 or other types of pandemics in the future?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	263	78	56	43	29	48	74	58	82	93	70	54	46
COVID impact (major + moderate)	64%	82%	51%	50%	N/A	64%	66%	67%	61%	59%	60%	63%	80%
Major impact	41%	56%	28%	27%	N/A	48%	39%	38%	42%	39%	38%	37%	54%
base	267	86	51	48	25	54	72	55	85	101	70	51	45
Additional pandemic concern (extremely + very)	34%	37%	17%	36%	N/A	34%	37%	32%	32%	42%	28%	24%	36%
Extremely concerned	4%	2%	1%	5%	N/A	2%	2%	3%	7%	4%	8%	0%	3%

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	263	157	38	54	223	37	168	95
COVID impact (major + moderate)	64%	61%	72%	66%	63%	66%	60%	71%
Major impact	41%	39%	42%	47%	39%	51%	38%	45%
base	267	165	36	51	232	32	175	92
Additional pandemic concern (extremely + very)	34%	35%	17%	36%	34%	34%	40%	23%
Extremely concerned	4%	5%	0%	5%	4%	4%	5%	3%



Data Tables

Employee-Related Ratings

“Are your employees back to work at your office/store or are some continuing to work remotely?”

“Do your employees live in Arvada, or do at least some commute to the City?”

“Is the availability of affordable residential housing important to your ability to hire and retain qualified employees?”

“Is finding and retaining qualified employees more or less difficult today than it was prior to the COVID-19 pandemic?”

“Do you believe the mental health of your employees is better, worse or unchanged today compared to before the COVID-19 pandemic?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	265	85	57	41	29	60	75	55	73	88	74	56	47
Everyone is back to working at the office/store	77%	88%	72%	54%	N/A	79%	76%	77%	76%	68%	80%	86%	78%
Mixed	12%	12%	25%	8%	N/A	5%	13%	15%	16%	9%	7%	13%	22%
Everyone is working remotely	11%	0%	3%	38%	N/A	16%	11%	8%	9%	23%	13%	1%	0%
base	270	86	57	40	30	63	76	55	74	93	74	56	47
All employees live in Arvada	33%	21%	31%	75%	9%	30%	31%	38%	34%	60%	35%	9%	13%
Half or more, but not all	29%	37%	38%	5%	26%	29%	28%	25%	34%	8%	37%	38%	44%
Less than half	27%	31%	30%	5%	51%	26%	32%	27%	22%	14%	21%	45%	35%
base	280	87	57	46	30	66	77	57	78	102	75	56	47
Housing availability is important for hiring/retention	44%	52%	39%	38%	44%	48%	44%	40%	44%	27%	42%	56%	66%
base	279	87	57	45	30	66	77	56	78	101	75	56	47
Finding/retaining employees more difficult today	48%	60%	47%	24%	35%	36%	43%	51%	62%	26%	42%	63%	78%
Unchanged	25%	20%	15%	40%	35%	22%	26%	23%	26%	28%	28%	24%	15%
Less Difficult Today	2%	1%	2%	0%	10%	6%	0%	1%	0%	0%	5%	1%	2%
base	276	87	57	43	30	66	77	56	75	99	74	56	47
Employee mental health is better	5%	7%	4%	3%	4%	9%	6%	2%	2%	3%	8%	7%	2%
Unchanged	35%	34%	47%	39%	60%	20%	32%	42%	49%	34%	38%	44%	22%
Worse	32%	33%	30%	30%	22%	34%	31%	33%	32%	27%	24%	30%	57%

N/A indicates a sample size below n=30 and exclusion of that rating
Columns may not sum to 100% due to don't know responses which are not shown

Data Tables

Employee-Related Ratings

“Are your employees back to work at your office/store or are some continuing to work remotely?”

“Do your employees live in Arvada, or do at least some commute to the City?”

“Is the availability of affordable residential housing important to your ability to hire and retain qualified employees?”

“Is finding and retaining qualified employees more or less difficult today than it was prior to the COVID-19 pandemic?”

“Do you believe the mental health of your employees is better, worse or unchanged today compared to before the COVID-19 pandemic?”

		2022 Annual Revenue			Position		Home Location		
		Total	<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base		265	162	38	53	222	40	166	99
Everyone is back to working at the office/store		77%	74%	88%	75%	79%	67%	74%	82%
Mixed		12%	8%	12%	25%	9%	26%	9%	17%
Everyone is working remotely		11%	18%	0%	0%	12%	8%	18%	1%
base		270	166	39	53	227	40	170	100
All employees live in Arvada		33%	44%	23%	11%	36%	16%	49%	9%
Half or more, but not all		29%	23%	44%	38%	28%	30%	28%	30%
Less than half		27%	18%	33%	41%	24%	44%	15%	46%
base		280	175	39	53	237	40	179	101
Housing availability is important for hiring/retention		44%	38%	48%	59%	46%	34%	41%	50%
base		279	174	39	53	236	40	178	101
More Difficult Today		48%	34%	60%	83%	45%	63%	38%	63%
Unchanged / The Same		25%	29%	22%	10%	25%	20%	28%	19%
Less Difficult Today		2%	0%	6%	3%	2%	2%	2%	2%
base		265	171	39	53	233	40	175	101
Employee mental health is better		77%	6%	4%	5%	5%	5%	6%	4%
Unchanged		12%	32%	46%	36%	36%	33%	36%	34%
Worse		11%	30%	35%	43%	33%	27%	28%	39%

Data Tables

AEDA-Specific Ratings

“Are you aware of the Arvada Economic Development Association (AEDA)?”
 “How would you describe your overall impression of AEDA?”
 “When was the last time you interacted with AEDA?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	281	86	57	49	30	66	75	58	80	105	72	57	47
Aware of AEDA	55%	56%	54%	55%	48%	31%	66%	68%	57%	56%	46%	63%	53%
base	151	46	35	26	14	21	49	34	47	59	34	32	26
Impression of AEDA (excellent + good)	42%	39%	45%	N/A	N/A	N/A	46%	54%	27%	38%	33%	31%	N/A
Excellent	17%	12%	12%	N/A	N/A	N/A	19%	30%	8%	12%	8%	10%	N/A
base	151	46	35	26	14	21	49	34	47	59	34	32	26
Within the last year	23%	19%	17%	N/A	N/A	N/A	23%	26%	20%	18%	14%	20%	N/A
1-3 years ago	11%	21%	12%	N/A	N/A	N/A	15%	8%	8%	1%	15%	10%	N/A
More than 3 years ago	12%	5%	16%	N/A	N/A	N/A	10%	15%	18%	10%	8%	19%	N/A
Never	43%	37%	43%	N/A	N/A	N/A	43%	40%	43%	54%	55%	37%	N/A
Don't remember/Not sure	11%	17%	11%	N/A	N/A	N/A	10%	11%	11%	16%	8%	15%	N/A



Data Tables

AEDA-Specific Ratings

“Are you aware of the Arvada Economic Development Association (AEDA)?”
 “How would you describe your overall impression of AEDA?”
 “When was the last time you interacted with AEDA?”

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	281	175	39	53	239	39	181	100
Aware of AEDA	55%	53%	76%	49%	57%	43%	55%	55%
base	151	89	27	29	133	17	100	51
Impression of AEDA (excellent + good)	42%	33%	N/A	N/A	41%	N/A	37%	49%
Excellent	17%	9%	N/A	N/A	17%	N/A	11%	27%
base	151	89	27	29	133	17	100	51
Interacted with AEDA within the last year	23%	16%	N/A	N/A	23%	N/A	12%	41%
1-3 years ago	11%	5%	N/A	N/A	11%	N/A	13%	6%
More than 3 years ago	12%	13%	N/A	N/A	14%	N/A	10%	16%
Never	43%	53%	N/A	N/A	41%	N/A	54%	24%
Don't remember/Not sure	11%	14%	N/A	N/A	12%	N/A	11%	12%



Data Tables

Other Sources

“Are you a member of the Arvada Chamber of Commerce?”

“How do you get news or information about what is happening in Arvada?”

	Total	Physical Space				Years in Business				Number of Employees			
		Retail/Service	Commercial	Home-Based	Industrial/Warehouse	Less than three	3 to 10	11 to 19	20+	1	2 to 4	5 to 9	10+
base	283	87	57	49	30	65	77	58	81	106	74	57	46
Arvada Chamber of Commerce member	19%	25%	19%	7%	22%	13%	28%	12%	20%	10%	11%	28%	34%
base	266	81	53	49	26	61	72	55	76	102	70	51	43
The Arvada Report (bi-monthly newsletter, printed and available online)	59%	47%	71%	71%	N/A	39%	52%	77%	72%	63%	63%	51%	56%
Social Media, such as Facebook, Twitter or LinkedIn	42%	40%	35%	52%	N/A	45%	41%	54%	32%	46%	43%	35%	39%
City of Arvada email newsletter	41%	44%	34%	36%	N/A	37%	54%	26%	43%	40%	34%	54%	36%
Arvada Press	32%	21%	24%	53%	N/A	27%	38%	19%	42%	44%	30%	27%	18%
Arvada Economic Development Association emails to all businesses	28%	35%	36%	24%	N/A	24%	39%	18%	27%	28%	19%	39%	28%
Nextdoor online community app	25%	16%	31%	47%	N/A	21%	26%	30%	24%	33%	31%	13%	12%



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Columns may not sum to 100% due to don't know responses which are not shown

Data Tables

Other Sources

“Are you a member of the Arvada Chamber of Commerce?”

“How do you get news or information about what is happening in Arvada?”

	Total	2022 Annual Revenue			Position		Home Location	
		<\$500K	\$500K – \$1M	\$1M+	Owner	Non	Arvada Resident	Non
base	283	177	39	53	240	40	183	100
Arvada Chamber of Commerce member	19%	14%	33%	20%	19%	17%	18%	19%
base	266	168	35	50	226	37	177	89
The Arvada Report (bi-monthly newsletter, printed and available online)	59%	61%	65%	55%	61%	48%	68%	44%
Social Media, such as Facebook, Twitter or LinkedIn	42%	46%	49%	20%	45%	22%	47%	33%
City of Arvada email newsletter	41%	38%	42%	51%	41%	44%	38%	47%
Arvada Press	32%	39%	25%	14%	35%	15%	45%	10%
Arvada Economic Development Association emails to all businesses	28%	26%	42%	28%	29%	23%	27%	31%
Nextdoor online community app	25%	32%	17%	8%	27%	10%	34%	8%

